

# DHSS Logo Guidance

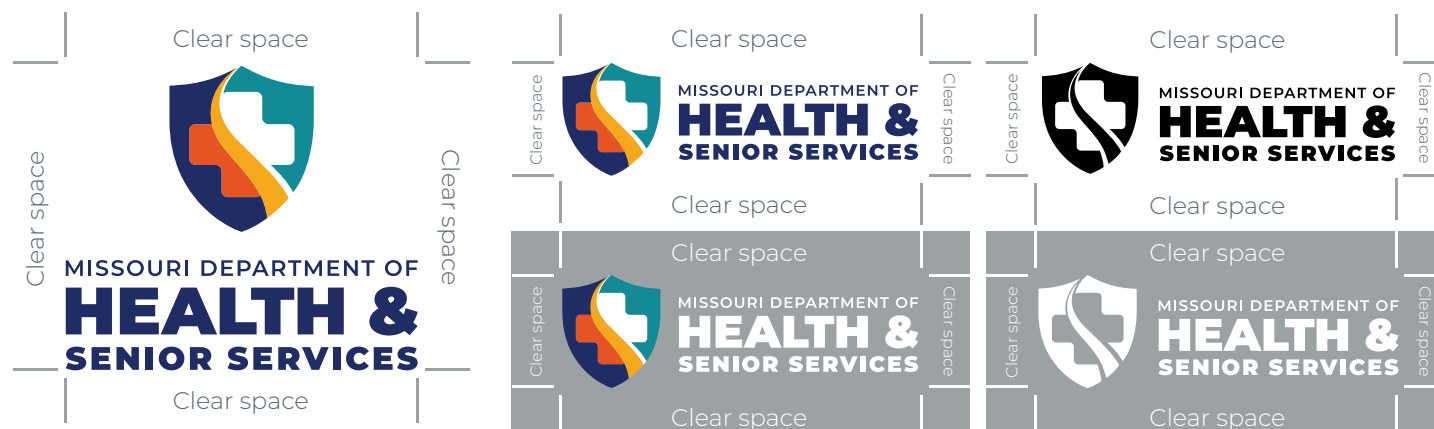
This logo may only be used by the Missouri Department of Health and Senior Services. External use must be approved by the Office of Public Information in consultation with the Office of General Counsel and Director.

## LOGO USAGE

The DHSS logo should always have a minimum of 0.25 inches of distance between the logo and other objects. It should not be placed in a box, surrounded by a frame or altered in any way.

## MINIMUM SIZES

Logo proportions should never be distorted. To ensure readability, the vertical logo should have a minimum size of 1.75 inches wide not including the clear space. The horizontal logo should always have a minimum size of 2.5 inches wide not including the clear space.



## SHIELD USAGE



The full DHSS logo should always be used as a first choice. However, the standalone shield can be used after the full DHSS logo has been used earlier in a document and the space does not allow for the full logo. In some formats, such as social media, use of the standalone shield can be permitted. Please contact the Office of Public Information for approval and graphic files. Approval is always on a case-by-case basis and at the discretion of the Office of Public Information. The shield should not be altered in any way.

## CUSTOMIZING THE LOGO

The DHSS logo was designed for customization and may be used to identify individual programs, bureaus and divisions. Please reach out to the Office of Public Information for a custom logo.



## PROGRAM, BUREAU AND DIVISION IDENTITY

The DHSS brand unifies programs and services but does not prohibit creativity within your design pieces. Graphic elements, like illustrations and photographs, that tie into your program area are encouraged, as are any colors within the new color palette.

All program, bureau and division logos are considered outdated as of March 1, 2023, and should be removed from any new or revised materials. It is the responsibility of said programs, bureaus and divisions to take inventory of their webpages, literature and communications and submit projects or approvals to the Office of Public Information for logo replacements.

# DHSS Logo Guidance

DHSS team members must use the appropriate color mode, resolution and file type to ensure a high-quality logo presentation. This also decreases turnaround time for projects submitted to the Office of Public Information.

## COLOR MODE SELECTION (PANTONE-CMYK vs. RGB)

We have made logo variations available for download in specific color modes. Please see the DHSS Brand Standards for more information on how to use our color swatches to ensure they pass accessibility standards set by the Americans with Disabilities Act.

- **Pantone-CMYK logos:** print and textile use.
- **RGB logos:** web use only.

This logo should not be imported into web-based design programs like Canva or Piktochart for print use. These are not approved for print use of any kind. Using programs like Canva or Piktochart for print will result in an increased turnaround time for projects submitted to the Office of Public Information. You may use these programs to create a mock-up of what you would like your layout to look like, *but it will not be approved for final use.*

## RESOLUTION STANDARDS

Resolution refers to the clarity of an image. Pixels per inch (PPI) is a term that describes the quality at which you can view or print an image.

- **Print:** must have an effective PPI in Adobe InDesign of at least 300 PPI. Some printers may be able to print photos on vinyl banners at 150 PPI.
- **Web:** must be a minimum of 72 PPI.

## FILE TYPE SELECTION

Just like color modes and resolution, file types can have a major impact on your final project.

- **Vector file types:** vector images are made to be scalable to large sizes. Their curves and lines are based on math equations so they will never lose resolution. Vector files are used to generate large-format banners, logo files and other illustrations. Please contact the Office of Public Information if you are in need of a vector file.
  - **SVG:** this vector file is commonly used on the web to enhance SEO, but not in print. It consists of code only and must use an internet browser to open.
  - **AI:** this is a proprietary file type of Adobe Illustrator used for print projects, and to generate compressed images for the web.
  - **EPS:** this is an older, standard file type used for vector art.
- **Rasterized file types:** raster images are made up of a set number of pixels. The most widely used example is photographs. These files are resolution dependent and use PPI as their measure of quality.
  - **GIF:** limited color selection, but supports animation and loops.
  - **JPG/JPEG:** common photography format that does not support transparency.
  - **PNG:** common web image format because it supports transparency.

*The Office of Public Information retains the right to update logo guidance as the public becomes more familiar with the DHSS brand. They are also the only entity permitted to stray from these guidelines as certain projects require.*