



GENERAL BRAND GUIDE

Updated March 2026



TABLE OF CONTENTS

Identity

- Logo3
- Icon.....5
- Typography7
- Colors.....8
- Web/Digital9
- Do Not.....10
- Questions11

LOGO

The primary brand logo consists of *Methodist* stacked on top of *Rehabilitation* and the torch icon to the left of the text, all in the primary dark blue brand color.

The space between the icon and words of the logo is the same width as the 't' in *Rehabilitation*. This distance should never be more or less.

The 'o' in *Rehabilitation* can be used as a guide for the safety zone around the entire edge of the logo. No design elements should be placed within the safety zone to allow for adequate room around the logo and maximum readability.

Always ensure the Methodist logo is large enough to read. It should never be too small that it is not legible.

PRIMARY LOGOMARK



LOGO SPACING



LOGO

ONE-COLOR



COLOR TORCH



TWO-COLOR



WHITE



BLACK



The logomark is available for use in the one-color, color torch, two-color, white and black versions.

ICON

The torch icon, used in the logo, is available for design use in the primary dark blue, and secondary colorways depending on use. The flame and torch handle should always remain together. Do not separate the elements of the icon in any case.

This icon is to be used sparingly and only as a design element. It should not replace the full Methodist logomark.

ICON - PRIMARY COLOR



ICON MEANING

The torch icon is a combination of the lamp of knowledge and the hand of healing, together forming a dove to represent rebirth and regrowth. All important aspects of our mission at Methodist.

ICON - SECONDARY COLORS



ICON

This special use icon depicts the Methodist 'M' with the torch placed above it. Proportions of the torch and M together should always remain the same.

A primary use for this icon is social media. It may be used in other applications; however, please confirm it's use with our team before finalizing.

SPECIAL USE ICON - PRIMARY COLOR



SPECIAL USE ICON - SECONDARY COLORS



TYPOGRAPHY

The primary typeface, Agenda, should be used in headlines, subheadlines, and body copy on internal and external branded materials.

The secondary typeface, Baloo 2, should be used as an accent font only in select areas.

The alternate typeface, DM Sans, is for use on the web and any place where the primary and secondary fonts are not available.

PRIMARY TYPEFACE *Available on Adobe Fonts*

Agenda

Agenda Regular
Agenda Semibold
Agenda Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

SECONDARY TYPEFACE *Available on Google Fonts*

Baloo 2

Baloo 2 Regular
Baloo 2 SemiBold
Baloo 2 Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

ALTERNATE TYPEFACE *Available on Google Fonts*

DM Sans

DM Sans Regular
DM Sans Medium
DM Sans Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

COLORS

The primary color palette includes the classic dark blue paired with a lighter blue. These two colors are to be used as the main colors in any instance.

The secondary color palette is for use as accent colors where applicable, and in limited quantities.

In any instance, be cautious of colored text and readability as lighter colors tend to be harder to read.

PRIMARY COLOR PALETTE



Balance Blue

C100 M86 Y27 K12
R31 G61 B116
#1F3D74



Breakthrough Blue

C55 M20 Y0 K0
R110 G172 B222
#6EACDE

SECONDARY COLOR PALETTE



Motion Mint

C58 M5 Y37 K0
R104 G187 B174
#68BBAE



Tone Teal

C82 M34 Y40 K5
R39 G130 B141
#27828D



Outcome Orange

C13 M80 Y100 K3
R210 G83 B7
#D25307



Growth Gold

C0 M23 Y97 K0
R255 G197 B22
#FFC516

DM Sans and Caprasimo are the only fonts that should be used on the web. Caprasimo is only to be used as an accent font.

Only the six shown color combinations meet or exceed WCAG AA contrast standards and are approved for the web. Do not use any other color combinations as they may not pass AA standards required for Methodist.

All text links should use the adjusted WCAG blue color.

FONTS

DM Sans

Available on Google Fonts

For use in headlines, subheads, and all body copy.

Caprasimo

Available on Google Fonts

For use as an accent font in headlines only. See examples below.

WCAG AA COLORS

- 1. Lorem ipsum dolor sit amet.**
Ta volo dolutem remquas et offic te nonsed quia plabo. It dustiur? Ria ne sum volupta et explamus et estia.
Semibold Balance Blue Headline
Black Body Copy
White Background
- 2. Lorem ipsum dolor sit amet.**
Ta volo dolutem remquas et offic te nonsed quia plabo. It dustiur? Ria ne sum volupta et explamus et estia.
Semibold Balance Blue & Outcome Orange Headline
Black Body Copy
White Background
- 3. Lorem ipsum dolor sit amet.**
Ta volo dolutem remquas et offic te nonsed quia plabo. It dustiur? Ria ne sum volupta et explamus et estia.
Semibold Adjusted WCAG Blue (#4091D4) & Balance Blue Headline, Black Body Copy
White Background
- 4. Lorem ipsum dolor sit amet.**
Ta volo dolutem remquas et offic te nonsed quia plabo. It dustiur? Ria ne sum volupta et explamus et estia.
Semibold Breakthrough Blue Headline
White Body Copy
Balance Blue Background
- 5. Lorem ipsum dolor sit amet.**
Ta volo dolutem remquas et offic te nonsed quia plabo. It dustiur? Ria ne sum volupta et explamus et estia.
Semibold Balance Blue Headline
Black Body Copy
Breakthrough Blue Background
- 6. Lorem ipsum dolor sit amet.**
Ta volo dolutem remquas et offic te nonsed quia plabo. It dustiur? Ria ne sum volupta et explamus et estia.
Semibold Balance Blue Headline
Black Body Copy
Motion Mint Background

TEXT LINKS

Adjusted WCAG Blue: #2A7ABB

Example text link: For more information [click here.](#)

DO NOT

DO NOT

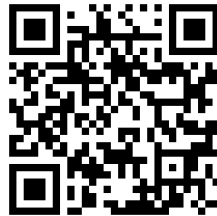
Stretch or skew the logomark.

Rearrange or change the size and placement of logo elements.

Use unapproved colors, or use colored logo variations on low-contrast or busy backgrounds.

Use the abbreviated 'Rehab' in the logo.





QUESTIONS?

If you have questions about our brand or need additional information, please contact lhunt@mrcrc rehab.org or scan the QR code to visit methodistonline.org.