



Promoting the Medical Reserve Corps Identity

A Guide for Local MRC Units



Introduction

This guide serves as a resource to help promote and build awareness of the national identity for the Medical Reserve Corps (MRC) program. It provides the information necessary for local MRC units to effectively communicate their role and function in the community, including the value they bring. It also will help reinforce a consistent image and message about the MRC nationwide.

This identity is meant to complement, not replace, the local identities MRC units already have established. However, when the national identity is used consistently and with a local identity, the national identity will help build awareness and recognition of the work and contributions of local MRC units.

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Core Identity Elements

An organization's identity is an important component of its brand. There are several core elements that form the foundation of the MRC identity and contribute to the development of a strong MRC brand. A clear, consistent MRC brand will increase awareness of the MRC, differentiate the MRC from other volunteer organizations, and help support recruitment efforts.

The components of the MRC identity include the following:

- Positioning statement
- Logo
- Tagline
- Typography
- Color palettes

The core elements have been designed to bring consistency to the look and messages conveyed by the organization, both at the national and local level, while allowing the flexibility for MRC units to incorporate their own unique identity. Refer to Incorporating Local Identities for more information.

Positioning Statement

A positioning statement is a brief description of what your organization does for a particular group. The following is the positioning statement of the MRC:

"The Medical Reserve Corps (MRC) is a community-based, civilian, volunteer program that helps build the public health infrastructure of communities nationwide. Each MRC unit is organized and trained to address a wide range of challenges from public health education to disaster response."

This statement serves as a key message that should be reiterated consistently in MRC communications nationally and locally. The MRC positioning statement can be used in brochures, newsletters, presentations, etc.

Using the MRC Logo

The use of the logo helps strengthen the identity of the MRC. The logo and typeface reinforce a consistent message about what the MRC represents. The Medical Reserve Corps Program encourages the use of the official logo to help strengthen the brand and raise awareness of the MRC.

The MRC logo is a trademarked logo; therefore, units must request logo authorization prior to using the logo on items. The MRC logo may be used on unit-developed items identified in your logo authorization application.

Some examples of where to use the MRC logo include:

- Web site
- Brochures
- Letterhead
- Promotional items such as pens, pins, t-shirts, etc.

The MRC logo can be used as a stand-alone image on materials or with existing local logos such as the housing organization, local MRC unit, etc. The logo should always be surrounded by an adequate amount of clear space. The MRC logo may not be altered in any way; for example, changing colors, cropping, or embedding a shape or design into the logo itself. Refer to Incorrect Logo Use for more information.

Incorporating Local Identities

Consistent use of the national MRC logo helps to strengthen the identity of local MRC units. All local MRC units should incorporate the MRC logo in their communications. However, some units have their own identity or have customized the MRC logo to create their own identity.

The following are some guidelines for incorporating local identities:

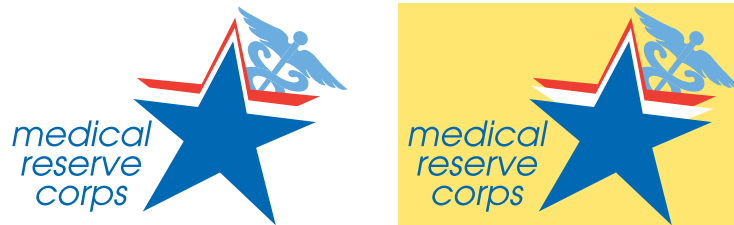
- The MRC logo can and should be used with either the housing organization's logo or the local MRC logo.
- The MRC logo should not be altered in any way to create a new local MRC logo.
- If an MRC unit has its own logo, it should be used with the MRC logo.
- The local MRC unit may add its name, city, or county to the MRC logo. However, either the font or the color of the added MRC name must differ from the font or color used in the typeface of the MRC logo.
- If the name, city, or county is added to the MRC logo, it must not be embedded within the logo. Rather, it should stand apart above or below the logo. Refer to Correct Logo Use for an example.

MRC Logo: Color Variations

The MRC logo is available for use in color and black (grayscale). When using the color version, the background should be white or a very light solid color. We recommend that you do not place the logo on a dark background because it will become difficult to read.

Note: When placing the logo on a colored background, ensure not to lose the white star. The color version of the MRC logo is available in JPEG, GIF, and EPS*, for download from the MRC Web site following approval. Refer to Steps to Request the MRC Logo for more information.

The following represents correct color representations of the logo:



The MRC logo also can be produced in all one color rather than the 4-color logo. However, this color must be one of the colors that currently appear in the MRC logo. The following represents the MRC logo in all white.



The logo also may be reproduced in black, also known as grayscale. The recommended background color for the black logo is white. The following represents the correct black and white representation of the logo.



** JPEG or GIF files are appropriate for Web use. For Word and Excel, 150–300 dpi JPEG or GIF files can be used. EPS or 300+ dpi TIF is the most appropriate format for page layout programs and professional printing.*

Incorrect Logo Use

The following are common examples of incorrect configurations of the MRC logo. If you are unsure about a version not listed, please contact the Medical Reserve Corps Program.



Logo has poor resolution



Logo appears distorted



Logo is missing the white star



Community name in the same font and color as logo



Community name is embedded into the logo

MRC Unit Name



Not enough spacing between community name and logo



Community name is embedded into the logo

Correct Logo Use

Community Name with the MRC Logo

The following are examples of correct configurations of displaying the community name with the MRC logo.

MRC Unit Name



**Community name in the same color
with a different font**

MRC Unit Name



**Community name in the same font
with a different color**



MRC Unit Name

**Community name with a different font
and a different color**

Tagline With the MRC Logo

The following are examples of correct configurations of displaying the tagline with the MRC logo.

MRC Unit Name



**Volunteers Building Strong,
Healthy, and Prepared
Communities**

MRC Unit Name



**Volunteers Building Strong, Healthy,
and Prepared Communities**

Housing Organization or Other Logo With the MRC Logo

The following is an example of the correct configuration of displaying the housing organization or other logo with the MRC logo.



Steps to Request Use of the Logo

1. Select the “**Login**” link at <https://mrc.hhs.gov>, enter your username and password, and select the “**Logo Request/New Use**” link on the User Panel.
2. Select the “Online Form” link to complete the authorization online.
3. Select the unit that will be using the logo or complete the “Other Organization” information.
4. Please read the logo authorization carefully; it also is advisable to print a copy of the Logo Agreement for your records. If you agree to the terms of the agreement, select the “I Agree” button.
5. Complete all fields on the logo authorization details screen. You must state specific logo uses in the “**Description/Quantity**” field. For example, if you plan to use the logo on letterhead, business cards, and postcards, state this in the description box along with the expected quantity of each.
6. Upon completing the logo authorization, you have temporary access to the MRC logo file formats that can be used for 30 days pending approval by the Medical Reserve Corps Program. For your convenience, you will be able to download the logo files from the Web site, including a vector file, which is a higher resolution version of the logo.
7. An automated email will be sent to you within 30 days of your application submittal informing you of your approval or rejection to use the MRC logo permanently.
8. To update your logo use items, follow the same process as above. If your unit or organization has an approved or pending authorization on file, you will be able to add additional logo uses to your online record. Logo uses should be updated any time you are adding the logo to a new item for which authorization was not previously granted.

Remember to email digital mock-ups of your original or new logo uses, as you develop them, to the Medical Reserve Corps Program to review prior to production. Digital mock-ups should be e-mailed to MRCContact@hhs.gov.

Tagline

“Volunteers Building Strong, Healthy, and Prepared Communities,” is the official tagline of the MRC. This tagline should be used with the MRC logo. Although the logo and tagline are not graphically “locked” together, the tagline should appear near the logo on items such as letterhead, newsletters, brochures, Web sites, promotional materials, etc. The tagline should in no way be reworded or altered in any way. The following represents the graphic version of the tagline.

Volunteers Building Strong, Healthy, and Prepared Communities

Typography

The official font of the MRC tagline is Verdana. The official font of the MRC logo is ITC Avant Garde Gothic® Book Oblique.

MRC Color Palette

The values below represent the MRC color palette for the officially trademarked MRC logo. This information will help create as consistent color as possible across the various production methods listed below. If you are working with a professional printer, you will need the following information:

Color Definition	Pantone	CMYK (4-color Process)	RGB
Blue	293	C: 100% M: 56% Y: 0% K: 0%	R: 0 G: 81 B: 196
Red	032	C: 0% M: 91% Y: 87% K: 0%	R: 255 G: 23 B: 33
Light Blue	284	C: 58% M: 17% Y: 0% K: 0%	R: 122 G: 171 B: 222