BRAND IDENTITY STANDARDS GUIDE

MARION COUNTY
PUBLIC
HEALTH
DEPARTMENT

Prevent. Promote. Protect.

MARION COUNTY PUBLIC HEALTH DEPARTMENT

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Brand Identity Standards

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1. About the MCPHD Brand Identity

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What are the MCPHD Identity Standards?

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A brand and the subsequent experience encountered from the brand reflects the promise and personality of any successful organization. It's what people think of whenever they experience the name MCPHD. The brand, or identity experience, is directly connected to MCPHD continuing to offer the finest in public health community services to every Marion County resident. One part of the identity experience is portrayed through the organization's visual identity or logo. When used consistently in communication materials, the brand will ensure that relevant core messages reach the various MCPHD publics.

The identity guidelines outlined in this manual will ensure a professional, consistent and effective image of MCPHD and its public health and community outreach efforts. This manual serves as the primary reference tool for implementing and managing the MCPHD identity and brand. Over time, it will create MCPHD brand equity, awareness and recognition for MCPHD in the community.

This manual is a teaching tool, guidebook and reference for preparing all the MCPHD communications materials and assets (print, digital, advertising and otherwise).

This manual outlines common logo uses. While many possibilities are represented, you may have additional questions or concerns that are not covered here. If any such situations arise and you have questions, please contact the Manager of Visual Communications, Marion County Public Health Department at (317) 221-2279.

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2. Basic Graphic Standards and Logo Usage

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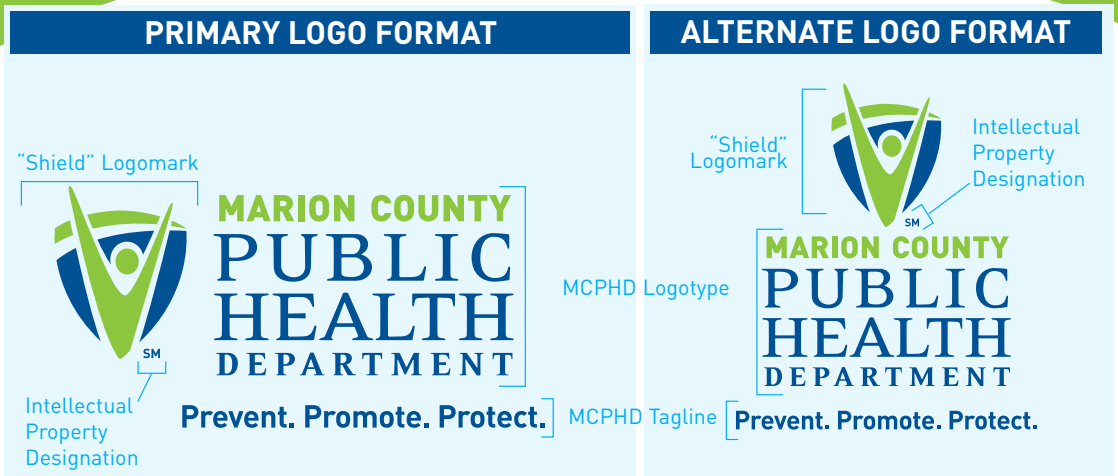
Elements of the Core Logo



The MCPHD logo is composed of three core visual elements:

1) The *logomark,* or "sheild" plus "open-armed figure," is the dominant icon that forms the main visual element of the logo. These elements in this exact combination and orientation are in their primary logo format (see alternative logo format, above right) positioned to the left side of the MCPHD logotype. Regardless of the orientation version, the logomark should ***never*** be used without the Logotype.

2) The *logotype,* or the typography, always accompanies the logomark elements and identifies the organization. It should ***never*** be used without the Logomark. Regardless of the orientation version, the logomark should ***never*** be used without the Logotype.

3) Although not mandatory, the *MCPHD Tagline* should accompany the logomark/logotype elements whenever possible. It helps define and further position the organization and its core values and benefits to the community.

All of the following elements are required in every application of the MCPHD Logo: logomark, logotype and intellectual property designation. None of these elements, in part or in whole, may be omitted under any circumstance when using the MCPHD logo with the exception of the tagline. The tagline may, in rare instances, be omitted. Please check with the Manager of Visual Communications for exceptions.

The logo elements were chosen to symbolize the culmination of the rich history MCPHD has in Marion County. The elements are indicative of MCPHD's dedication to "prevent, promote and protect" the citizens of Marion County. The shield provides consistency with visual elements used on a national and international level and is symbolic of protection and safety. The outreached figure symbolizes the personal commitment and collaboration that has ensued during those decades and in the ongoing effort towards innovation in helping those in need. The figure also imbues the commitment MCPHD has to serving a diverse audience while celebrating the organization's creativity and cutting-edge safety and health services it provides the community. Colors, graphic choices and typography were all carefully chosen to indicate the organization's warmth, caring and credibility. Additionally, all visual elements were carefully chosen to ensure the MCPHD brand identity fits within the Health & Hospital Corporation family of brands.

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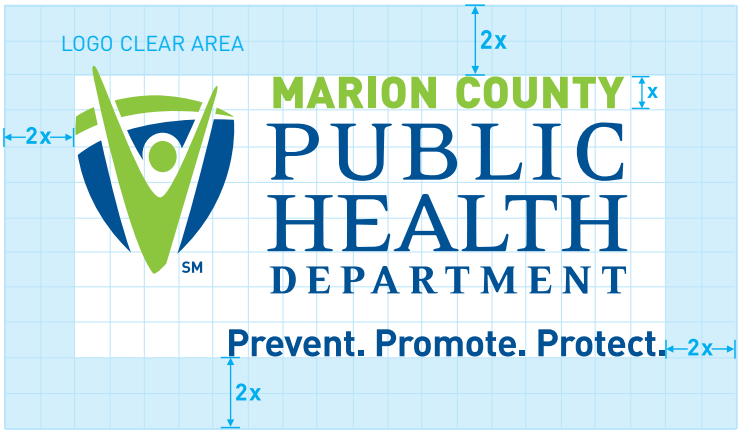
Correct Logo Usage

To ensure correct spacing around the logo and, thus, consistent placement of the logo in relation to any adjacent graphic elements, please adhere to these guidelines:

- The logo is shown with a ratio equation to establish space boundaries. Do not place elements inside the clear area around the logo, as indicated.
- With any reproduction of the logo, obtain an original file in digital format.

LOGO CLEAR AREA – Area around the logo in which no other elements should be placed.

The logo clear areas are indicated in the diagram (right) by the light blue area around the logo. This area is equal to 2x, where x is equal to the cap-height of the words "MARION COUNTY."



To maintain quality and uniformity, use the preferred, original, vector-based (EPS) version of the logo.
All logo versions can be obtained from the MCPHD Web site *(www.MarionHealth.org/vendor-relations).* A password is required and can be obtained from the Manager of Visual Communications, Marion County Public Health Department at (317) 221-2279.

Although the logo may appear in varying sizes, it is to be used in the proportions as it appears in this manual and in the digital files available. If the provided electronic formats are not suitable for a particular application, contact the Manager of Visual Communications. *Since it is critical to maintain the consistency and quality of the logo, please do not modify the logo, or any visual components thereof, in any way.*

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The Logo on Backgrounds

The MCPHD logo must always appear clearly and legibly on any background on which it is placed. When putting the logo on a background, please observe clear area specifications in section 2.3. Below are **acceptable** uses of the MCPHD logo in the preferred MCPHD colors, black, and white (reversed) versions on various backgrounds.

Full-color logo – This version of the logo can appear on white, light gray or neutral backgrounds, or light photographic treatments in black and white or full color. On a photographic treatment, place the logo in a simple or uncluttered area. In most situations where the logo is placed on top of a photograph, however, a way to differentiate the logo from the background (like a subtle drop shadow) should be used. The full-color logo should never appear on a dark color (see "White Logo" below).

Black logo – This version of the logo can appear on white, light gray or neutral backgrounds, or light photographic backgrounds. Ensure that the logo appears in an uncluttered portion of the photo. The black logo may also appear on a light color from the MCPHD color palette outlined in section 3.

White logo – This version of the logo may appear on black or any dark color in the MCPHD color palette in section 3.2. It can also be placed on a simple and uncluttered area of a photograph.
In most situations where the logo is placed on top of a photograph, however, a subtle drop shadow should be used to create visual differentiation of the background from the logo.

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Incorrect Logo Usage

Please adhere to these guidelines:

- Do not redraw or reproduce the logos from second- or third-generation copies.
- Do not alter the MCPHD logos in any way.
- Do not tilt on an angle, flip or distort the logos.
- Do not reproduce the logos in any color except those outlined in section 3.0.
- Do not place the logos within any confining shape. (See Logo Clear guidelines, section 2.3)
- Do not outline any of the graphic elements in the logo with a stroke or rule.
- Whenever using the logo as an inserted file (picture) in Microsoft® Word™ or other software applications, do not scale the image disproportionately. To size the logo proportionally in MS Word, hold down the shift-key while dragging a corner anchor point only. Never increase the size of a logo except when using an EPS format.

Never use the logotype without the "Shield" logomark.

Never use the "Shield" logomark without the logotype.

Do not disproportionately stretch the logo or any of its visual elements.

Do not place the logo or any part at an angle.

Do not reproduce the logo in any colors except the MCPHD primary palette (see section 3).

Do not place the logo inside a confining shape of any sort.

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Department Logo Versions

The following are examples of the possible departmental naming models that allow your department to be consitently considerded within the new brand guidelines. These examples are provided as visual aids to define how to include department names within the constructs of the MCPHD brand identity. Please see examples of each on the following pages. If none of these versions seem to fit your organization's specific circumstances, please contact the Manager of Visual Communications, Marion County Public Health Department at 317) 221-2279.

NOTE: To minimize the number of visual elements and to decrease confusion, the tagline, "Prevent. Promote. Protect.," is not included in the following department logo applications. However, the tagline should always be included whenever possible within the document or design application. Please contact the Manager of Visual Communications, Marion County Public Health Department at (317) 221-2279 for questions.

PRIMARY LOGO: **SINGLE-LINE APPLICATION, BELOW LOGO**

PRIMARY LOGO: **DOUBLE-LINE APPLICATION, BELOW LOGO**

PRIMARY LOGO: **TRIPLE-LINE APPLICATION, BELOW LOGO**

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Department Logo Versions

PRIMARY LOGO: **SINGLE-LINE APPLICATION, RIGHT OF LOGO**

MARION COUNTY
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Food Safety

Department logos are separated by a line in PMS 653

The department name always in DIN Bold, upper/lower case, should appear in PMS 653; centered under the identity mark

CENTERED LOGO: **SINGLE-LINE APPLICATION**

MARION COUNTY
PUBLIC
HEALTH
DEPARTMENT

Food Safety

Department logos are separated by a line in PMS 653

The department name always in DIN Bold, upper/lower case, should appear in PMS 653; centered under the identity mark

PRIMARY LOGO: **DOUBLE-LINE APPLICATION, RIGHT OF LOGO**

MARION COUNTY
PUBLIC
HEALTH
DEPARTMENT

Communicable Disease Program

Department logos are separated by a line in PMS 653

The department name always in DIN Bold, upper/lower case, should appear in PMS 653; centered under the identity mark

CENTERED LOGO: **DOUBLE-LINE APPLICATION**

MARION COUNTY
PUBLIC
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DEPARTMENT

Communicable Disease Program

Department logos are separated by a line in PMS 653 (the length of the word WISHARD)

The department name always in MetaPlusBlack Regular, upper/lower case, should appear in PMS 653; centered under the Wishard identity mark

PRIMARY LOGO: **TRIPLE-LINE APPLICATION, RIGHT OF LOGO**

MARION COUNTY
PUBLIC
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DEPARTMENT

Water Quality & Hazardous Materials Management

Department logos are separated by a line in PMS 653

The department name always in DIN Bold upper/lower case, should appear in PMS 653; centered under the identity mark

CENTERED LOGO: **TRIPLE-LINE APPLICATION**

MARION COUNTY
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Water Quality & Hazardous Materials Management

Department logos are separated by a line in PMS 653

The department name always in DIN Bold, upper/lower case, should appear in PMS 653; centered under the identity mark

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3. MCPHD Color Palettes

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Color and the Logo

Two-color and full-color version

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One-color versions

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Reversed versions

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Two-Color Treatments

Only produce a two-color logo in PMS #653 (MCPHD Blue) plus PMS #376 (MCPHD Green). No other two-color combinations may be applied to the MCPHD logo. Always consult the Pantone® Matching System (PMS) Guide for spot colors on uncoated stocks for exact color matching and specifying.

Four-Color Process and RGB Treatments

When four-color process is used, specify the logo in the PMS #653 (MCPHD Blue) and the PMS #376 (MCPHD Green) equivalent breakdowns. Where the logo is used in full color (CMYK), convert the colors with the following process color build percentages:

PMS #653 (MCPHD Blue):	C:100	M:62	Y:0	K:20
PMS #376 (MCPHD Green):	C:50	M:0	Y:100	K:0
PMS #2645 (Uncoated Blue):	C:100	M:50	Y:1	K:15

With the exception of a solid process black, no applications of four-color process combinations other than those listed above are permitted.

For electronic versions of the MCPHD logo where the logo must be converted to RGB color profiles, use only the following RGB combinations:

PMS #653 (MCPHD Blue):	R:54	G:87	B:140
PMS #376 (MCPHD Green):	R:140	G:198	B:63

One-Color Treatments

If it is not possible to use the MCPHD logo in two-color or four-color, the logo can appear in one-color versions. In one-color applications, use (in order of preference) PMS #653 (MCPHD Blue), PMS #376 (MCPHD Green), Black, or White (reversed). Other colors may be used only with the permission of the Manager of Visual Communications at (317) 221-2279. Use only the digital logo versions provided. No halftone version is permitted.

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Primary and Secondary Color Palette

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The MCPHD primary color palette consists of PMS #653 (MCPHD Blue; coated stocks only) or PMS #2945 (MCPHD Blue; uncoated stocks only) plus PMS #376 (MCPHD Green). Additionally, a secondary palette has been developed for use in all MCPHD communications including brochures and print materials, charts and Web site or screen applications (MS PowerPoint, web applications, etc.). For precise color matching, always refer to a Pantone® Uncoated fan or swatch book.

Although the MCPHD palette of colors is provided as a guideline in choosing the tone, sense, saturation and hue of colors, always consult with the Manager of Visual Communications, Marion County Public Health Department, (317) 221-2279, when specifying any color not listed on this page.

The Primary Palette and its application to the MCPHD Logo or any of the MCPHD Logo graphic elements should never be changed, whether in hue, saturation or variation.

Primary Palette

COATED STOCKS ONLY

MCPHD BLUE
PMS 653
C:100 M:62 Y:0 K:20
R:140 G:198 B:63

UNCOATED STOCKS ONLY

MCPHD BLUE
PMS 2945
C:100 **M:**50 **Y:**1 **K:**15

MCPHD GREEN
PMS 376
C:50 M:0 Y:100 K:0
R:140 G:198 B:63

Collateral Palette

Secondary Palette

PMS 131	PMS 2715	PMS 3135	PMS 3975	PMS 187
C:0 M:32 Y:100 K:9	C:40 M:35 Y:0 K:0	C:100 M:0 Y:27 K:1	C:10 M:5 Y:97 K:16	C:7 M:84 Y:56 K:16
R:199 G:148 B:13	R:154 G:149 B:219	R:0 G:146 B:172	R:177 G:164 B:44	R:175 G:82 B:92

Tertiary/Accent Palette

PMS 7528	PMS 7458	PMS 4515	PMS 651	PMS 5565	PMS 403
C:3 M:6 Y:9 K:10	C:65 M:7 Y:12 K:2	C:8 M:11 Y:46 K:19	C:34 M:12 Y:1 K:0	C:41 M:11 Y:31 K:6	C:10 M:11 Y:13 K:36
R:211 G:201 B:192	R:107 G:170 B:195	R:177 G:164 B:123	R:159 G:179 B:207	R:141 G:163 B:155	R:148 G:142 B:136

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4. MCPHD Typography

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Primary Typefaces & Usage

"DIN" and "EideticNeo" type families are at the core of the MCPHD identity system. These typefaces provide basic consistency and variety of styles that give ultimate flexibility to the brand while maintaining coherency and legibility.

The DIN type family is to be used in headlines, subheads, callouts, pulled quotes and wherever a sans serif typeface is deemed necessary. This family is available in Light, Regular, Medium, Bold and Black.

EideticNeo is the serif typeface to be used for all body copy or text with any materials for official correspondence by MCPHD. The EideticNeo family includes Regular, Italic, Bold, Bold Italic, Black, and Small Caps. However, the preferred weight for body copy is Regular.

All type should be aligned flush left. For maximum legibility, hyphenation should be kept to a minimum.

Adjust leading and kerning to ensure a comfortable visual line and character spacing.

Ensure maximum legibility and ease of reading with appropriate word and letter spacing. Avoid tight or loose spacing. Use adequate spacing after punctuation to make clear the intended punctuation break.

For common body copy uses, set type in EideticNeo at 11 point over 14 point leading and DIN at 10 point over 13 point leading. For other copy applications (i.e., photo captions, bylines, pulled quotes), do not set any type below 6 point.

Offical Alternate Substitute Typefaces

If it is impossible to use either of the preferred MCPHD typefaces, Times New Roman may be substituted for EideticNeo and Arial substituted for DIN. If questions arise regarding typefaces, please contact the Manager of Visual Communications, Marion County Public Health Department, (317) 221-2279.

San Serif Typeface

DIN Light
DIN Regular
DIN Medium
DIN Bold
DIN Black

Serif Typeface

EideticNeo Regular
EideticNeo *Italic*
EideticNeo **Bold**
EideticNeo Bold Italic
EideticNeo Black
EIDETIC NEO SMALL CAPS

Type Specimens

DIN Regular(10/13 pts)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJLMNOPQRSTUVWXYZ.,$&*...
The quick brown fox jumps over the lazy dog.

EideticNeo Regular (11/14 pts)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJLMNOPQRSTUVWXYZ.,$&*...
The quick brown fox jumps over the lazy dog.

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5. MCPHD Business System

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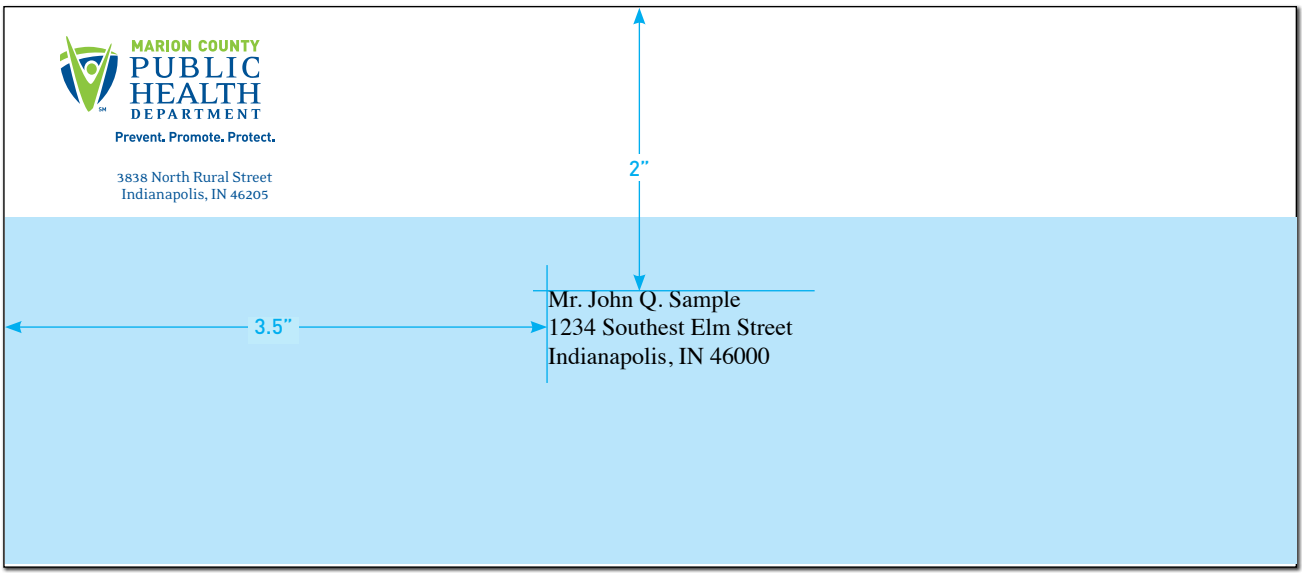
No.10 Business Envelope

Standard Business Envelope

The #10 business envelope is a standard size 4.125" x 9.5." It is printed in the ink colors PMS #653 (MCPHD Blue) and PMS #376 (MCPHD Green) on the designated MCPHD stationery paper stock, pre-converted. Please contact the Manager of Visual Communications at (317) 221-2279 for exact specifications.

Print the mailing address no less than 3.5" from the left edge of envelope and 2" from the top. Typeset the address text in Arial, 12 point over 14 point leading.



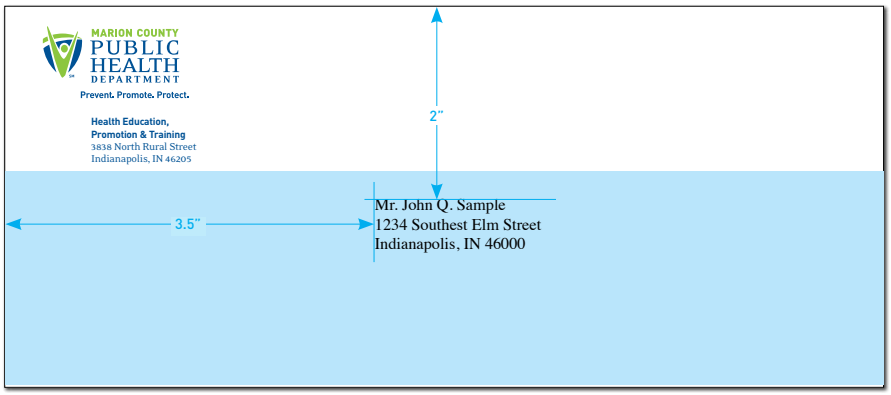
not actual size

Departmental Business Envelope

The Standard MCPHD #10 business envelope can be further designated with a department heading but still follows the standard size 4.125" x 9.5."

All ink colors, address designations and placement and all printing and paper specifications indicated above apply to the Departmental Business Envelope.

Note that the tagline is always used along with the departmental designation in the instance of the envelopes.



not actual size

OCR CLEAR AREA,
STANDARD US POSTAL SERVICE REGULATIONS.
FOR UP-TO-DATE REGULATIONS, VISIT
www.usps.com/business/business-solutions.htm

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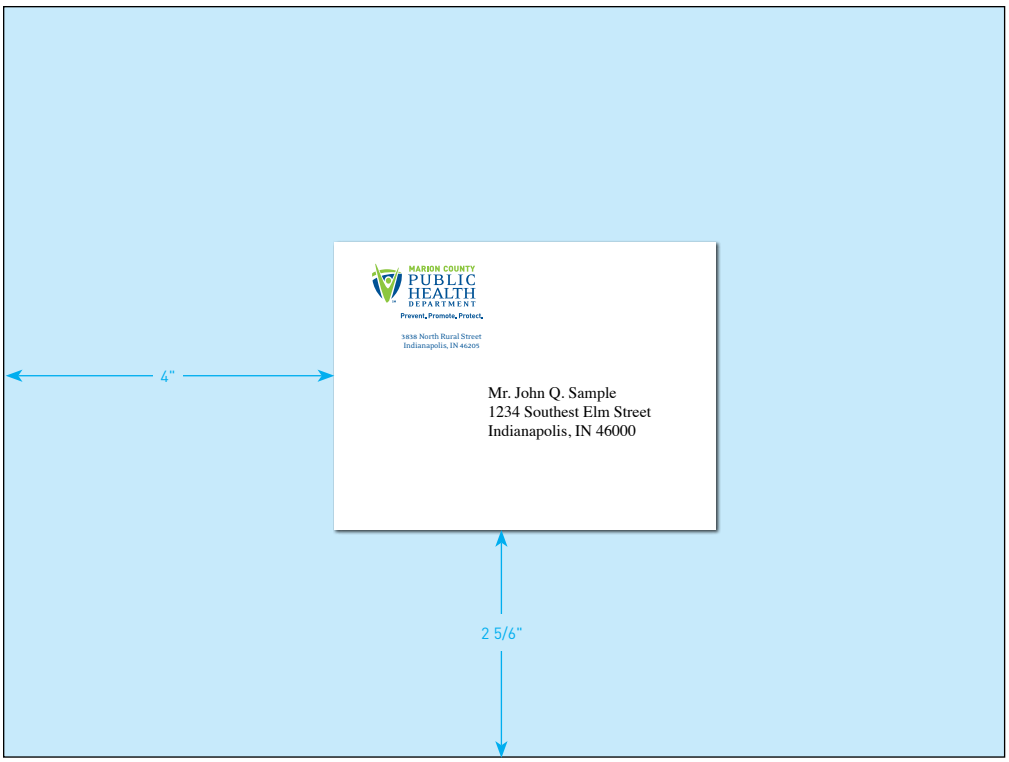
Standard Mailing Label

The 9" x 12" envelope label is 4" x 3 1/3." It is printed in the ink colors PMS #653 (MCPHD Blue) and PMS #376 (MCPHD Green) on MCPHD's standard, self-adhesive label stock.

Place the label in the center of the envelope. Typeset the address text in Arial, 12 point over 14 point leading.



not actual size

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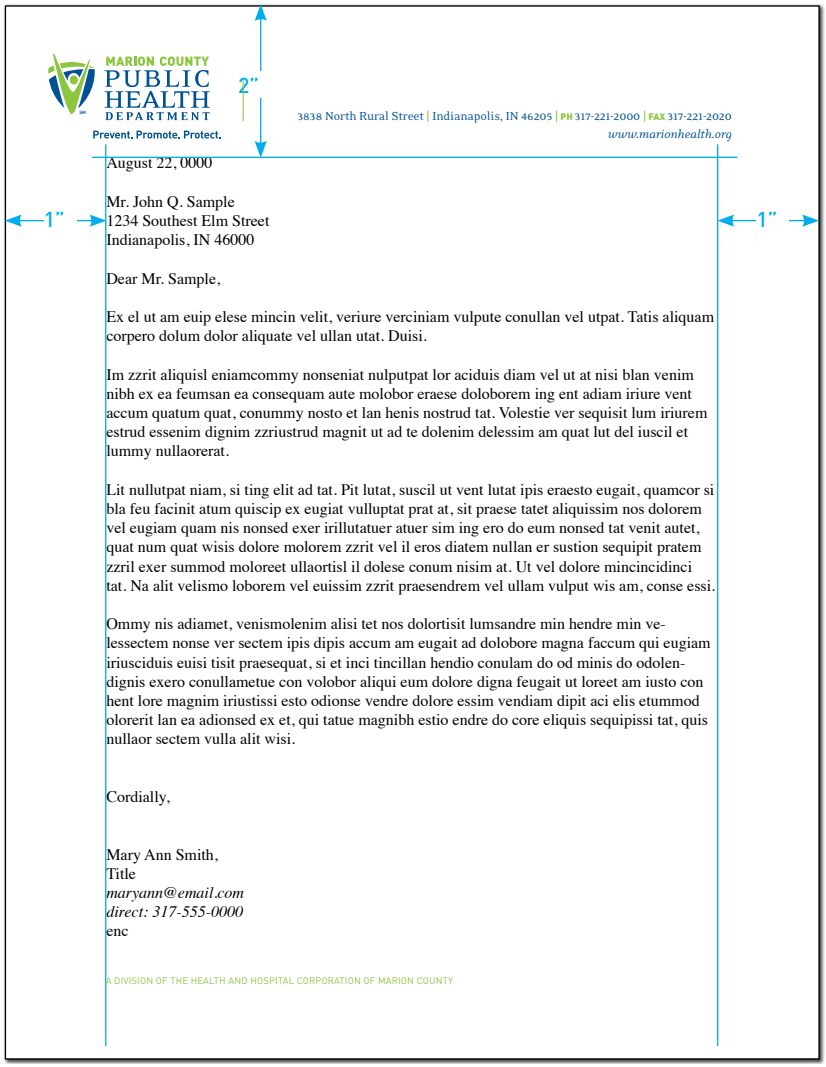
Standard Letterhead

The MCPHD letterhead is a standard 8.5" x 11" sheet. It is printed in the corporate ink colors PMS #653 (MCPHD Blue) and PMS #376 (MCPHD Green) on the MCPHD stationery paper stock. Please contact the Manager of Visual Communications at (317) 221-2279 for exact specifications.

Place text within the margins indicated below with the blue line: 1.75" from the top, 1.0" from the left, 1.0" from the right and 1.5" from the bottom. Use Times New Roman, 11 point over 14 point leading. To begin a new paragraph, insert a hard return between paragraphs; no indent should appear.

If you wish to provide a direct phone number, alternate fax or email so the recipient of your letter can call you directly, be sure to include your department, program or direct phone number in the body of your letter or in the signature block below your name as shown in the example. MCPHD *departments* (see page 5.5 for guidelines).



not actual size

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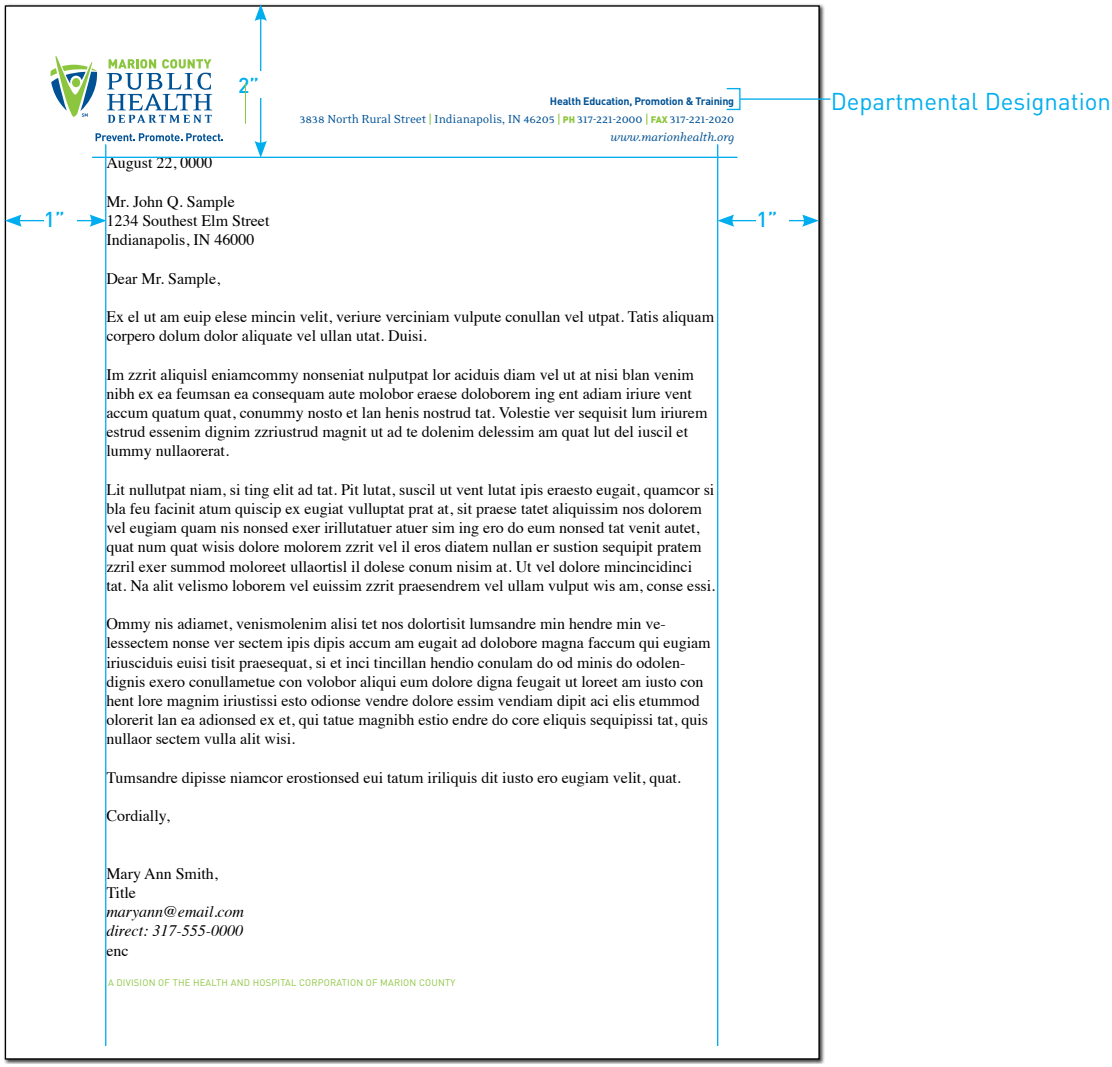
Departmental Letterhead

The MCPHD departmental letterhead is a standard 8.5” x 11” sheet. It is printed in the corporate ink colors PMS #653 (MCPHD Blue) and PMS #376 (MCPHD Green) on the MCPHD stationery paper stock. Please contact the Manager of Visual Communications, Health and Hospital Corporation of Marion County, Marion County Public Health Department, (317) 221-2279 for exact specifications.

Place text within the margins indicated below with the blue line: 1.75” from the top, 1.0” from the left, 1.0” from the right and 1.5” from the bottom. Use Times New Roman, 11 point over 14 point leading. To begin a new paragraph, insert a hard return between paragraphs; no indent should appear.

If you wish to provide a direct phone number, alternate fax or email so the recipient of your letter can call you directly, be sure to include your department, program or direct phone number in the body of your letter or in the signature block below your name as shown in the example.



not actual size

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Departmental Business Card

The Departmental business cards are personalized with name, title, address, phone, fax, mobile, e-mail and Web Site URL. They include a department designation as well.

Standard business cards are 3-1/2" x 2." They are printed in the corporate ink colors PMS #653 (MCPHD Blue) and PMS #376 (MCPHD Green) on the MCPHD, 100# cover paper stock.

When applying a new name to the business card template, be sure to follow the proportions and measurements outlined below:

LOGO & WEB ADDRESS: The MCPHD logo and web address should always be aligned right and positioned as indicated below. All other information is to appear on the right side of the card, left aligned to the 1-7/8" margin.

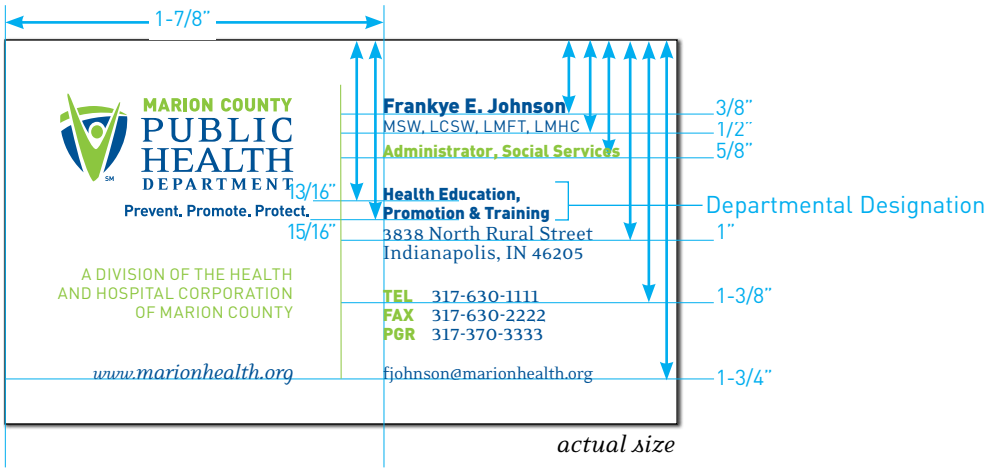
EMPLOYEE NAME & TITLE: The employee's name should be typeset in the MCPHD Blue using the font DIN Black at 7.5 pt. The baseline of the name (where a line of text rests) should always sit at 3/8" from the top of the business card. The employee's title is then placed under that, typeset in the MCPHD Green using the font DIN Regular all caps at 6.25 pt with a 7 pt leading.

DEPARTMENTAL DESIGNATION: The department name should be typeset in the MCPHD Blue using the font DIN Black at 6.5 pt over 10 pt leading. The baseline of the name (where a line of text rests) should always sit at 13/16" from the top of the business card. The location address is then placed under that, typeset in the MCPHD blue using the font EideticNeo Regular at 8 pt with a 7 pt leading.

MCPHD HEALTH SERVICES ADDRESS: The MCPHD address block will rest at 1" from top edge of card. It is typeset in the MCPHD Blue using the font EideticNeo Regular at 8 pt with 8 pt leading. Zip Code should be typeset similarly but in EideticNeo Small Caps.

PHONE NUMBERS: The first phone number should always have a baseline at 1-3/8" from the top of the business card. All phone numbers have an abbreviated descriptor typeset in the MCPHD Green using DIN Black, all caps at 6.5 pt with 8 pt leading. Placement should follow dimensions outlined below. Actual phone numbers should be typeset similarly but in EideticNeo Small Caps.

EMAIL ADDRESS: The employee email address is to appear with the baseline at 1-3/4" from the top of the business card. It is typeset in the MCPHD Blue using the font EideticNeo Regular at 8 pt.



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Standard Business Card

The Standard business cards are personalized with name, title, address, phone, fax, mobile, e-mail and Web Site URL.

Standard business cards are 3-1/2" x 2." They are printed in the corporate ink colors PMS #653 (MCPHD Blue) and PMS #376 (MCPHD Green) on the MCPHD, 100# cover paper stock.

When applying a new name to the business card template, be sure to follow the proportions and measurements outlined below:

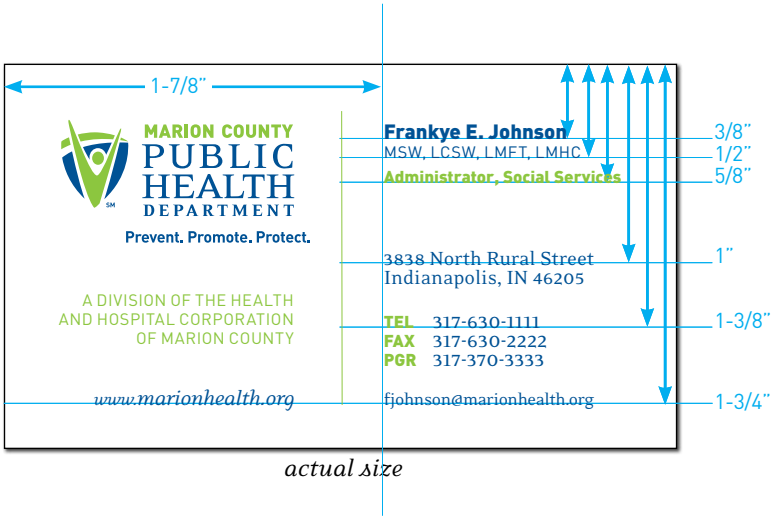
LOGO & WEB ADDRESS: The MCPHD logo and web address should always appear on the left, be flush-right and positioned as indicated below. All other information is to appear on the right side of the card, left aligned to the 1-7/8" margin.

EMPLOYEE NAME & TITLE: The employee's name should be typeset in the MCPHD Blue using the font DIN Black at 7.5 pt. The baseline of the name (where a line of text rests) should always sit at 3/8" from the top of the business card. The employee's title is then placed under that, typeset in the MCPHD Green using the font DIN Regular all caps at 6.25 pt with a 7 pt leading.

MCPHD HEALTH SERVICES ADDRESS: The MCPHD address block will rest at 1" from top edge of card. It is typeset in the MCPHD Blue using the font EideticNeo Regular at 8 pt with 8 pt leading.

PHONE NUMBERS: The first phone number should always have a baseline at 1-3/8" from the top of the business card. All phone numbers have an abbreviated descriptor typeset in the MCPHD Green using DIN Black, all caps at 6.5 pt with 8 pt leading. Placement should follow dimensions outlined below.

EMAIL ADDRESS: The employee email address is to appear with the baseline at 1-3/4" from the top of the business card. It is typeset in the MCPHD Blue using the font EideticNeo Regular at 8 pt.



actual size

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6. Stationery Paper Stock Specifications

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Stationery Paper Stock Specifications

Key to the standardization and coherency of the MCPHD brand is the consistent use of paper stock, trim sizes and ink colors. This section is to help guide you in selecting the standard MCPHD paper stock, paper sizes and inks to be used on the various stationary items. ***Please contact the Manager of Visual Communications, Marion County Public Health Department, (317) 221-2279.***

Letterhead

Size: 8.5" x 11"

Colors: 2 Pantone® Matching System Inks
PMS 653 (Blue) + PMS 376 (Green)
No bleeds; ink on one side

Paper Stock: DP-80# Cougar Smooth Text

#10 Envelope

Size: 4.125" x 9.5"

Colors: 2 Pantone® Matching System Inks
PMS 653 (Blue) + PMS 376 (Green)
No bleeds; ink on one side

Paper Stock: DP-60# Cougar Opaque Text

Business Cards

Size: 2" x 3.5"

Colors: 2 Pantone® Matching System Inks
PMS 653 (Blue) + PMS 376 (Green)
No bleeds; ink on one side

Paper Stock: DP-100# Cougar Opaque Cover

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7. Offical Signage

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Signage

The MCPHD logo can be applied to a variety of signage options. The 2-color logo only (with the tagline) should be used whenever possible. Every signage application is different and will require the use of a professional sign manufacturer. Below are only some brief examples of what is possible, but many options can apply. Please note this section is still being developed as new signage is installed. All signs are examples only and are not to be used but for generalized reference. ***Please contact the Manager of Visual Communications, Marion County Public Health Department, (317) 221-2279.***

For glass signage use white vinyl only, unless a particular situation constitutes otherwise. Legibility pf signage on glass is difficult. ***Please contact the Manager of Visual Communications, Marion County Public Health Department, (317) 221-2279.***

Wayfinding Signage

For any wayfinding signage needs such as building directional placards, exterior building signage needs or other direction-based signs ***please contact the Manager of Visual Communications, Marion County Public Health Department, (317) 221-2279.***

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8. Official Fleet and Vehicle Signage

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Official Fleet Graphic Usage

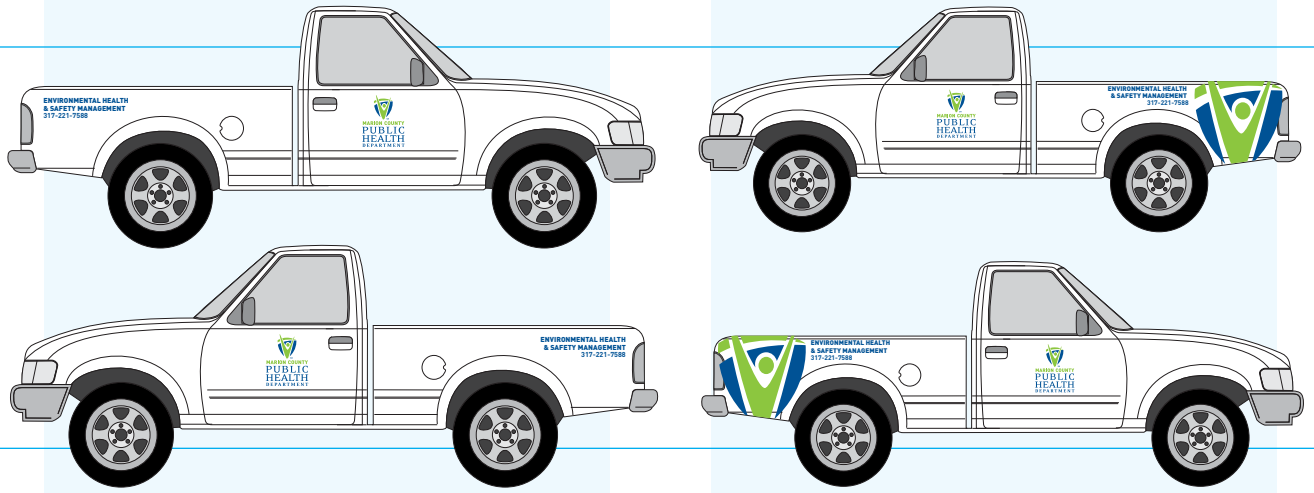
Fleet Graphic Options

The MCPHD logo can be applied to a variety of automobile models with a fleet. The 2-color logo only (with the tagline) should be placed on each of the driver and passenger doors at the general proportions shown below. Self adhesive vinyl graphic should be utilized on all vehicles whenever possible. Note that there are two versions of vinyl applications: (1) minimal vinyl and (2) expanded & embellished vinyl (where cost allows). ***Please contact the Manager of Visual Communications, Marion County Public Health Department, (317) 221-2279.***

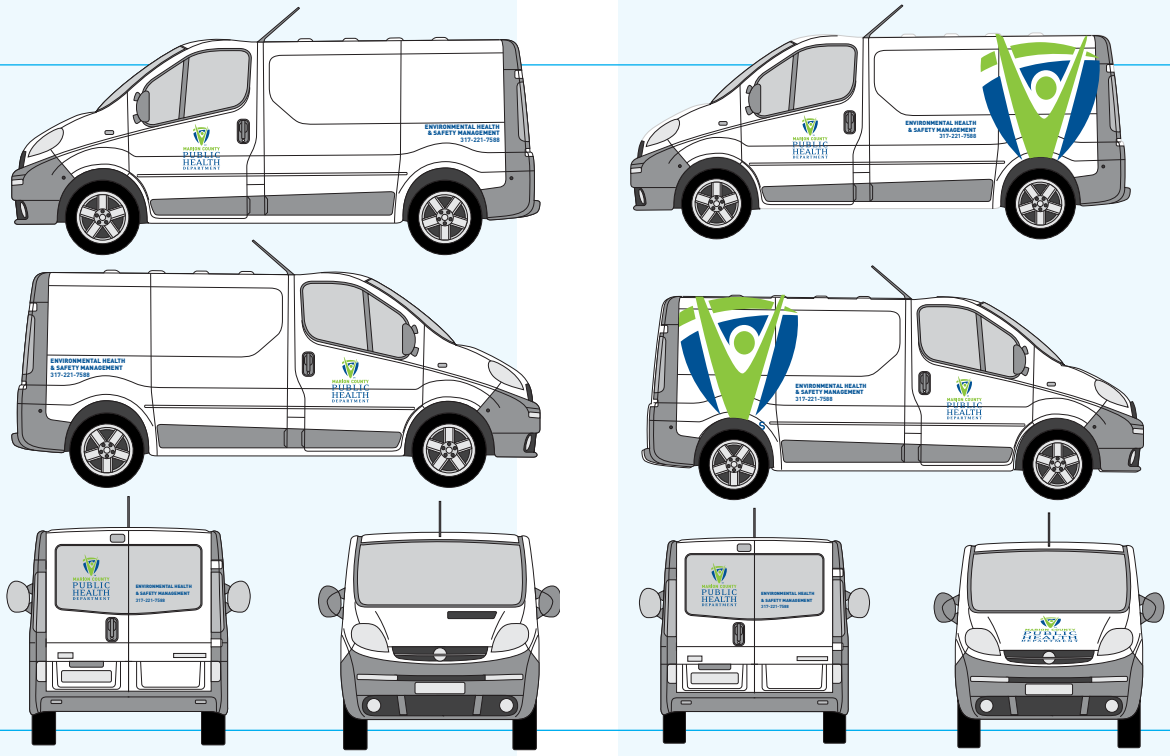
(1) MINIMAL VINYL APPLICATIONS:

(2) EXPANDED VINYL APPLICATIONS:

SAMPLE APPLICATION: FORD F-150



SAMPLE APPLICATION: TRANPORT VAN



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9. Uniform, Ephemera, Other Clothing & Promo Items

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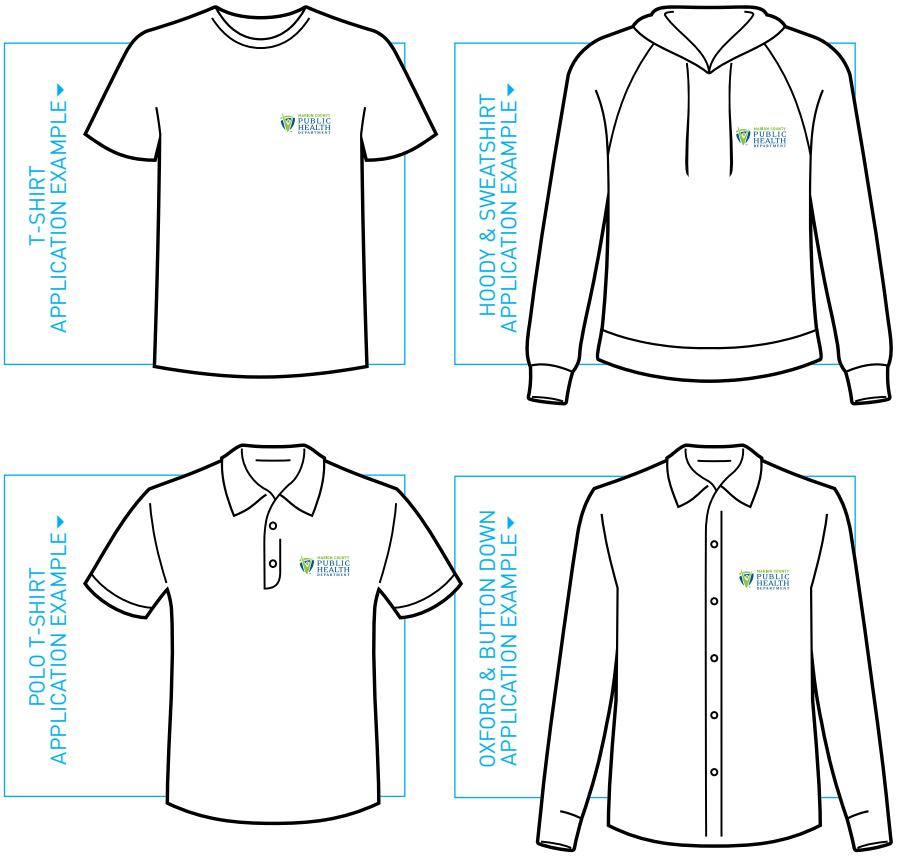
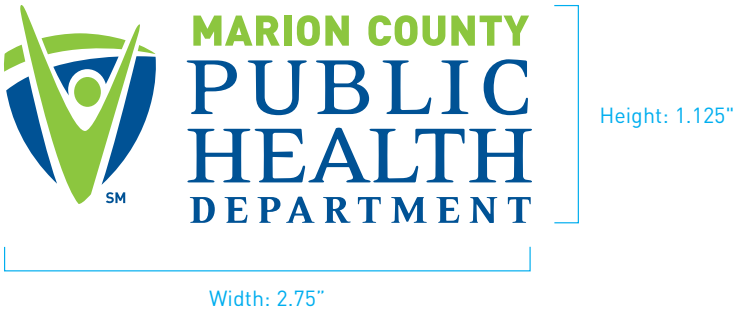
Uniform, Ephemera, Other Clothing & Promo Items

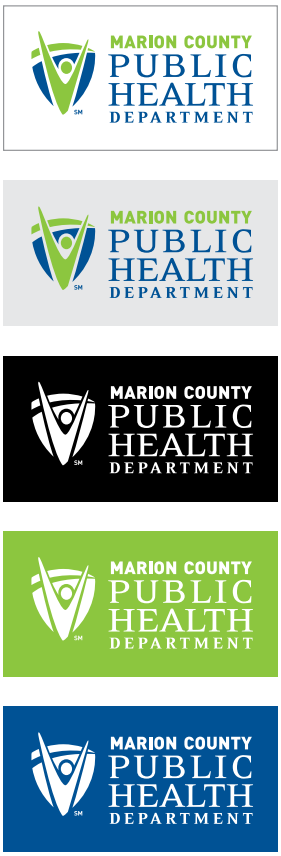
Apparel Options

The MCPHD logo can be applied to a variety of apparel options. The 2-color logo only (without the tagline) should be placed on the left breast at the size shown below and without any white outline around the logo. Screen-printing may be utilized on t-shirts and sweatshirts only. Polo shirts and button-down shirts should always be embroidered. ***Please contact the Manager of Visual Communications, Marion County Public Health Department, (317) 221-2279.***



The logo should always be applied at the following size:





The 2-color logo should be used on white or light gray shirts. The reversed (white) version should be used on black, green, or blue shirts with the shirt color matching the MCPHD brand colors as closely as possible. No other shirt colors apart from those listed above should be used without prior approval from the Visual Communications Manager by calling (317)221-2279.

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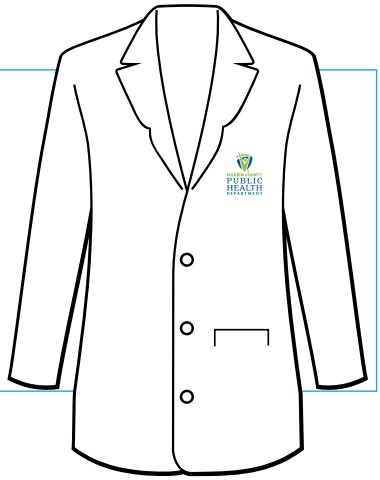
Uniform, Ephemera, Other Clothing & Promo Items

MEDICAL SCRUB
APPLICATION EXAMPLES

CLINICAL LAB COAT
APPLICATION EXAMPLE



CAP AND OTHER HATS
APPLICATION EXAMPLES

MUG, CUP & VESSEL
APPLICATION EXAMPLES

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Official Graphic Usage: Ephemera & Promo Items

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