



Brand Identity
Style Guide 2014
Guidelines & Visual Identity System

Contents

Introduction.....3

Chapter I: Brand Usage

1.1 Logo5
1.2 Other MSM Marks7
1.3 Logo and Co-Branding.....9
1.4 Color.....10
1.5 Trademarks.....12
1.6 Do Not’s.....13
1.7 MSM Institutes and Center Marks14
1.8 Fonts and Typography15
1.9 Abbreviations and Acronyms17

Chapter II: Writing Guidelines

2.1 Voice and Tone19
2.2 Audience and Diction.....20
2.3 Style, Spelling and Grammar Guides.....21

Chapter III: Formatting

3.1 Formatting text, lists, tables, graphs22
3.2 Supplementary Resources24

Chapter IV: Sample Layouts and Templates

4.1 Visual Elements.....26
4.2 Brochures27
4.3 PowerPoint.....28
4.4 Signage and Display29
4.5 Website30
4.6 Advertising and Promotional Items31
4.7 Photography32
4.8 Stationery.....33
4.9 Degree Banner34

Chapter V: Morehouse Healthcare

5.0 Visual Identity for MHC36

Introduction

The Morehouse School of Medicine Office of Marketing and Communications has created this school-wide style guide as a reference for all those who create documents for internal, external and formal audiences. The Morehouse School of Medicine (MSM) style guide addresses general grammatical and stylistic concerns, as well as MSM-specific usage.

This style guide is intended to enable all faculty, administrative staff, contract employees, students, vendors and subsidiaries (such as Morehouse Healthcare) to communicate in a consistent manner. Through the use of the style guide, Morehouse School of Medicine will ensure that all documents created will accurately promote MSM, its departments and its programs.

At MSM, we convey our identity through every form of communication we produce. How materials read, how they look, and the feelings they invoke has a direct impact on how the world views us. By aligning our visual elements and the words we use, we are creating a brand that is recognizable and consistent.

The goal of the style guide is to present a unified and high-quality standard of materials that appropriately reflects MSM's measure of excellence. The style guide also addresses school-related style issues. The Office of Marketing and Communications strongly encourages faculty, administrative staff and contract employees to become familiar with these guidelines and to use them whenever possible. Consistent branding brings credibility to Morehouse School of Medicine. By protecting the school's brand, we add value and integrity to our institute and its presence in the world of academia. By maintaining a quality brand, we are articulating who we are and what our school stands for.

For questions or comments concerning this style guide, please contact the marketing and communications department.

Morehouse School of Medicine (MSM) is one of the top medical institutions in the nation, with an established and recognizable brand. To maintain the strength of the school's brand, MSM has developed a set of standards and graphics for its print and online communications. The graphics and logos in this style guide should be used as outlined in this guide.

Any instance of Magenta / Pink in this guideline is to provide instructions on size, scale or text to clarify illustrations and artwork. Please refer to page 10 - 11 on the use of approved MSM color palette.

1.1 Logo

The Morehouse School of Medicine wordmark/logo fuses the words “Morehouse,” “School,” and “Medicine” and “MSM Caduceus” with a specific type treatment and placement, ensuring the logo is recognizable to a wide audience. When using the MSM logo, always use an approved logo file.

Please determine the appropriate use of the Morehouse School of Medicine wordmark/logo based on the background color and/or texture intended for placement. Whenever possible the PRIMARY MARK should be used on light colored backgrounds. For situations where legibility and contrast of the logo color is affected, please select from the ACCEPTABLE VERSIONS here.

PRIMARY MARK



ACCEPTABLE VERSIONS



White
knockout against
dark background



Black
When MSM Blue
cannot be used

Always use an approved logo file. (Please use logo AS IS and do not attempt to recreate it.) To gain use of an approved logo file, please contact the MSM Office of Marketing and Communications at (404) 752-1888.

Specific information on scale and positioning of MSM's official logo is on page 9 of this style guide. Please refer to page 13 for examples of misuses of MSM's mark.

1.1 Logo

The proportion and arrangement of the components that make up the MSM logo were developed for consistent application across all institutional communication. It is important to ensure legibility of the mark regardless of media used. Below are the minimum dimensions of the logo for print and online use.



ONLINE
MINIMUM SCALE
2" ACROSS



PRINT
MINIMUM SCALE
1" ACROSS

Clearspace helps to maintain integrity of the logo when placed in proximity to other visual elements. Do not position text or graphic elements within the area indicated by the height of 'X'. Whenever possible, position the MSM logo on the top left of communication and observe the distance from the left edge (1X) and top edge (4X).



alignment of text
below the logo

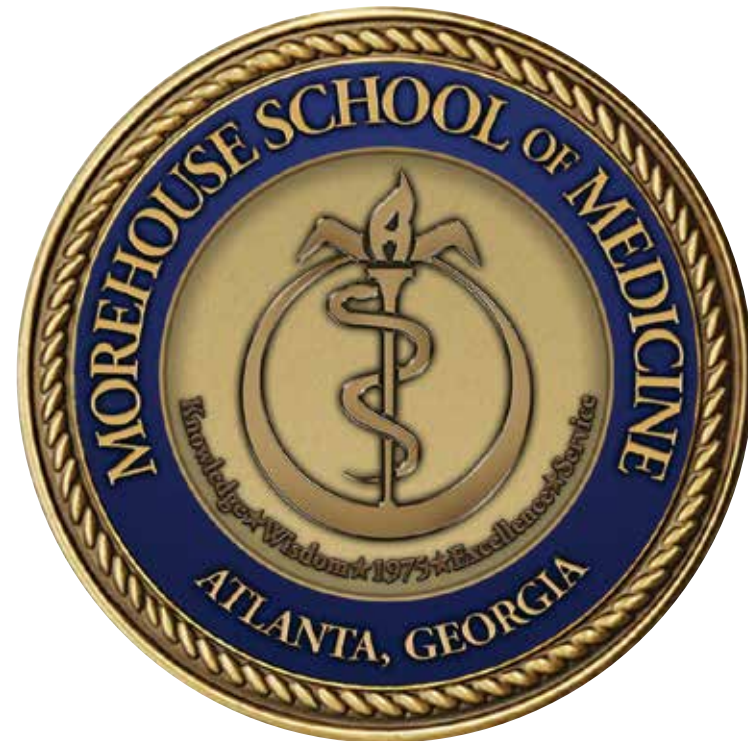
When altering the overall size of the logo, it is necessary to maintain the correct proportions so that the mark does not get distorted.

Clearspace, also known as white space, is the strategic visual sections of a page that are left unmarked and thus uncluttered by any specific aesthetic detail.

1.2 Other MSM Marks

The Morehouse School of Medicine (MSM) logo was developed from both traditional medical symbols and new ideas, and was officially adopted as the school's seal in 1981. The central form is the light of knowledge. Within the flame is an "A" which represents Atlanta. During the Civil War, Atlanta was burned to the ground; today, the city is thriving with strength and prosperity. The wings surrounding the "A" symbolize the Phoenix rising from the ashes. The central form represents the Tree of Life, entwined with a serpent. The use of the serpent and the staff stem from ancient Greek mythology and the rod of the god Asclepius, a deity known for healing of the sick through medicine.

The words at the base of the seal exemplify the school's core values of knowledge, wisdom, excellence and service so closely associated with the faculty and students at MSM: the achievement of **excellence**, **knowledge** of medicine, **service** to those who need medical care and **wisdom** of man and his environment.



screened back: changing the opacity to allow an element to be transparent at a specified percentage where 100% is solid color and 0% is completely invisible

Please refer to page 37 for example indicating use of the watermark on collateral

1.2 Other MSM Marks

The seal may be used (with advance approval by the Office of Marketing and Communications) on the following items:

- official MSM documents
- formal documents (e.g. diplomas, certificates, legal documents and contracts)
- publications of the Office of the President, the executive officers of MSM and deans, the Board of Trustees
- other official, ceremonial or historical MSM materials

The “MSM Caduceus” may be used as a watermark and should conform to the following:

- at least 70% of the image to be visible for recognition
- must not interfere with the primary MSM mark
- screened back in a percentage of the same background color on which it is placed



1.3 Logo and Co-Branding

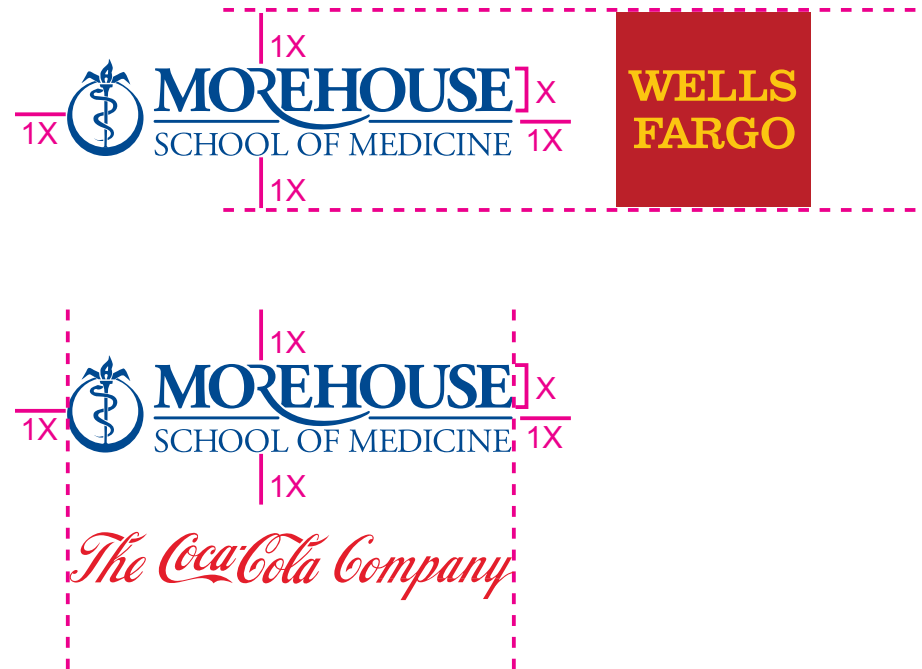
Co-Branding is the practice of using several brand names and logos simultaneously on a single product or material.

When using multiple internal departmental MSM logos, the primary logo should be to the left and larger in size than all others.

When partnering with one or more external companies or organizations, all logos should be the same size.

When sponsors contribute goods or services, sponsor logos should be underneath the MSM logo and scaled smaller than the MSM logo. Group multiple sponsors by contribution level.

When Morehouse School of Medicine is a contributing partner or sponsor, always provide the MSM logo, even if not specifically asked. In every case in which the logo is used, the MSM Office of Marketing and Communications must be provided a final review of how the logo will be used and placed.



Always maintain a buffer zone surrounding the MSM wordmark, with no type or graphics appearing in the zone. The buffer zone is the space that is 1X the height of the capital M in "Morehouse" (X) in the wordmark. Whether placing logos horizontally or vertically, the buffer extends above, below, to the left and to the right of the wordmark.

1.4 Color

MSM’s color palette is fresh, modern and smart. There are three primary colors (Blue / Grey / White) and three secondary colors (Aqua / Yellow / Black) that make up the MSM color palette. When printing or creating materials for online use and digital presentations, please use the colors listed in this section.

Color is one of the first encounters people have with a brand, and is an essential component to an organization’s look and feel. Morehouse School of Medicine was deliberate in selecting the colors to represent our school:

MSM Blue

Blue is associated with expertise, stability, trust and loyalty. The color is also considered to be a tranquil and calming color benefiting the mind, body and spirit.

MSM Gray

Gray shades are often associated with a sense of sophistication and formality. We desired to include gray into the color palette because of the well-known term, “gray matter,” referring to

acumen and intellect, and finally, because it is the color of the tools associated with those in the medical profession.

White

White adds freshness to a look, and in design is often correlated with brilliance and goodness. Elements of white add a feeling of crispness to a design.

PRIMARY COLORS



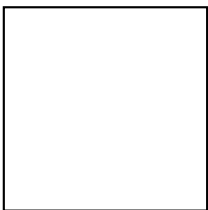
PMS 280

C 100	R 60
M 77	G 79
Y 1	B 133
K 8	



GRAY

C 0	R 119
M 0	G 120
Y 0	B 123
K 65	



WHITE

C 0	R 255
M 0	G 255
Y 0	B 255
K 0	

PMS: Pantone Matching System. A standardized color reproduction system.
CMYK: Cyan, Magenta, Yellow, Key (black). A color model used in print design.
Whenever possible, run print jobs as CMYK unless it is a one or two color job.
RGB: Red, Green, and Blue. Color model used primarily in web design.

PMS 877 is a SPECIAL USE ink for situations where a metallic ink is required



PMS 877

1.4 Color

PMS 127 (Yellow)

Yellow is effective in attracting attention, and is associated with feelings of happiness, optimism and confidence. The yellow hue is known to promote communication and is linked with intellect. As a highly visible color, we chose to incorporate yellow into the color palette for its crispness and visibility.

PMS Process Black

Black has been included primarily as the color for text. It should be used very sparingly as a design color for situations where gray cannot be used.

SECONDARY COLORS



PMS 127

C	0	R	249
M	5	G	255
Y	62	B	126
K	0		



PMS Process BLACK

C	0	R	85
M	0	G	81
Y	0	B	80
K	100		

1.5 Trademarks

Morehouse School of Medicine trademarks are a valuable school asset, and should be treated with respect. In order to preserve the trademarks, all trademarks must be used in compliance with MSM's brand guidelines. Contact MSM's Office of Marketing and Communications at (404) 752-1888 regarding the printing and placement of the official MSM trademark or any MSM logo onto products such as notebooks, pens, t-shirts, mugs, etc.



1.6 Do Not's

Trademarks / Logos Do Not's:

- alter trademarks or logos in any way
- replace the words "Morehouse School of Medicine" in the mark with any other word(s)
- redesign, redraw, modify, stretch, distort or alter the proportions of the mark
- do not obstruct the legibility of the mark
- add words, images or any other new elements to the mark
- replace the approved typeface with any other typeface
- enclose the mark in a shape or combine it with other design elements or effects
- modify the size or position relationship of any element within the mark
- add additional words to the mark



1.7 MSM Institutes and Center Marks



These are existing logos. Any request for additional or logo changes should be submitted to Marketing and Communications for review

The use of multiple logos is being evaluated.

1.8 Fonts and Typography

MSM has chosen to use the following san serif font based on its versatility:

Myriad Pro

For situations where serif font is required or desired, please use **Minion Pro**

For situations in which neither Myriad Pro nor Minion Pro are readily available and require purchasing and downloading prior to use, the following can be used:

Helvetica Regular (for Myriad Pro)
Garamond Regular (for Minion Pro)

Helvetica Regular and Garamond Regular are the only acceptable substitute fonts. Please do not use a type styling tool to alter non-compliant fonts in an attempt to create a font that resembles those that are MSM approved.

Myriad Pro 1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Minion Pro 1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Helvetica Regular 1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Garamond Regular 1234567890
AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

1.8 Fonts and Typography

Typography is the relationship and balance of letterforms on the page—a verbal and visual combination that helps the reader recognize and understand page content. Effective typography helps readers take in the relationship between blocks of texts and visuals on each page.

Headline

Myriad Pro Light

Body Copy

Myriad Pro Regular

Subheader

Myriad Pro Italic

Call Out Text

Myriad Pro Bold

Loremporemo bea quis
molorro doluptae.

*Nem rem desti nes es nonsequi quate pra
volorrovid que peri cuptat.*

Im accum fugitibusae delia aut molore et
quiandigent faceseq uaectas am quisi beate
voluptatem. Et vid etur, te dent quam volupta
tectendandio dolor sint volorestrum di ut
volorionseVid que es audit exerferferum in
restior poreptatemo magnatem.

Ut platem consecabor aboreptatur?

HEADLINE

SUB HEAD

BODY

CALL OUT

Please refer to page 27-29 of the style guide to view sample collateral that illustrates acceptable typography layout.

1.9 Abbreviations and Acronyms

Use abbreviations and acronyms only when their use will help your reader by making written text simpler to read. Abbreviation and acronyms may be used only after they have been explained at first occurrence. For example, it is acceptable to use MSM only after you have written Morehouse School of Medicine (MSM).

Please use the following for all MSM communications:

Acronym/ Abbreviation	Full Word	Acronym/ Abbreviation	Full Word
AAFP	American Academy of Family Physicians	CMS	Centers for Medicare & Medicaid Services
AAMC	Association of American Medical Colleges	CPEHR	Certified Professional in Electronic Health Records
AANP	American Association of Nurse Practitioners	CRC	Clinical Research Center
AC	Acute Care	C-TAGME	Certified as a Training Administrator of Graduate Medical Education
ACO	Accountable Care Organization	CVRI	Cardiovascular Research Institute
ACTSI	Atlanta Clinical & Translational Science Institutes	D.D.S.	Doctor of Dental Surgery
ALC	Alumni Learning Communities	D.O.	Doctor of Osteopathic Medicine
ANP-BC	Adult Nurse Practitioner	DNP	Doctor of Nursing Practice
B.A.	Bachelor of Arts	DNSc	Doctor of Nursing Science
B.S.	Bachelor of Science	DVM	Doctor of Veterinary Medicine
CCHP	Certified Correctional Health Professional	ECA	Bureau of Educational and Cultural Affairs
CCHSL	Center for Community Health & Service - Learning	EHR	Electronic Health Records
CDC	Centers for Disease Control and Prevention	ENT	Ear, Nose and Throat
CDE	Certified Diabetic Educator	F.A.A.P.	Fellow of the American Academy of Pediatrics
CEHD	Center of Excellence on Health Disparities	FAAFP	Fellow, American Academy of Family Physicians
CHPM	Department of Community Health and Preventive Medicine	FAAN	Fellows of the American Academy of Nursing
CLAR	Center for Laboratory Animals Resources	FACHE	Fellow American College of Healthcare Executives

Abbreviations Do Not's:

- use abbreviations like "dept.," "asap," "Med.," etc, unless it is awkward to spell something out.
- punctuate abbreviations with periods.

1.9 Abbreviations and Acronyms

Acronym/ Abbreviation	Full Word
FACP	A Fellow of the American College of Physicians
FACS	A Fellow of the American College of Surgeons
FNP-BC	Family Nurse Practitioner
FQHC	Federally Qualified Community Health Center
GA-HITEC	Georgia's Health Information Technology Extension Center
GME	Graduate Medical Education
HBCU	Historically Black Colleges and Universities
HBCU-CFE	Historically Black Colleges and Universities Center for Excellence
HHS	U.S. Department of Health & Human Services
HPRC	Health Promotion Resource Center
HR	Human Resources
IT	Information Technology
LCME	Liaison Committee on Medical Education
M.D.	Doctor of Medicine
M.Div.	Master of Divinity
M.P.A.	Master of Public Administration
M.P.H.	Master of Public Health
M.Sc. or M.S.	Master of Science
MarComm	Marketing and Communications
MBA	Master of Business Administration
MBRS	Minority Biomedical Research Support
MMM	Master of Medical Management
MN	Master of Nursing
MSBR	Master of Science in Biomedical Research
MSCR	Master of Science in Clinical Research
MSHS	Master of Science in Human Services
MSM	Morehouse School of Medicine

Acronym/ Abbreviation	Full Word
MSMS	Master of Science in Medical Sciences
MSW	Master of Social Work
NBLIC III: CNP	National Black Leadership Initiative on Cancer III: Community Networks Program
NCI	National Cancer Institute
NCPC	National Center for Primary Care
NCQA	National Committee for Quality Assurance
NI	Neuroscience Institute
NIH	National Institutes of Health
NIMHD	National Institute on Minority Health and Health Disparities
NP	Nurse Practitioner
NP-C	Nurse Practitioner-Certified
NSBRI	National Space Biomedical Research Institute
OB/GYN	Obstetrics and Gynecology
OD	Doctor of Optometry.
OIPS	Office of International Program Services
OTT	Office of Translational Technologies
PC	Primary Care
Ph.D.	Doctor of Philosophy
PRC	Prevention Research Center
R-Center	Research Center
RCMI	Research Centers in Minority Institutions
RISE	Research Initiative for Scientific Enhancement
SERC	Social Epidemiology Research Center
SHLI	Satcher Health Leadership Institute
STEM	Science, Technology, Engineering and Mathematics
TCC	Transdisciplinary Collaborative Center
WHO	World Health Organization

2.1 Voice and Tone

When creating this style guide, the Office of Marketing and Communications established the appropriate brand voice and tone for the Morehouse School of Medicine. We considered organizational words of value, and determined what words best describe the tone we wish to convey.

These words and phrases best describe Morehouse School of Medicine:

- | | | |
|---------------|-------------------|-----------------|
| Excellence | Unique | High-Tech |
| Diversity | Community-focused | Caring |
| Opportunity | Mission-Driven | Compassionate |
| Rich heritage | Cutting-edge | Family-oriented |
| Tradition | Innovative | |

When choosing words for copy and content, consider the words below:

- | | |
|-----------|------------|
| Community | Developing |
| Informed | Pursuing |
| Building | |

2.2 Audience and Diction

Morehouse School of Medicine materials should be created with the mindset that the school's audience is far-reaching. When writing, consider who will be reading the information and take the time identify your target audience. For example, the vocabulary of a piece might differ if it is written for alumni, as opposed to a medical student.

Diction is closely linked with audience. There are three basic levels of diction: formal, standard and informal. After determining your audience, it is important to use a diction that is appropriate for your readership.

Formal: Use when addressing a scholarly audience (e.g. scholarly journals).

Standard: Use when addressing a business audience (e.g. college papers, mass publications, and business communication).

Informal: Use when addressing a familiar or specific audience (e.g. personal letters, emails, and conversational pieces).

Please refer to section 1.9 for information outlining usage of acronyms and abbreviations.

2.3 Style, Spelling and Grammar Guides

In general, Morehouse School of Medicine's preferred style follows The Associated Press Stylebook published by The Associated Press

For questions about grammar, consult the Grammar Handbook from the University of Illinois Urbana-Champaign.

Use Merriam-Webster's Collegiate Dictionary for spelling recommendations. Use standard American punctuation. For questions about punctuation, consult Oxford Dictionaries.

Use American units of measurement.

Though a good reference book or dictionary will answer most questions, below are MSM style preferences for quick reference.

School Name

Always capitalize all three words: *Morehouse School of Medicine*
When you wish to shorten the name, use the acronym MSM after having initially referenced the full name.

Degrees

Below lists the correct uses of the degrees MSM confirms:

Doctor of Medicine (MD) Program or MD program

Master of Public Health Program or MPH program

Ph.D. in Biomedical Sciences

M.S. in Biomedical Research or MSBR

M.S. in Biomedical Technology or MSBT

M.S. in Clinical Research or MSCR

M.D./Ph.D. in Biomedical Sciences

M.D./M.P.H. Dual Degree Program

M.D./MSCR and M.D./Ph.D. Program

As an adjective, use health care.

Our community's health care needs are important.

3.1 Formatting text, lists, tables, graphs

Morehouse School of Medicine follows The Associated Press Stylebook (AP Stylebook) suggestions for formatting materials. Quick reference suggestions are outlined below.

Typeface

MSM primarily uses Myriad Pro, though Minion Pro is acceptable when a serif font is required or desired. If neither Myriad Pro nor Minion Pro is available, the only other acceptable fonts are Helvetica Regular (for Myriad Pro) and Garamond Regular (for Minion Pro).

Spacing

To preserve the integrity of MSM's logo, always allow a clear space around the logo. This clear space eliminates competition from other logos, images or blocks of text. The minimum clear space for the MSM logo is the height of the 'X height' (identified on page 6) on all sides. This minimum space should be maintained as the logo is enlarged or reduced in size.

Margins and Paragraphs

Clear space is crucial when creating excellent pieces of printed or online material. Please follow the below standards when organizing your page(s).

Margins: When creating materials, please allow 1" margin on top and bottom, and 1" margin on the sides.

Paragraphs: Allow 1 space between each heading and/or paragraph.

Pagination

When adding page numbers, MSM recommends all page numbers are centered, Myriad Pro (or Minion Pro font when a serif font is required), and are 3 sizes smaller than the body text.

Title Page

Title pages should use the approved font, typeface and spacing (see sections 1.2 and 3.1).

3.1 Formatting text, lists, tables, graphs

Table of Contents

Refer to sections 1.5 and 3.1 for information on heading, typeface and spacing.

Tables, Charts, Graphs

All text utilized in tables, charts and graphs created should use the fonts outlined in section 1.5. The AP Stylebook provides information on producing tables, charts and graphs, and can answer questions regarding headers, spacing and formatting.

Bulleted Lists

Bulleted lists improve readability and help bring attention to important information. When creating bulleted lists, organize items in order of importance. If order of importance is not necessary, list items alphabetically. For lists that need to remain in a certain sequence, number the list (instead of using bullets).

When writing lists, use periods, not semicolons, at the end of each sentence. When writing lists that are not sentences, do not add a comma at the end of each phrase. When writing lists to complete a sentence, use commas after each bulleted item and a period at the end of the last line.

MSM's approved bullets for use include:

Square, round, check mark, hollow and arrow.

Spacing

In alignment with The AP Stylebook, MSM recommends:

- Using a single space after a period at the end of a sentence.
- Not indenting the first lines of a paragraph.
- When creating a full-page 8.5x11 document, use one inch margins on all sides.

3.2 Supplementary Resources

Below are links to helpful style references.

The Associated Press Stylebook 2013

Merriam-Webster's Collegiate Dictionary

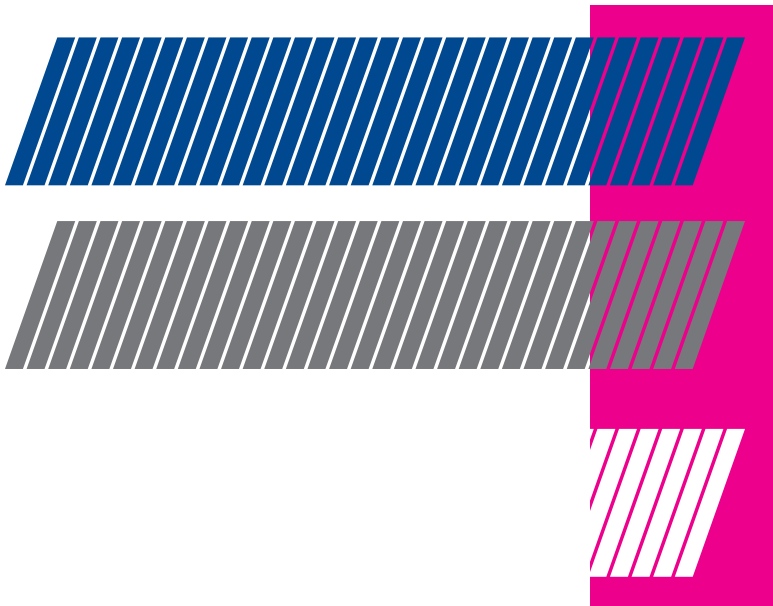
Elements of Style, William Strunk & E.B. White

Consistency with layouts and graphic use is essential in maintaining a strong brand. Please use the examples in the following section as a tool when creating all MSM communications materials.

Any instance of Magenta / Pink in this guideline is to provide instructions on size, scale or text to clarify illustrations and artwork. Please refer to page 10 - 11 on the use of approved MSM color palette.

4.1 Visual Elements

To maintain a unifying look on all MSM collateral, please apply the “leading edge graphic” to the bottom section of visuals. This graphic can be obtained from the marketing department in various file formats or downloaded from the shared server. The sample collateral in this section show how best to implement this graphic element.



pink used to indicate that the diagonal lines have breaks allowing the background to show through.

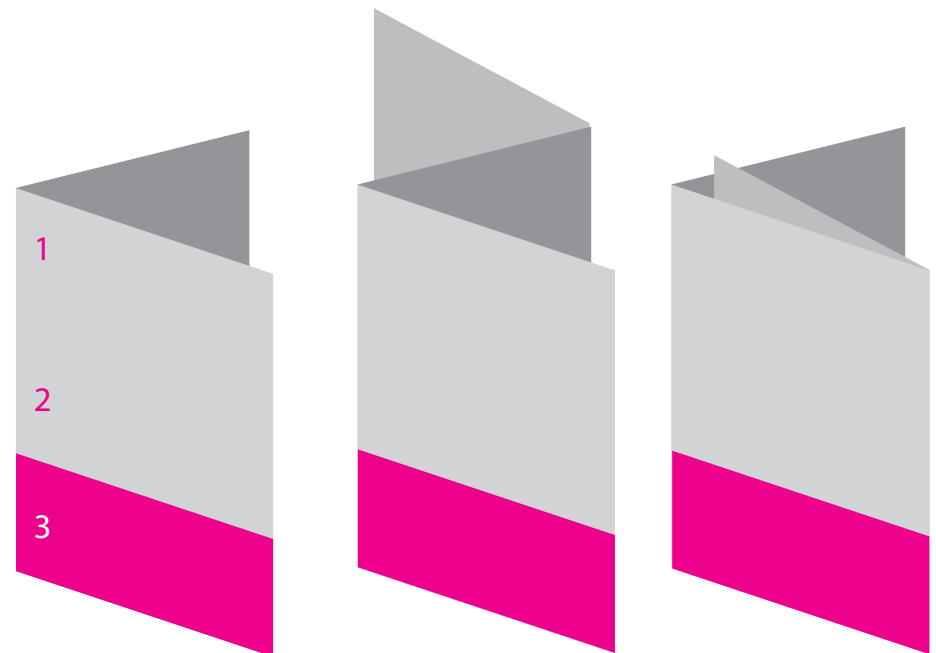
The “leading edge graphic” can be created in the 3 primary MSM colors (PMS 280 / Grey / White) and can be used at various opacities for a transparent effect when desired.

The angled line of the “leading edge graphic” can be carried through to the treatment of photography (see below).



“leading edge graphic” in white with picture box angled on left side.

4.2 Brochures



- 1 Refer to page 6 for minimum size of logo and clearspace
- 2 Align text below logo per instructions on page 6
- 3 The “leading edge graphic” to span the width of bi-fold or tri-fold cover

4.3 PowerPoint

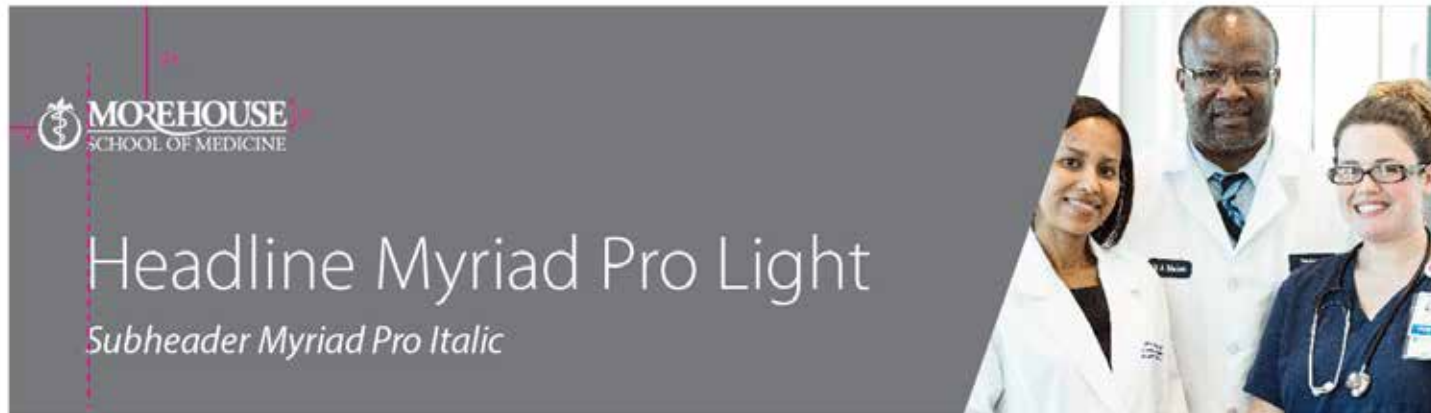


Templates for download created for various MSM purposes



For sole use by the Office of the University President

4.4 Signage and Display



Banner Display



Table Tent Card

4.5 Website



Home Page and example of section within the site

4.6 Advertising and Promotional Items



Bus Graphic



Bus Shelter



Gift Box



Coffee Mug

4.7 Photography

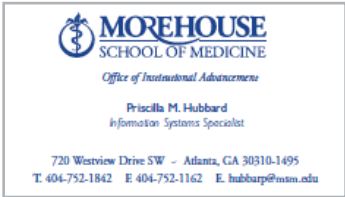
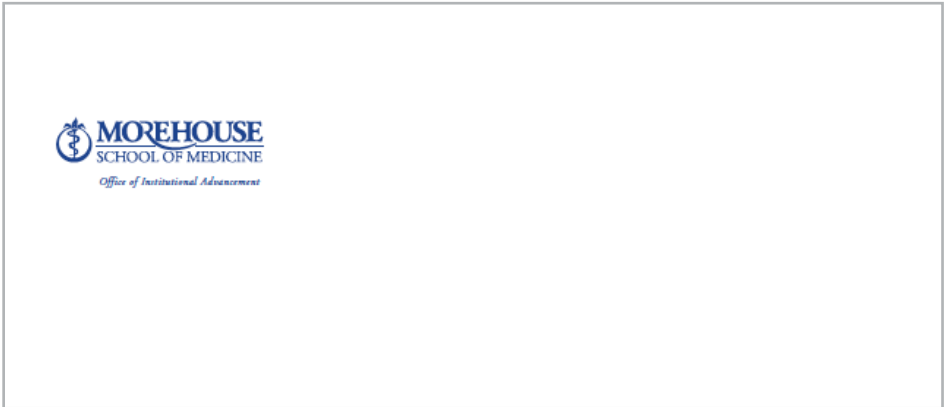
Morehouse School of Medicine permits the outsourcing of photography services. When hiring a photographer for specific events, please ensure the final delivered assets comply with the size and specifications necessary to allow for adequate high quality and large format reproduction.

Prior to assignment, photographer should confirm that:

- image files will be supplied as RAW images with accompanying large JPG (minimum of 5 MB) and resolution of 300 DPI.
- all images are provided in RGB format and not Black and White (designer can convert to greyscale as required).
- ratio of composition will allow the photography to be used by a designer without the need for extensive photo manipulation to extend background.
- attention will be taken to ensure that unnecessary items are not included in composition requiring post production photo retouching.
- style of photography is in line with provided example.



4.8 Stationery



Please continue to use existing stationery for letterhead, envelopes and business cards.

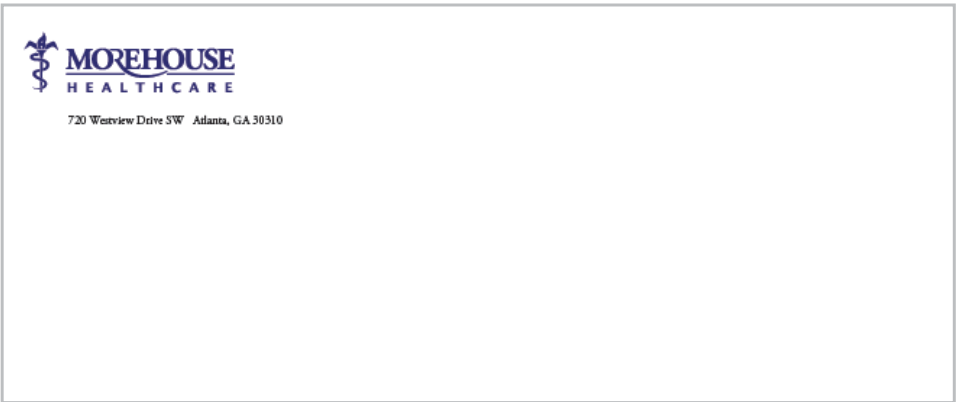
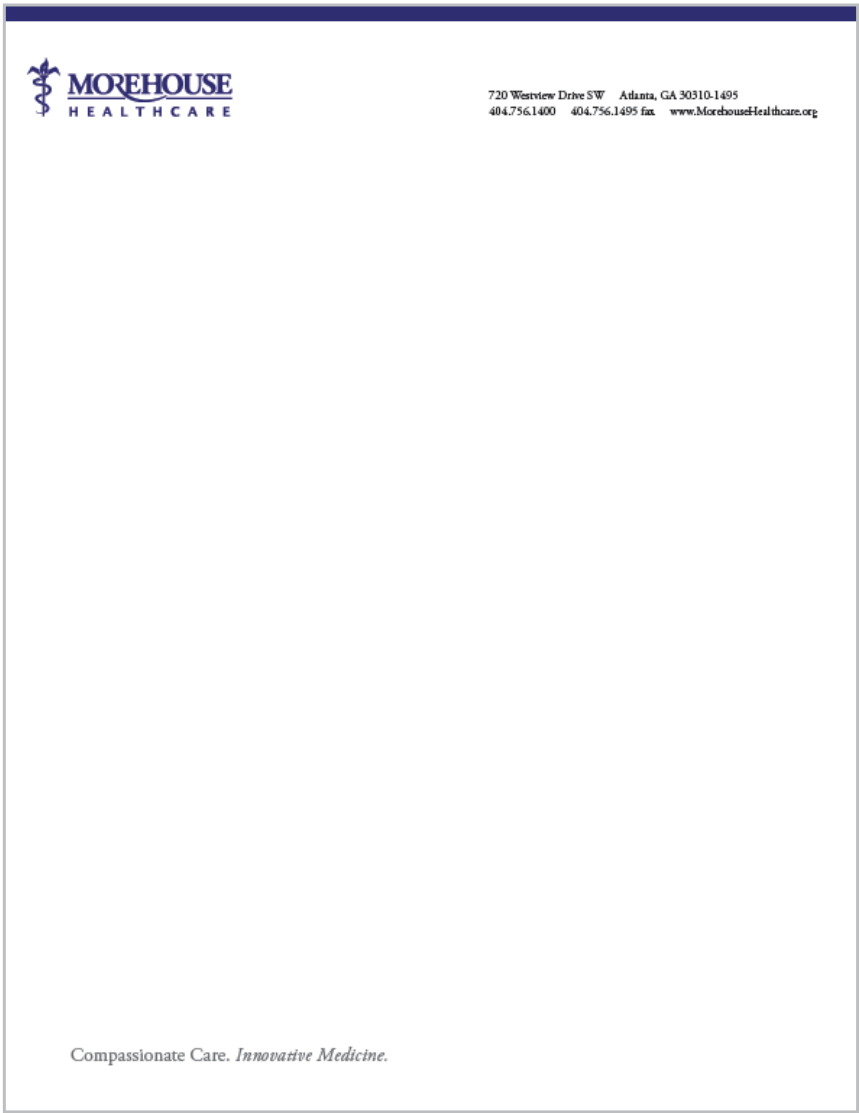
4.9 Degree Banner



Degree Banners

Morehouse School of Medicine provides quality medical care to diverse populations through Morehouse Healthcare (MHC). The group is comprised of more than 100 practicing physicians who are full-time clinical faculty at MSM. Morehouse Healthcare is one of the largest physician groups in Georgia and one of the state's premier primary care and multi-specialty medical practices. Morehouse Healthcare's focus continues to be providing quality medical care to Atlanta's multi-cultural community.

5.0 Visual Identity for MHC



Stationary

5.0 Visual Identity for MHC



Website

Please contact the MSM marketing department regarding the use of any of the collateral and branding elements belonging to Morehouse Healthcare.

