SECTION 1.0

VISUAL IDENTITY
WHAT IS OUR VISUAL IDENTITY?

The M Health Fairview visual identity shapes the perception of our brand in the hearts and minds of those who interact with it. The identity system is comprised of logos, fonts, colors, photography style, iconography, tone of voice and other graphic elements.

The overall identity system is used to inform marketing materials and other collateral pieces that are part of daily brand execution.

Please use these standards to guide the creation of materials that promote the M Health Fairview brand in line with the brand use guidelines.
LOGOS: PRIMARY

This is the official primary logo of M Health Fairview. The full-color (maroon on gold) M Health Fairview logo is the primary representation of the brand.

Note: The logo is a locked piece of art and should not be recreated using type. Always use provided logo art in application.

Clear Space
The M Health Fairview logo was designed to allow edge-to-edge layout and composition. This bold placement conveys a brand that is contemporary and confident and should be a signature look of the M Health Fairview applications.

Minimum Size
To ensure that the M Health Fairview logo is always clear, the width of the word mark cannot be made smaller than .75 in. At smaller sizes, the logo becomes unrecognizable.

Without background
This logo option without the background is reserved for very specific situations like exterior signage where there are signage restrictions in the communities we serve, and for apparel. For these applications, a special request and approval must be made/received by the brand committee.

Other Colors
The logo may be rendered in black and white and reversed out of a black background in a white box for administrative documents such as bills, statements, invoices, etc. The full-color, gold on maroon logo should be reserved for special applications such as apparel.

Gold on Maroon
One-color Reproductions
The horizontal version of our mark is an alternative option for use when space doesn’t allow for the vertical version. The full-color (maroon on gold) M Health Fairview logo is the primary representation of the brand.

**Note:** The logo is a locked piece of art and should not be recreated using type. Always use provided logo art in application.

**Clear Space**
The M Health Fairview logo was designed to allow edge-to-edge layout and composition. This bold placement conveys a brand that is contemporary and confident and should be a signature look of the M Health Fairview applications.

**Minimum Size**
To ensure that the M Health Fairview logo is always clear, the width of the logo cannot be made smaller than 1 in. At smaller sizes, the logo becomes unrecognizable.

**Without background**
This logo option without the background is reserved for very specific situations like exterior signage where there are signage restrictions in the communities we serve, and for apparel. For these applications, a special request and approval must be made/received by the brand committee.

**One-color Reproductions**
The logo may be rendered in black and white and reversed out of a black background in a white box for administrative documents such as bills, statements, invoices, etc. The full-color, gold on maroon logo should be reserved for special applications such as apparel.
**Note:** The logo is a locked piece of art and should not be recreated using type. Always use provided logo art in application.

**DO NOT:**
- Change the shape of the box.
- Change the proportion of the box.
- Change the color of the box.
- Change the logo font.
- Change the color of the logo font.
- Stretch or compress the logo.
Gotham is the primary M Health Fairview typeface font family. It has been selected with the express intent to complement our logo and reflect our overarching brand narrative. Roboto is our secondary font, reserved for uses on our website alone.
Gotham is classic, strong, highly legible and easy to use, which is a direct reflection of how we wish to represent our brand to consumers. Its high x-height and wide apertures make it suitable for most any application. Most suitable applications include, brochures, mailers and other M Health Fairview brand communications.

Gotham is available at: https://www.typography.com/fonts/gotham/overview
Roboto is the web font for the M Health Fairview system and should be used across all live text instances on the website.

Roboto is available at: https://fonts.google.com/specimen/Roboto
TYPOGRAPHY: STYLE

Headline (option 1)
For headlines, use Gotham Condensed and select the appropriate weight.

Headline (option 2)
For headlines, use Gotham and select the appropriate weight.

Sub-headline
For sub-headlines, use Gotham Condensed in bold, medium or regular.

Body Copy
For body copy, use Gotham Book or slightly heavier weight as needed.

Legal Copy
For legal copy, use Gotham Book in a gray that’s muted but readable.

LOREM IPSUM DOLOR
ERAST MERE A EPTA

Sub-headline
NAM MALESUADA QUAM VULPUTATE,
EGESTAS TURPIS VOLUTPAT, ELEIFEND.

Maecenas sodales lectus purus, nec gravida erat blandit in.
Suspendisse at ante eget felis lacinia molestie vel in dolor.
Proin sed leo scelerisque, luctus magna bibendum, porta ipsum. Nulla blandit a lacus in pulvinar. Fusce porta turpis velit, non elementum metus congue non.

Body Copy
Donec cursus enim non porta ultrices. Fusce aliquet odio et ipsum mollis, non vulputate enim euismod. Integer mollis tristique neque nec fermentum Maecenas hendrerit velit nec tempus efficitur.

Legal Copy
All collateral must utilize the official color palette. Maroon and gold must be prominent in all designs for print or the web.

Secondary colors may also be used, except any combinations that appear similar to other primary color combinations for Universities within the Big Ten.
The official maroon, or gold, or both should be the primary colors used for any print, digital or video communication.

**MAROON (OFFICIAL U of M)**
- PMS: 202 C | 201 U
- CMYK: 000 100 061 043
- RGB: 122 000 025
- HEX: 7A0019

**GOLD (OFFICIAL U of M)**
- PMS: 136 C | 116 U
- CMYK: 000 027 076 000
- RGB: 255 204 051
- HEX: FFCC33

**BLACK**
- PMS: BLACK C
- CMYK: 000 000 000 100
- RGB: 000 000 000
- HEX: 00000

**DARK GOLD**
- PMS: 137 C
- CMYK: 000 038 095 000
- RGB: 255 183 030
- HEX: FFB71E

**LIGHT GOLD**
- PMS: 1215 C
- CMYK: 001 011 062 000
- RGB: 255 222 122
- HEX: FFDE7A

**LIGHT GRAY**
- CMYK: 016 011 014 000
- RGB: 212 214 210
- HEX: D5D6D2
Secondary colors may be used with University branding, except any combinations that appear similar to other primary color combinations for Universities within the Big Ten.
Optional secondary colors and their tints may also be used as long as they are used sparingly and the maroon and gold are prominent.
System icons symbolize common actions, files and direction. These icons are designed to be simple, modern, friendly and sometimes quirky. Each icon is reduced to its minimal form, expressing essential characteristics.
This set of icons are custom drawn for the M Health Fairview brand. They are designed to be simple, modern and friendly. Each icon is reduced to its minimal form, expressing essential characteristics. They have been drawn to fill a square and use right angles and thinner line weights to complement the rest of the larger brand expression. They may be reproduced in any approved brand color.
This set of icons are borrowed from a larger pre-drawn icon set. They are meant to be used when custom icons are not necessary or available. They may be reproduced in any approved brand color.

You can download this set of icons at: https://dribbble.com/shots/2888226-1800-Free-Minimal-Icon-Pack-20x20