



MHCC Logo Redesign

June 2021

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Current Logos



Why Change?

- Multiple Logo Variations:



- Inconsistent use of existing logos
- Logo is outdated
- Unclear brand identity
- Doesn't tell the story of MHCC

Logo Redesign Project – Brief Timeline

- **November 2020**
 - Developed RFP
 - Formed a small team to identify a contractor
 - Reviewed proposals
 - 20 proposals were reviewed by the team
- **February 2021**
 - Contractor identified - The Hatcher Group was awarded the contract
 - A new team consisting of Center leadership and the Executive Office was formed
 - The team began working with Hatcher Group to design the new logo
- **March 2021**
 - Solicited staff feedback on logo variations
- **June 2021**
 - Logo design completed

Logo Redesign Project – Asks and Deliverables

The Asks:

- The new logo should communicate the following attributes: quality, availability, accountability, transparency, stability, and integrity.
- The new logo should be modern, clean, simple, and timeliness.
- The new logo should use the word “Maryland” in the logo without diluting the “MHCC” branding.

Project Deliverables

- A template for letter head, memos and similar documents
- A Microsoft PowerPoint template
- A Microsoft Word report template
- A template for envelopes
- A template for business cards
- An email signature template compatible
- A guide for MHCC staff and contractors on using the templates and a design file

The New Logo!



The Logo

(Non-color Versions)



Black and White



Black

Next Step....

WE GO LIVE JULY 1

Thank You!