

Brand Guidelines

MACOMB COUNTY
COMMUNITY MENTAL HEALTH

Mission

Macomb County Community Mental Health (MCCMH), guided by the **values, strengths, and informed choices of the people we serve**, provides quality services which promote **recovery, community participation, self-sufficiency, and independence**.



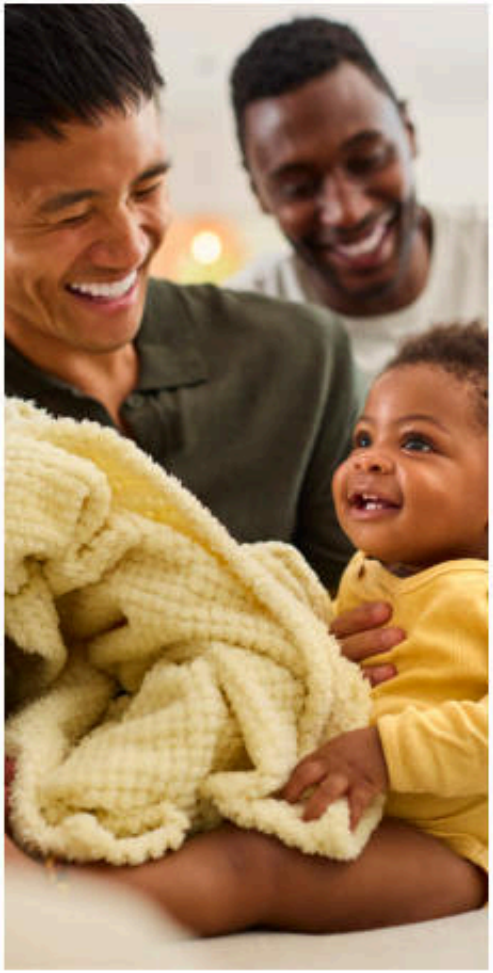
Core Values

MCCMH is dedicated to **putting people first and serving our community** through our core values of **collaboration, accountability, and respect in all interactions**.



Organization Name Usage

Always **spell out "Macomb County Community Mental Health" the first time it appears** in any document or communication. After that, you can use the abbreviation (MCCMH) to keep things concise.



Compassionate and Caring

Use language that shows empathy and support for individuals and families facing mental health challenges.

Example: Guided by the values, strengths, and informed choices of the people we serve.



Empowering and Encouraging

Encourage people to take action and advocate for themselves on their mental health journey. Use language that offers hope and positive outlooks for the future.

Example: We support people so they can be more independent and take part in the community.



Inclusive and Community-Focused

Emphasize accessibility and the importance of community support for everyone.

Example: Our services are designed to foster community participation and ensure that no one is left behind.



Clear and Informative

Always provide straightforward, easy-to-understand information.

Example: We provide quality services that promote recovery and informed decision-making.



PRIMARY LOGO + ICON

The horizontal logo should be used whenever possible to **maintain brand consistency and impact**, but for smaller-scale items, such as social media icons or promotional materials, the icon version of the logo is preferred for **clarity and legibility**.

Always include the MCCMH logo for **any materials related to the organization and its programs**.

The logo should be displayed prominently at the top or bottom of all documents while **maintaining enough whitespace to avoid crowding**.

Horizontal Logo

MACOMB COUNTY
COMMUNITY MENTAL HEALTH

Icon Version

LETTERHEAD



MACOMB BLUE

R 64
G 143
B 204

C 72%
M 34%
Y 0%
K 0%

#408FCC

MACOMB ORANGE

R 242
G 89
B 41

C 0%
M 80%
Y 93%
K 0%

#F25929

MACOMB NAVY

R 28
G 38
B 64

C 92%
M 82%
Y47%
K 51%

#1C2640

MACOMB LIGHT BLUE

R 168
G 212
B 255

C 30%
M 7%
Y 0%
K 0%

#A8D4FF

WHITE

R 255
G 255
B 255

C 0%
M 0%
Y 0%
K 0%

#FFFFFF

BLACK

#000000
RGB(0,0,0)
C 0%
M 0%
Y 0%
K 100%

PRIMARY FONT
Futura

Light
Book
Medium
Bold

Futura is used for headers and subheads only.

Futura should not be used for body copy/long paragraphs.

Headers should always be 24pt font or larger.

Subheads should always be 16pt font or larger.

Subheads should always be a smaller font size than the header.

SECONDARY FONT
Trade Gothic

Light
Regular
Bold

Trade Gothic is used for body copy/long paragraphs.

Trade Gothic should not be used for headers or subheads.

All MCCMH communication materials must use a minimum font size of 12pt to ensure readability and accessibility.

The font size should never be smaller than 12pt.