
PURPOSE

To establish a policy and procedure regarding specific graphic elements that represents the Michigan Department of Health and Human Services (MDHHS).

DEFINITIONS

Logo

The word logo refers to any MDHHS logo or variation of the logo, and any bureau, division, program or project logo under the MDHHS umbrella (examples include: OPHP, Healthy Michigan Plan, etc.); see logo description references in this item.

POLICY

MDHHS reserves the right to review the use of the MDHHS logo, both internally and externally, prior to its use; and may at any time require the discontinuance of the use of the logo. The MDHHS communications office authorizes the use of the MDHHS logo for commercial purposes or for use with any other event or purpose, including but not limited to print and electronic publications. Do **not**:

- Use the MDHHS logo in any manner that may possibly disrepute, detract or degrade it.
- Use the logo any form related to socially or legally unacceptable situations, or in any way to infer an authorized intent by the MDHHS.
- Alter the appearance of the logo in any way. The logo must stand by itself to avoid unintended associations with any other objects, such as type, photographs, graphics, illustrations, etc.
- Incorporate the logo or any of its parts into another logo.
- Use the logo in any manner that implies sponsorship or endorsement of any event, product or service, without prior authorization is prohibited.

Consistent use of logos, colors, slogans, and typefaces will establish and maintain a distinctive MDHHS image – a family look in both print and electronic formats and reinforce MDHHS's visual identity.

In the instance an individual bureau or division within MDHHS would like to create their own logo, it must first seek and gain approval from the MDHHS communications office for the use, design, and purpose of the logo. The primary MDHHS logo supersedes all individual bureau or division logos. The primary MDHHS logo will be the default logo that all bureaus and divisions use unless they have received approval of their own logo from the MDHHS communications office.

PROCEDURE

Logo Requestor

The logo requestor must contact the MDHHS communications office to request the placement or use of the primary logo or to request the development and approval of a program-specific logo.

MDHHS External Affairs and Communications

The MDHHS communications office evaluates the appropriateness of the use of the logo and approves and supplies the logo electronically or denies the request.

REFERENCES

These design standards describe specific visual elements that identify the MDHHS. The first MDHHS logo is the basic logo, while the second logo is a common hybrid using the current governor's and director's names and titles.

The official logo of the MDHHS consists of the letters MDHHS with a Michigan map silhouette inserted between the M and D. Below the MDHHS is a single line with the full name of the department, Michigan Department of Health and Human Services. Insert the names of the governor and director below the full name of the department on the secondary logo.

In addition to the primary horizontal logo, exists a square logo. The square logo exists in the same two forms: with and without names. The first square logo consists of a Michigan map silhouette with the MDHHS acronym beneath it. Under the acronym is the full department name stacked. Insert the names of the governor and director below the full name of the department on the secondary square logo.

A round logo also exists. The round logo exists in one form: without names. The round logo consists of a Michigan map silhouette with

the MDHHS acronym beneath it. Under the acronym is the full department name stacked. This logo was created explicitly for official MDHHS social media account representation to fit circular profile images. Do not use it in any other capacity.

Lastly, an official MDHHS seal exists. Use this seal on formal documents and typically appears in a single ink color. The seal requires approval by the MDHHS Communications Office for use in place of the standard MDHHS logo and requires justification for why the seal is a better fit for the formal document than the standard logo.

Specifications for the MDHHS black and white logo:



Specifications for the MDHHS color logo:



Blue:	Pantone	541
Green:	Pantone	7482
Gray:	Cool Gray	9



Michigan Department of
Health & Human Services
GRETCHEN WHITMER, GOVERNOR
ELIZABETH HERTEL, DIRECTOR



Michigan Department of
Health & Human Services

Specifications for the MDHHS round logo.

Use this logo only for the official social media accounts.



Specifications for the MDHHS seal:

Use this seal on formal documents and typically appears in a single ink color.



CONTACT

For additional information, please contact the MDHHS Communications office at 517-241-2112.