

Brand Guidelines

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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.


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.

How to use each logo

Primary



The primary logo is the logo that'll be used the most and has the full name of the brand. This logo can be used on websites, T-shirts, business cards, marketing materials, etc.

Secondary



The Secondary logo is very similar to the primary, except for the "Learning System" Underneath. This makes the logo more compact and is typically used in smaller spaces such as a watermarks or where the primary logo might not fit.

How to use each logo

Logomark



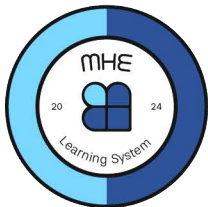
The logomark is a smaller and more constrained logo. This is what makes the primary logo recognizable. This logo can be used as social media profile picture as well as social media.

Vertical



Vertical logos are used in a space that fits a vertical space. Such as flyers, banners, back of t-shirts, bottles.

Badge



The Badge logo is often used for merchandise, such as stickers, t-shirts, tote bags, etc.

Color Palette

RGB

#7AD7FF

RGB

#2D549A

RGB

#161616

RGB

#F7F7F7

CMYK

#80D4F7

CMYK

#2D559B

CMYK

#171717

CMYK

#F7F7F7

RGB: Red, green, blue, this color combo is used digitally for screens

CMYK: Cyan, Magenta, Yellow, and Key (black), this color is used for printing.

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

File Types

SVG: SVG Files is also known as the vector file. These files can be scaled at any size without losing quality.

PNG: Portable network graphic are raster images most commonly used on the internet. Known for compression, sharing, high image quality, and transparency.

All of the logos are transparent to allow flexibility for you use on certain backgrounds. Canva is a free tool where you can upload your logo and change the background color to your choice.