



HAMILTON COUNTY

**Mental Health &
Recovery Services Board**

Brand Logo

The brand logo utilizes overlapping and interlocking circles which symbolize the constant cycle of recovery and the comprehensive access to services providers, with the Hamilton County MHRS board at the center of it all.

The typography is a clean modern sans serif that updates the logo and helps readability when viewed at a small scale. The colors are varied shades of blue and red, signifying stability, a sense of calm, and a welcoming feeling.

2D Print Logo



Brand Logo

Black and White 2D Print Logos



Brand Logo

The 3D version of the brand logo can be used in digital/web applications as well as on top of imagery, as an alternate to the 2D version.

3D Logo



Brand Logo



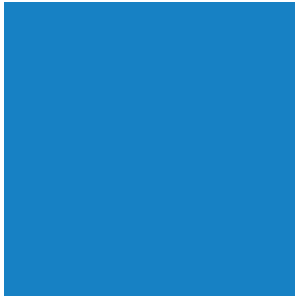
Brand Logo



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Color Palette

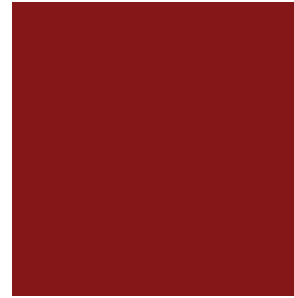
Primary Colors



RGB:
0, 129, 199
CMYK:
82.95, 41.08, 0, 0
HEX:
0081C7



RGB:
18, 75, 134
CMYK:
100, 79.41, 19.84, 5.02
HEX:
004987



RGB:
134, 23, 25
CMYK:
28.43, 99.66, 98.93, 33.2
HEX:
861719



RGB:
198, 33, 39
CMYK:
15.28, 100, 99.22, 5.33
HEX:
C62026

Typography

Primary Logo Typeface

Proxima Nova
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Proxima Nova
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Grids and Guides



Logo Clear Space

The logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.



Clear Space



