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MHS GENESIS Brand Style Guide

Version 13.0



MHS GENESIS Brand Style Guide

Table of Contents

- Introduction 3
- MHS GENESIS Brand 3
- MHS GENESIS Brand Style Guide..... 4
- Who Should Use This Style Guide? 4
- What Does This Style Guide Cover? 4
- The MHS GENESIS Logo 4
- Ownership Statement 5
- Spacing 5
- Color Palette 6
- Four Color and Single Color Logo 7
- Colors 8
- Unacceptable Use 8
- Co-Branding with Other Logos 9
- Typography Guidelines..... 9
- Resources..... 10

Introduction

In May 2013, the Department of Defense (DoD) announced it was pursuing the dual goals of achieving a seamless health care record with the VA while acquiring a state-of-the-market electronic health record (EHR) system. Since 2013, DoD established a program executive office and two program management offices, led by proven-DoD acquisition professionals, to oversee DoD's EHR modernization acquisition and the dual goal of achieving data interoperability with the Veterans Administration (VA) and other external healthcare providers. In December 2014, a new program office was aligned under the Defense Healthcare Management Systems Program Executive Office PEO to lead the Operational Medicine efforts to purchase a best of suite, state of the market health care record (EHR) system.

The new modern EHR will meet the Office of National Coordinator standards for data transfer and is expected to be able to provide a safe, secure accessible record for patients, beneficiaries and providers that is easily and effectively transferred to external providers, to include major medical systems and the VA.

The new EHR is more than a health record. It has the potential to impact health operations throughout the DoD by linking business, billing, other health insurance (OHI), and consolidating and streamlining the business operations and workflows in the MHS to one standard and one common process.

MHS GENESIS Brand

The official name of the EHR, MHS GENESIS, was decided in December 2015. The full name, MHS GENESIS, **must** be capitalized and always appear as the full name. It is not an acronym and **cannot** be shortened to "GENESIS." The meaning of "genesis" is the origin or process of origin. "MHS GENESIS" represents the origin of a new electronic health record and business process for the Military Health System. MHS GENESIS is the initial stage of the developmental process of building and implementing an electronic health record by organizing the critical medical and business administrative data needed to provide quality and safe medical care. It arranges it into an operational document that can be easily used by all medical facility personnel. It signifies a new beginning of integrated documentation, workflow process and business transformation for the MHS.

MHS GENESIS is replacing a system that has been challenged to keep up with technological and operational advances. It is a new beginning to place information at a health professional's fingertips for rapid decision-making, reducing duplication of procedures and other activities. MHS GENESIS initiates substantive improvements in this critical area, including modernized technology for healthcare professionals. MHS GENESIS originates a process for providing greater population health data, tracking, and alerting capabilities, enabling healthcare professionals to more easily monitor beneficiaries' health status and encourage healthy behaviors. This new system will help respond to increasing demand for access, availability, entry, and portability of health information across the spectrum of military operations, to the Department of Veterans Affairs (VA) and to civilian providers. MHS GENESIS initiates

substantive improvements in this critical area, including modernized technology for healthcare professionals.

MHS GENESIS Brand Style Guide

The purpose of this style guide is to establish the MHS GENESIS brand guidelines and educate its users to observe the brand standards. Branding is a key supporting element for communication, training and deployment activities. This will assist in the brand comprehension and encourage endorsement among the workforce to the deployment and appropriate implementation of MHS GENESIS. This style guide will advocate consistent and appropriate messaging across DoD. Consistent branding standards establish and ensure a high-bar for maintaining content quality.

Who Should Use This Style Guide?

The intended audiences of this document are persons who will be using the MHS GENESIS logo in any form of presentation, formatting, reviewing, publication or distribution of any and all MHS GENESIS materials.

What Does This Style Guide Cover?

The scope of this style guide is aimed at covering many aspects of the communications products formatting including but not limited to color palettes, type, page layouts, technical guidelines and imagery design guidance. This document attempts to outline the preferred manner of presentation for each element one might expect to see recurring within design structure. As implementers of the guidelines, recognize that this document could never define every possible aspect of design. A guide sketches the outlines of a look and feel. Where cases might exist which are not specifically addressed by the confines of this document, it is imperative that the design be extended to those elements as accurately as possible.

The MHS GENESIS Logo

A brand is a combination of styling elements whose parts which when placed together form a greater whole. The parts must be universally recognized as being associated with a singular organization. At the root of most brands is a symbol identifying the organization.

Maintaining the legibility and integrity of the logo is essential. When enlarging or reducing the logo, the proportions of height and width must be maintained. The preferred width (W) by height (H) minimum size should be 1.5" (W) x .8" (H).



MHS GENESIS logo in preferred minimum size

Ownership Statement

Any use of the logo must include the following ownership statement.

MHS GENESIS is a registered trademark of the Department of Defense, Defense Health Agency. All rights reserved.

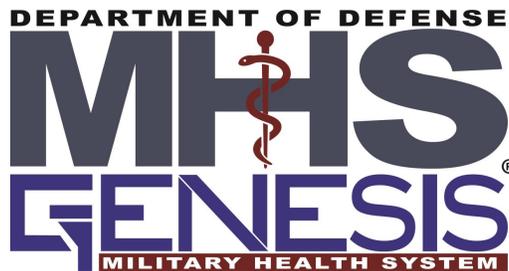
Spacing

To ensure the prominence and legibility of the MHS GENESIS logo, always surround it with a field of clear space. This field area isolates the MHS GENESIS logo from competing graphic elements, such as text, photography or other logos that may divert attention from the MHS GENESIS logo.

The amount of clear space required around the logo is equal to one-fourth height of the MHS GENESIS logo. This ratio should be maintained as the minimum amount of space on all materials where the logo appears.

Example Below: Clear Space Surrounding MHS GENESIS logo

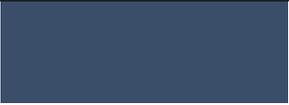
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

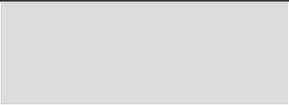
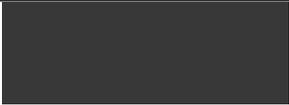


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Color Palette

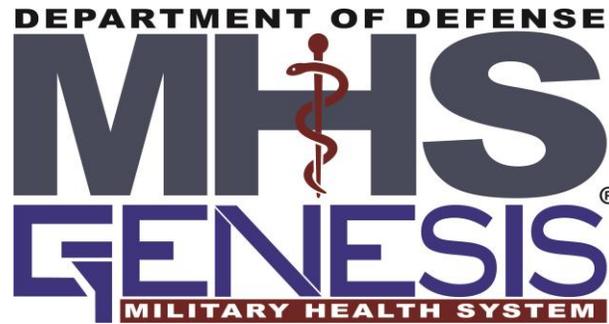
An integral part of the MHS GENESIS brand is its use of a defined color palette. The color palette for MHS GENESIS is derived from our Nation’s flag. Using exact matches of the color variants in the MHS GENESIS logo color palette reinforces the link between content and the look and feel associated with design layout. Wherever possible these approved colors should be used for any designed graphic and text applications outside the scope of established logo design.

MHS GENESIS Logo Colors			
			
<p>“GENESIS” Royal Blue Web# 213F99 R: 33 G: 63 B: 153</p> <p>C: 78% M: 59% Y: 0% K: 40%</p> <p>PMS 7687C</p>	<p>“MHS” Teal Web# 3B4E69 R: 59 G: 78 B: 105</p> <p>C: 44% M: 26% Y: 0% K: 59%</p> <p>PMS 2377C</p>	<p>“Military Health System” & Staff of Asclepius Deep Red Web# 78126 R: 120 G: 18 B: 22</p> <p>C: 0% M: 85% Y: 82% K: 53%</p> <p>PMS 188C</p>	<p>Department of Defense Black Web # 000000 R: 0 G: 0 B: 0</p> <p>C: 0% M: 0% Y: 0% K: 100%</p> <p>PMS 6C</p>

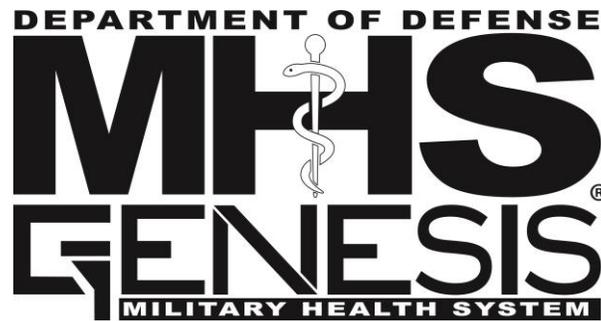
Design and Text Colors Compatible to MHS GENESIS Logo			
			
<p>Blue Gray Web# BFC 6D4 R: 191 G: 198 B: 212</p> <p>C: 10% M: 7% Y: 0% K: 17%</p> <p>PMS 537C</p>	<p>Gray Web # DCDCDC R: 220 G: 220 B: 220</p> <p>C: 0% M: 0% Y: 0% K: 14%</p> <p>PMS 663C</p>	<p>Charcoal Text Web# 383838 R: 56 G: 56 B: 56</p> <p>C: 0% M: 0% Y: 0% K: 78%</p> <p>PMS 412C</p>	<p>Medium Blue Web# 6C 82A7 R: 108 G: 130 B: 167</p> <p>C: 35% M: 22% Y: 0% K: 35%</p> <p>PMS 2137C</p>

Four-Color and Single Color Logo

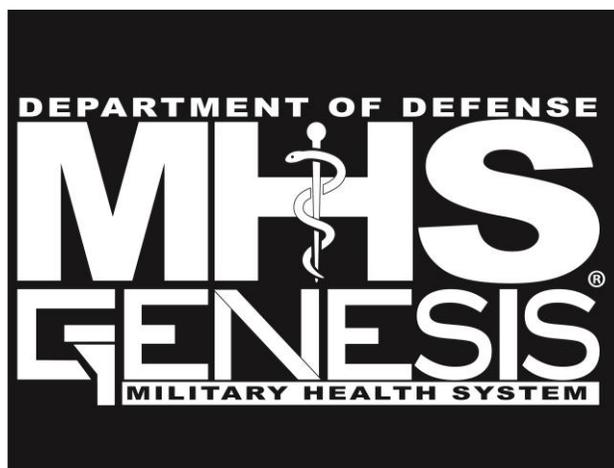
The four-color version of the logo is always preferred. A single color version of the logo can be used in black text or white text.



MHS GENESIS Logo:
Four-Color



MHS GENESIS Logo:
Single Color in Black Text

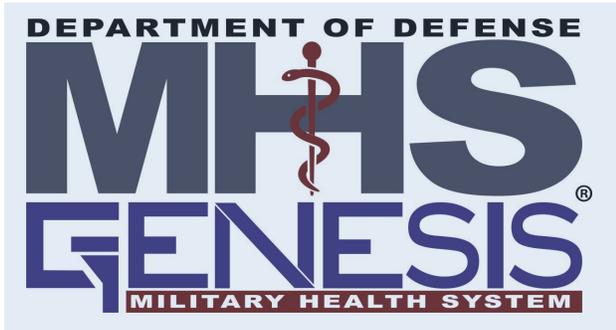


MHS GENESIS Logo:
Single Color in White Text

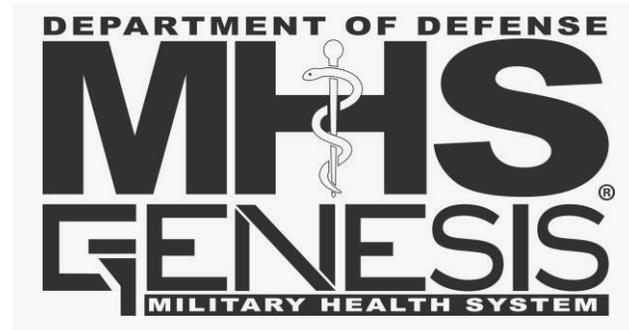
Colors

When placing the MHS GENESIS logo on a solid color background:

- Use 100% black version of the logo; or
- Set background color opacity at 15% or lower



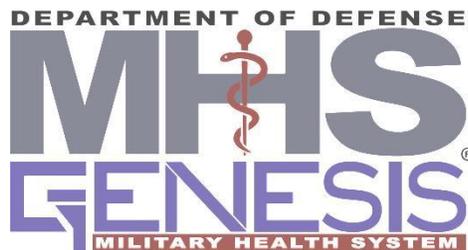
*MHS GENESIS Logo:
Background 15% Color Opacity*



*MHS GENESIS Logo:
100% Black*

Unacceptable Use

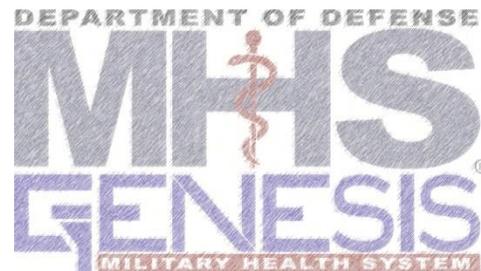
Incorrect use of the MHS GENESIS logo can compromise its integrity and effectiveness. To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork. Never alter, add to or recreate the MHS GENESIS logo. Under no circumstance may any of the following applications be used to represent the MHS GENESIS logo.



*Unacceptable MHS GENESIS Logo:
Do not change or tint the logo colors.*



*Unacceptable MHS GENESIS Logo:
Do not scale the logo in a way that elongates or
changes the proportions of the logo.*



*Unacceptable MHS GENESIS Logo:
Do not add effects to the logo.*



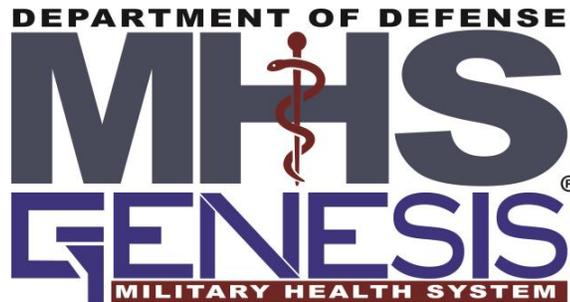
*Unacceptable MHS GENESIS Logo:
Do not crop the logo or delete registered mark ®.*

Co-Branding with Other Logos

To maintain graphic integrity of the MHS GENESIS logo, MHS will work closely with contractors and government organizations desiring to create approved materials. For approved co-branded materials, the MHS GENESIS logo may never be smaller than the partner logo(s). The MHS GENESIS logo may be co-located with partner logos in a 50%-50% or greater proportional relationship, with sufficient clear space all around.



Military Health System Logo



MHS GENESIS Logo

Typography Guidelines

The correct use of typefaces is essential to maintain our brand identity by adding consistency and continuity. MHS GENESIS style includes the full family of Arial fonts. The following is a sampling of acceptable typefaces used on MHS GENESIS materials.

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()

Arial Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
1234567890!@#\$%^&*()**

Arial Narrow

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()

Arial Rounded MT Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()**

Resources

For additional information and products, go to <http://www.health.mil/MHSGENESIS> .