



MDHS



MISSISSIPPI DEPARTMENT OF HUMAN SERVICES

STYLE GUIDE

INTRODUCTION

The purpose of this guide is to define the element of the MDHS brand identity system, state the rules for their use and provide references to assist you in their implementation.

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If you have a question about the standards or need original logo materials, please contact:

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AGENCY IDENTITY

MDHS image and strong brand identity serve as important tools to further the agency's strategic goals. The consistency of the agency messages and unified graphic identity play a key role in the success of this effort.

Standards have been outlined in this guide to establish the proper use of the MDHS brand. We encourage you to refer to and become familiar with the Style Guide and to apply its rules to any communications or materials you develop on behalf of the agency.

Why following the rules set forth in the Style Guide is important:

To maintain a consistent image because each communication reflects on the agency as a whole and messages from internal entities build upon one another and increase the overall impact.

To avoid confusing our audiences by presenting a consistent visual identity so we distinguish our institution from our competitors.

To show unity of purpose. Visual consistency relays that the university is unified, even while it pursues a wide range of interests.

MDHS MISSION STATEMENT

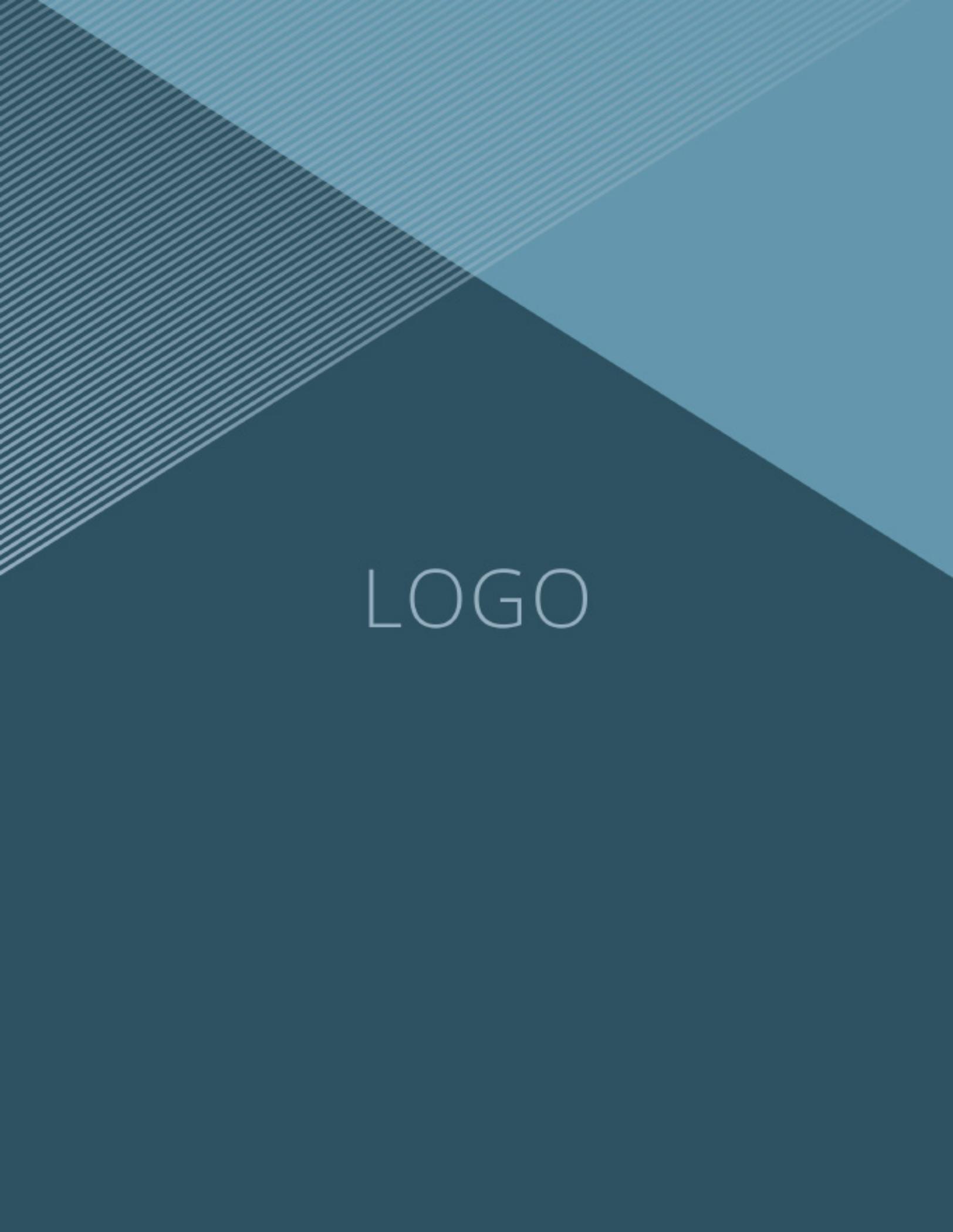
The mission of MDHS is to provide services for people in need by optimizing all available resources to sustain the family unit and to encourage traditional family values thereby promoting self-sufficiency and personal responsibility for all Mississippians.

DIVISION OF COMMUNICATIONS MISSION

The Office of Communications exists to promote positive image for the Mississippi Department of Human Services, the State of Mississippi, the MDHS Executive Director and employees of the agency. It serves as the distribution point for information and provides centralized, consistent contact for the Governor's office, media and other agency communications offices.

OFFICE MISSION

To enhance and improve the image of the Mississippi Department of Human Services internally and externally through our various tools and resources to provide timely and consistent messaging.



LOGO

LOGO USAGE

One major factor in our strong levels of brand recognition is the steady use of the MDHS logo. Used correctly, it builds visibility and consistency across all of our messaging.

This logo should be used on all primary MDHS work.

FULL COLOR LOGO



BLACK LOGO



FULL COLOR + WHITE LOGO



WHITE LOGO



The background features a dark teal lower half and a light blue upper half, separated by a diagonal line. The top-left corner contains a pattern of fine, parallel, light blue lines.

OTHER LOGOS

DIVISION LOGO

When a division needs to put their name with the logo it should look like below. The division should be typed in All Caps, Open Sans, Bold typeface and be on a rectangle that is our Dark Gray.



Skills2Work LOGO

This logo should be used by the Division of Workforce Development when referring to the Skills2Work program.



OMBUDSMAN LOGO

This logo is used on all Mississippi Long-Term Care Ombudsman Program marketing pieces.



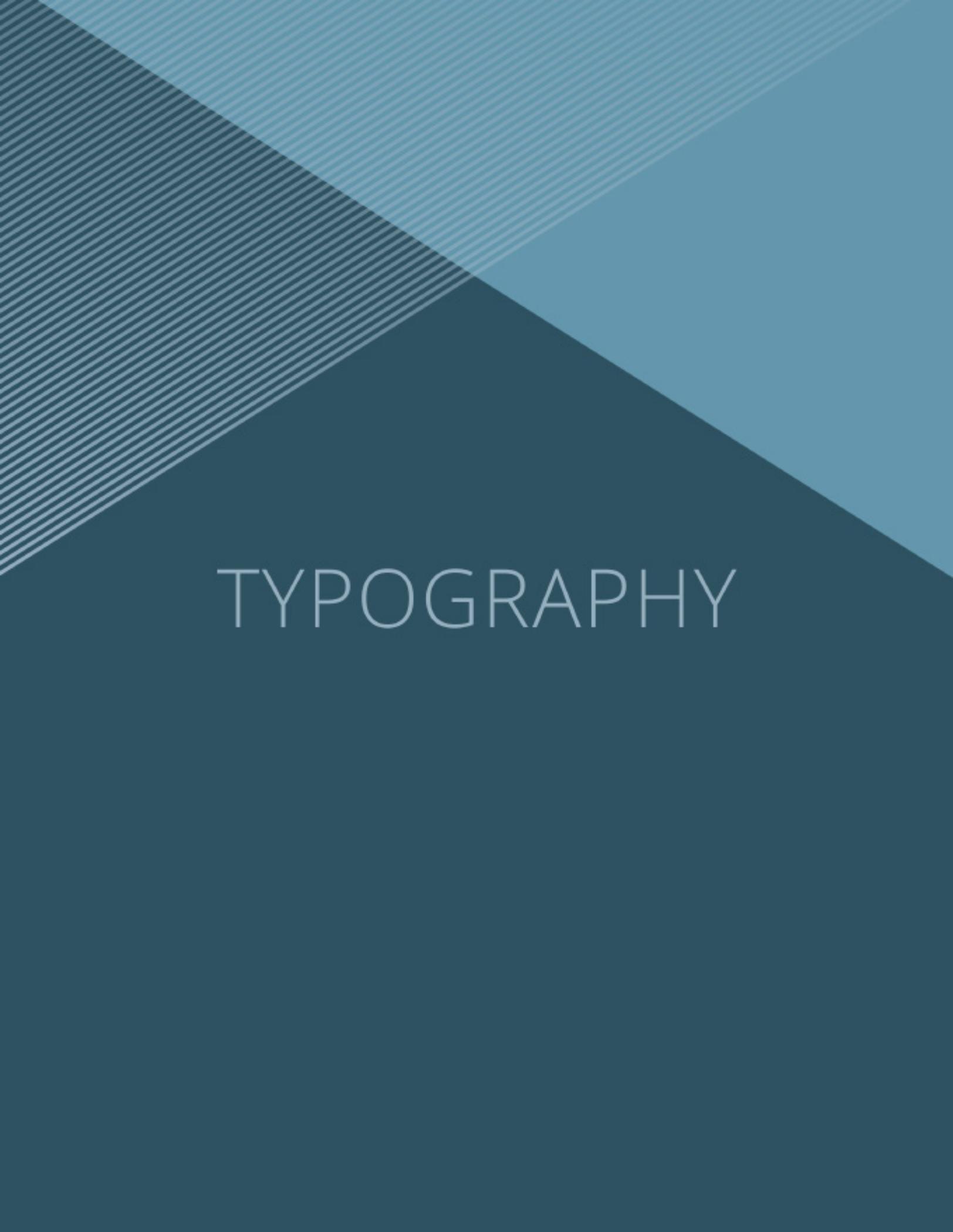
EMAIL SIGNATURE

The email signature utilizes the MDHS logo in its original format and includes links to the Mississippi Department of Human Services social media in our light grey.



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TYPOGRAPHY

FONTS

All MDHS copy should be rendered in Open Sans font. Generally, we use Open Sans Regular as it gives our brand a light/fresh look. An italic version of this font is also available, but rarely used.

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Semibold

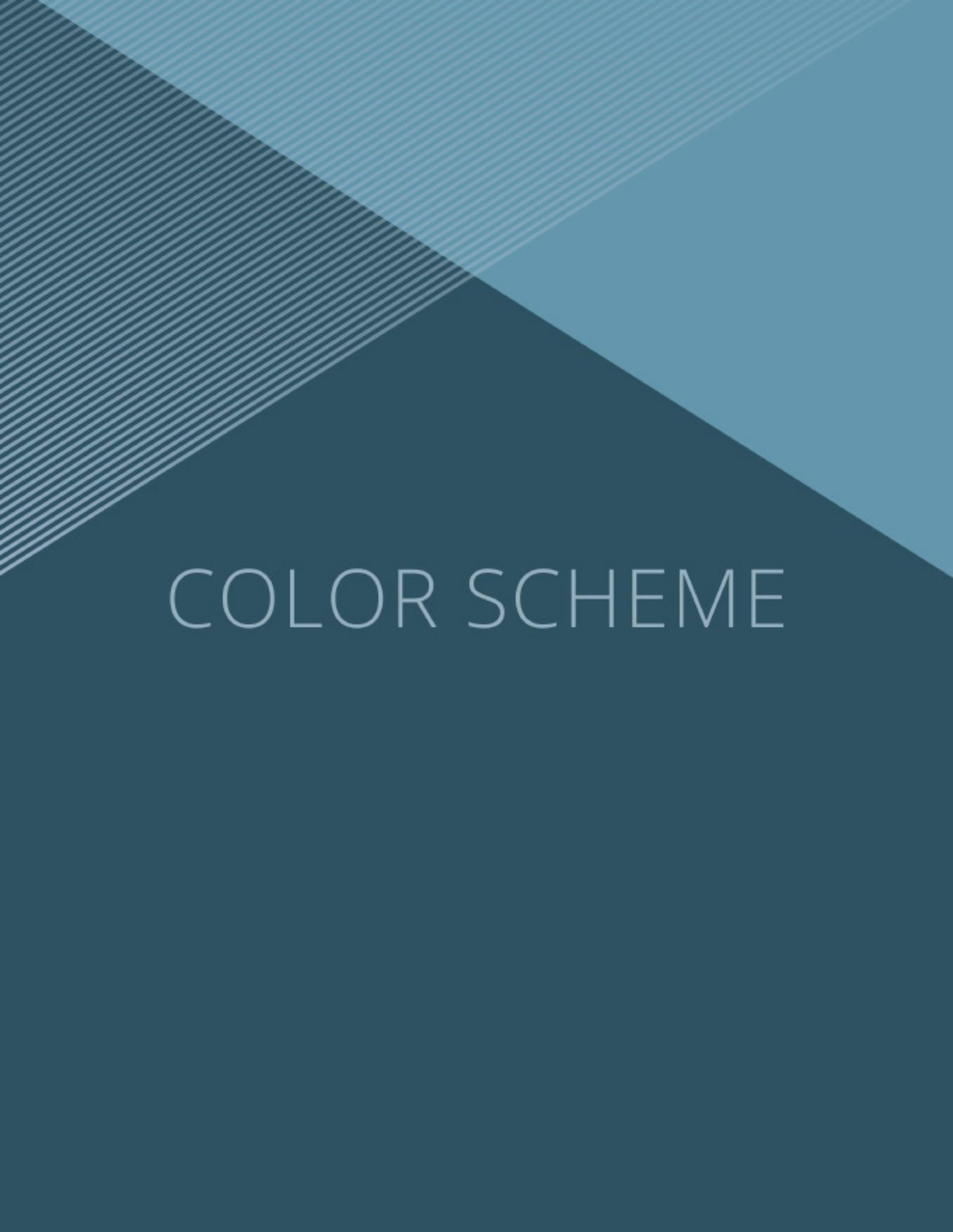
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Open Sans Extrabold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



COLOR SCHEME

PALETTE

The primary color palette for the MDHS brand is made up of four colors: Dark Gray, Light Gray, Green, and Blue. The consistent use of these colors helps establish an immediate impression and boosts brand recognition across all media.



DARK GRAY

393E40
57, 62, 64
11, 3, 0, 75
447C



LIGHT GRAY

ABABAB
171, 171, 171
0, 0, 0, 33
Cool Gray 6C



GREEN

748F5C
116, 143, 92
19, 0, 36, 44
7490C



BLUE

6497AD
100, 151, 173
42, 13, 0, 32
7696C



NEWSLETTER

NEWSLETTER

We utilize constant contact as our newsletter creator.

Use template Newsletter - MDHS

The main header will be left justified with the date in orange and italics.

Get the latest news from the Mississippi Department of Human Services

September 2018

Sub titles will be centered. Stories will be left and right justified.

There should be a 2px, #EAEAEA, divider between every story with 18px padding on top and bottom.

Titles: Default Header 2
Orange Text: Default Heading 3
Body: Arial 14 point

MDHS develops current and future leaders



Mr. Shannon Lott, Chief of Staff, is proud to announce the recent graduation of the Cognitive Enhancement and Performance Program (CEPP) class 2018-02. These employees are the 3rd class to complete this challenging course to increase their leadership skills and improve their workforce impact among their divisions. It is the goal of the CEPP course, under the vision of Director John Davis, to develop leaders from the bottom up, where the organization sees sustainable human capital development through a cognitive performance model based on CEPP Core Competencies of communication, trust, empathy, and self-determination. By developing current and future leaders, MDHS strives to develop the skills and knowledge necessary to make more significant impacts on the workforce.

During the 1st week of October 2018, an announcement will be made for the acceptance of CEPP class 2019-01 applications. If you or an exceptional leader is interested, please read and follow the application requirements carefully and thoroughly. This class is intended for the best leaders that MDHS has to offer and the class participants will be determined as such. We are excited to provide this valuable and beneficial course to help MDHS in the future of supporting Missisippians. Congratulations class 2018-02! Thank you for being great leaders of MDHS!