

Logo

Presentation

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Why Brand?

Branding gives your organization an identity. A strong brand establishes trust with your audience, conveys professionalism, and shows commitment to a cause.

Nonprofit organizations often overlook branding due to limited resources or the belief that it's only for businesses. This neglect can hinder their ability to attract funding, build trust, and engage effectively with their audience.

Benefits of Branding:

- Builds Trust and Credibility
- Differentiates from Other Organizations
- Improves Recognition and Awareness
- Attracts Donations and Funding
- Shows You Are Organized
- Builds Emotional Connections
- Engages Volunteers

About

Mission:

The MHE Learning System (MHELS) is committed to improving the lives of people with MHE through research, collaboration, and shared learning.

The MHE Learning System brings people together to share knowledge, questions, and insights to develop a shared understanding and improved outcomes for people with MHE. The MHE Learning System is composed of patients, families, as well as specialists in clinical practice and research who care about advancing care for MHE patients to ensure people with MHE live the best lives possible.

Brand Values

01

Collaboration

02

Support

03

Hope

04

Community

05

Education

06

Inclusion


The Logo



The Logo - Explained

MHE

A modern, approachable, and minimal custom typography. I began with the M and styled the H similarly, then rotated and shortened the M for the E.

m+H+E = 

Combine all letters into one, symbolizing your brand's story of unity and improved outcomes for people with MHE



Within the logo, also shows a heart, which represents compassion, care, and support.

Types of Logos

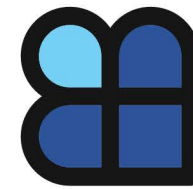
Primary



Secondary



Logomark



Tertiary



Wordmark



Color Palette

Day Sky Blue

#76D0F6

This color represents hope and comfort. Light blue often shows a sense of calmness.

Dusk Blue

#2D549A

This color represents trust, support, and awareness. Many health organizations use blue to raise awareness and to showcase trust in providing care and support

Black

#161616

Black represents strength, resilience and focus. Qualities that represent individuals who navigate the challenges of MHE.

White Lilac

#F7F7F7

White represents transparency, an essential quality for building trust and sharing knowledge within the MHE community.

Color Combos



Brand Pattern



Why a brand pattern?

Brand patterns are a powerful way to create visual consistency across various touchpoints, such as website backgrounds, business cards, and social media.

Typography

Title: Stevie Sans is a very readable and bold title font used for headings and displays.

Stevie Sans

Stevie Sans

Stevie Sans

Stevie Sans

Stevie Sans

Stevie Sans

Paragraph: Inter is a readable web font with a neutral but friendly look. Perfect for smaller texts and paragraphs.

Inter

Inter

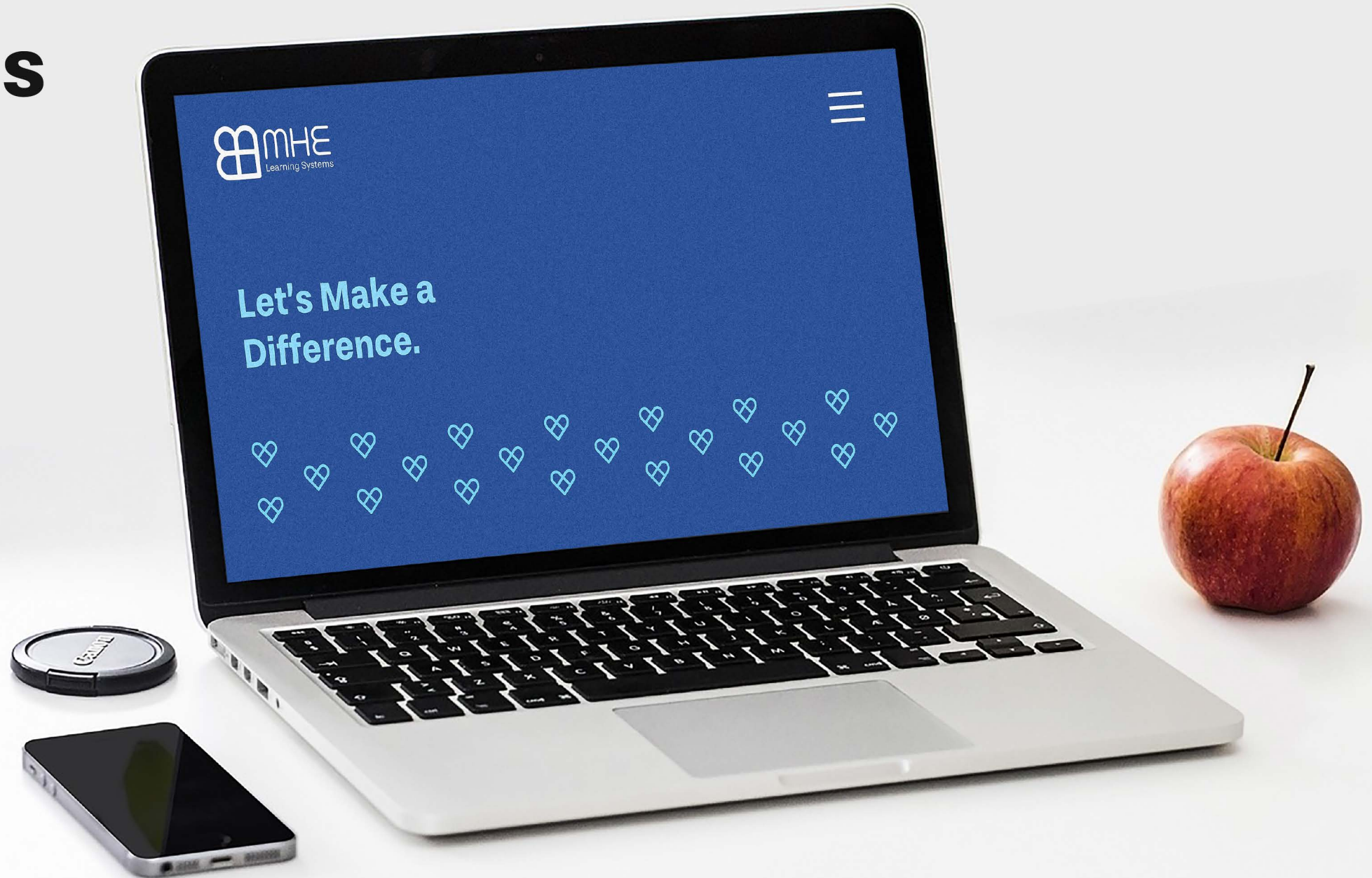
Inter

Inter

Inter

Inter

Mockups



Mockups



Feedback

Please provide any feedback for the logo!
Such as questions or adjustments to be made.

Thank You!

