

MED  START
YOUTH CLINIC

2020 BRAND GUIDELINES

We are MedStart

A free medical clinic that provides homeless, at-risk, and low-income youth access to wellness resources and preventative health care on a consistent basis in a consistent location.

MedStart is a completely free health clinic that is here to provide Grand Rapids youth with easy access to preventative and holistic health care that supports the diversity of our community. We believe providing youth with counseling to set up CHIP and healthcare so that they are able to fulfill their medical needs.

Our Values

We promote holistic wellness.

We don't just address physical wellness—we focus on wellbeing for the whole person, not only providing healthcare services, but also support, guidance, and education through life resource partnerships and compassionate counselors.

We provide accessible preventative healthcare.

We want to see people when they're healthy and help them stay that way. Our caring and competent physicians, nurses, and staff will always be friendly, non-judgmental, and easy to talk to.

We honor the diversity of our community.

Not only are we centrally located in the Grand Rapids, Michigan community, we are a part of it. Our doors are open to any teen or young adult (ages 14 to 24) who needs our help, and we enthusiastically invite them in.

Our Audience

Patient Goals:

- Access preventative care, testing and their results, and staying up to date on all vaccines.
- Be able to control chronic or ongoing conditions and their symptoms that affect their everyday life
- Get resources or counseling to receive free health insurance through the state of Michigan

Donor Goals:

- Reduce the impact of homelessness and financial hardship on Grand Rapids youth
- Keeping healthcare accessible for all youth who need it
- Ensure youth with chronic conditions are able to manage their symptoms, so they are able to stay out of emergency rooms and stay healthy

Volunteer Goals:

- Providing youth with counseling to understand the importance of preventative health care
- Helping youth stay healthy and feel supported, and confident in their journey to adulthood
- Fulfill her internship volunteer hour requirement with work in a field she has an interest in

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MedStart Signature

The logo contains an abstract symbol of a plus sign to represent health and medical services, a person to represent the importance of our audience, or someone at a table to show sitting down and talking about the resources provided.

Primary Logo



Typographic Logo

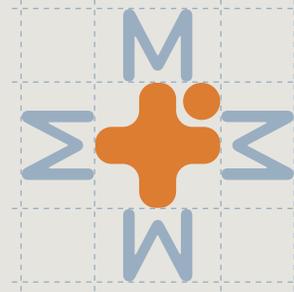
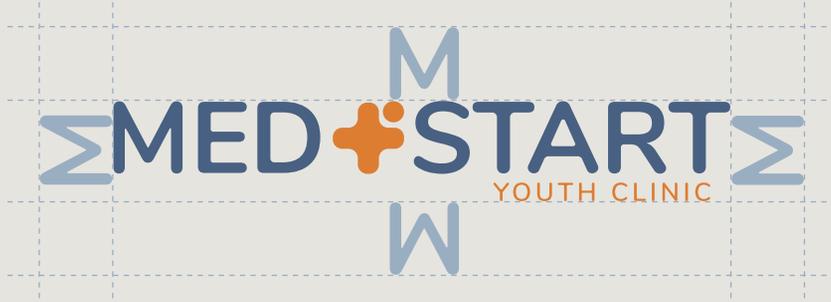


Secondary Logo



Proper Signature Usage

A minimum measure of M is used to maintain a distance between the logo and any other elements around the logo. An Em space is used between the Typographic Signature and the words Youth Clinic.

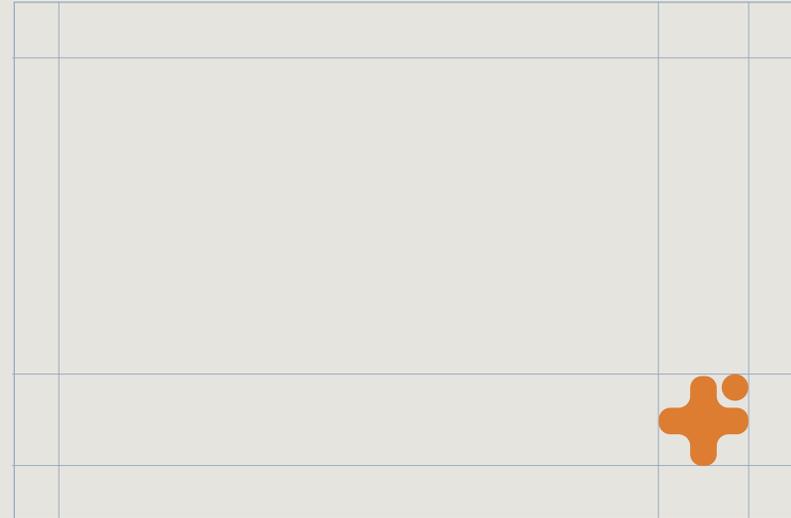


Both logos cannot be made smaller than a quarter of an inch or 18 points tall. The typography logo cannot be smaller than 10 point size or .13 inches.



Signature Do's

Do place the logo in the bottom left corner.



Do place the logo on to images that have an overlay of restful blue at 75% opacity



Signature Do Not's

Do not place the orange logo onto the blue background



Do not use a single colored logo



Do not use any other color than navy blue for the main type



Do not switch colors



Do not rearrange logo



Do not add any effect to the logo



Do not distort the logo



Do not use original typeface for logo, only modified type



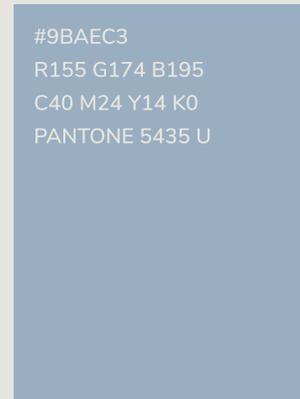
Colors

MedStart's identity is made up of four primary colors: Strong Blue (navy blue), Active Orange (warm orange), Safe Blue (light blue), and Insure Ivory (off white). Strong Blue and Active Orange compliment each other while Insure Ivory complements with Safe Blue.

Strong Blue



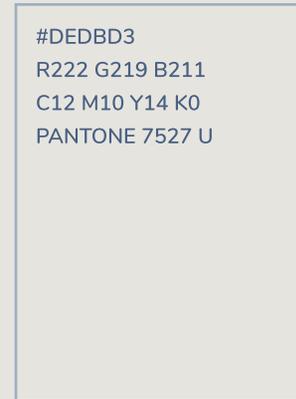
Safe Blue



Active Orange



Insure Ivory



Typography

Nunito Bold can be used for headers, and semi bold for larger copy, bolds should never be used for body copy. Nunito Regular is used for body copy and Italic can be used for call outs. When Nunito is not available, use Arial as a replacement. Nunito can be downloaded from Google fonts.

Nunito Bold (Headers)

Nunito Semibold (Sub Headers)

Hi, we are MedStart.

We're happy that your here. We want to give homeless, at-risk, and low-income youth in the Grand Rapids area, access to wellness resources and preventative health care on an ongoing basis in a consistent location.

Arial Bold (Headers)

Arial Regular (Sub Headers)

Hi, we are MedStart.

We're happy that your here. We want to give homeless, at-risk, and low-income youth in the Grand Rapids area, access to wellness resources and preventative health care on an ongoing basis in a consistent location.

Nunito Italic (Call Outs)

Nunito Regular (Body Copy)

We provide accessible, non-judgmental, preventative healthcare.

We want to see people when they're healthy and help them stay that way. Our caring and competent physicians, nurses, and staff will always be friendly, non-judgmental, and easy to talk to.

Arial Italic (Call Outs)

Arial Regular (Body Copy)

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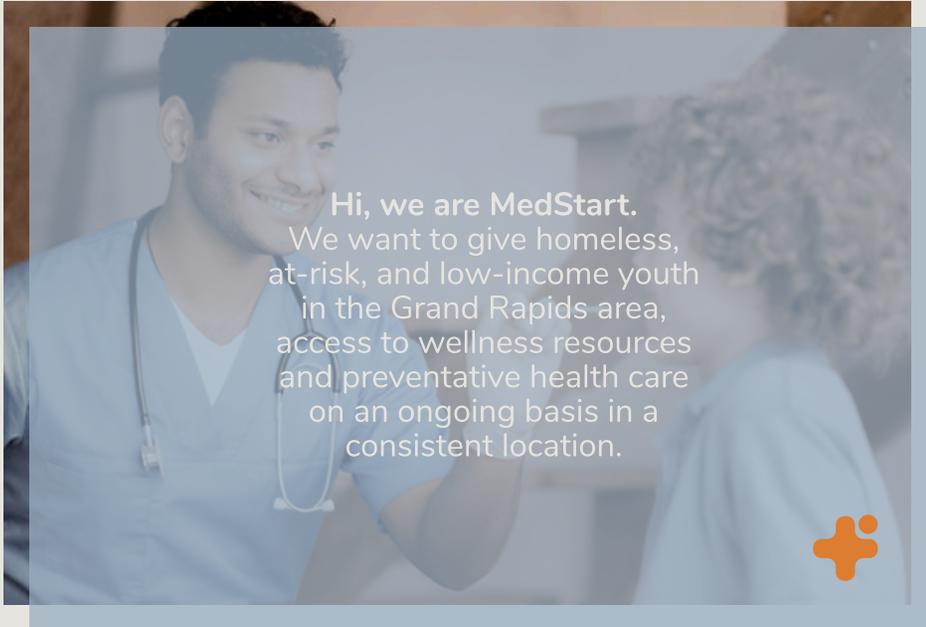
Photography

Photography used should reflect the positive and friendly environment of MedStart and its volunteers. Imagery needs to show our volunteers interacting with patients in an inviting way.



Photo Editing

Off white type is used on photos and must be placed onto light blue overlay at 75% opacity. Cropping may be used when other parts of the photo are not significant to what is happening in the photo. Photos must focus on the people in them.



Letter Grid

Printed on Office Depot copy and print paper in White. The stock should be 20lb text. (order at officedpot.com)

1"		1"	
			.75"
	 <p>123 Fountain St Grand Rapids, MI 49503 MedStart.Org (616) 123 4567</p> <p>Dear John,</p> <p>We are here to provide you easy-access, non-judgmental, preventative healthcare. We want to see people when they're healthy and help them stay that way. Our caring and competent physicians, nurses, and staff will always be friendly, non-judgmental, and easy to talk to.</p> <p>According to the Michigan Center for Performance and Information on K-12 students, the number of homeless students in Kent County rose by 600 last year, and with the COVID-19 pandemic, that number continues to rise. The city of Grand Rapids has a growing population of homeless and at-risk youth who are not receiving the healthcare they need. This is in large part due to lack of health insurance. Teens and young adults don't have support through a parent's health insurance plan and can't afford decent insurance coverage on their own, let alone pay for care out-of-pocket.</p> <p>We want to promote holistic wellness. We don't just address physical wellness—we focus on wellbeing for the whole person, not only providing healthcare services, but also support, guidance, and education through life resource partnerships and compassionate counselors.</p> <p>We honor the diversity of our community. Not only are we centrally located in the Grand Rapids community, we are a part of it. Our doors are open to any teen or young adult who needs our help, and we enthusiastically invite them in.</p> <p>MedStart is Giving homeless, at-risk, and low-income youth access to wellness resources and preventative health care on an ongoing basis in a consistent location.</p> <p>During the Coronavirus pandemic we want you to feel safe and comfortable when you visit. Med start is actively trying to limit the spread of COVID-19 among our patients and volunteers by:</p> <ul style="list-style-type: none"> • Continuous, thorough cleaning and sanitizing of exam rooms, lobbies, counseling and meeting rooms, and all frequently touched surfaces. • Providing masks for patient use. • Making hand sanitizer and tissues available in all waiting areas. • Conducting daily COVID-19 screening of patients and staff prior to entering the building. <p>If you or anyone you know is unable to receive health care from their parents or provide health care to their children and want to know how, we are here to help. Make an appointment.</p> <p>Thank you.</p> <p>Philip Martin, Retired Pediatric Physician</p> <p>Fiona Thompson, Independent Real Estate Developer</p>		
			.5"

Margins

Left: 1 Inch

Right: 1 Inch

Top: .75 Inches

Bottom: .5 Inches

Columns: 3

Column Gutters: .1667in

Letterhead

Arial can be used for body copy on documents and letters. Type should be no larger than 8pts with 11pt leading (space between lines). Logo should also be placed in the top left corner, with clinic information in the top right, right aligned.

Start
Greeting
at 2"



**123 Fountain St
Grand Rapids, MI
49503
MedStart.Org
(616) 123 4567**

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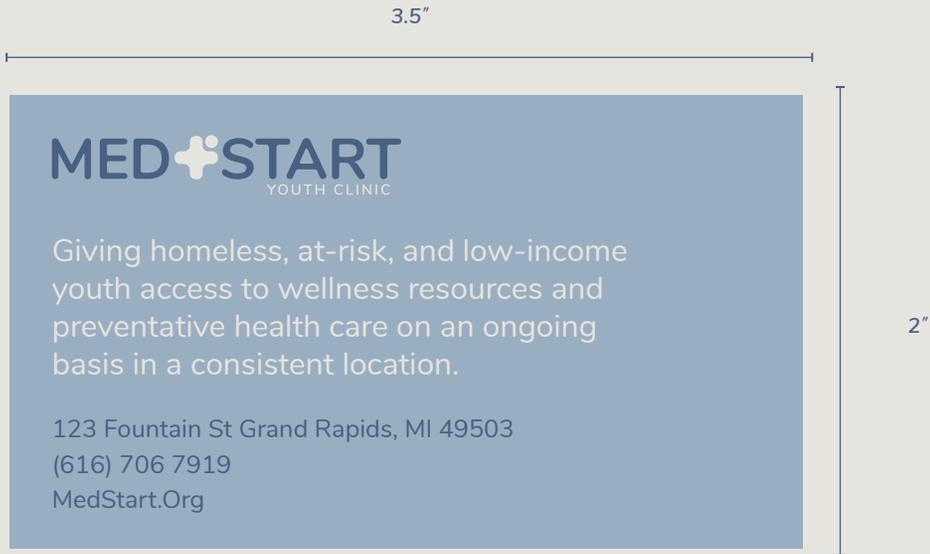
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During the Coronavirus pandemic we want you to feel safe and comfortable when you

Business Cards

Printed on Office Depot cover in Bright White. The stock should be 130lb cover. (order at officedpot.com)



Patient Forms

Forms follow the same format as the letter head. Forms are also printed on the same paper. They can also be found on our website as an interactive PDF.



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Grand Rapids, MI 49503
MedStart Youth Clinic
(616) 123 4567

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PATIENT HEALTH HISTORY

Your answers to the following questions will help us understand your needs and concerns you would like to discuss with your doctor at the time of your appointment. If you are unsure how to answer some of these questions, just leave it open and discuss the issue with your doctor. Your doctor may ask you about any of your responses for clarification.

Date you are filling this out: _____ Date of Appointment: _____

Full Name: _____ Birthday: _____ Age: _____

Concerns you would like to discuss:

Medications and their dosage:

Allergies:

When was your last physical? _____

Surgeries:

Please check all that apply to you:

<input type="checkbox"/> Diabetes	<input type="checkbox"/> Anxiety
<input type="checkbox"/> Kidney Disease	<input type="checkbox"/> CAD
<input type="checkbox"/> Stroke	<input type="checkbox"/> Asthma
<input type="checkbox"/> High Blood Pressure	<input type="checkbox"/> STD
<input type="checkbox"/> Hepatitis	<input type="checkbox"/> Thyroid Issues
<input type="checkbox"/> Depression	<input type="checkbox"/> Cancer type: _____

Other conditions not listed:



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PATIENT CONSENT FORM

I, _____ consent to receiving services at MedStart Youth Clinic, which may include assessment, routine diagnostic procedures, medications, and such medical treatment as the Health Care Provider considers to be necessary for my care.

I understand that the practice of medicine is not an exact science, and I acknowledge that no guarantee will be made to me as the result of examination or treatment at MedStart. I understand that the services I receive at MedStart are being provided by health care practitioners and other volunteers who are not receiving compensation and, as provided by Federal & State Law, are not liable for civil damages as a result of acts or omissions that may occur in providing services to me, except acts of omissions amounting to gross negligence or willful and wanton misconduct.

I understand that I am responsible for my own valuables while at MedStart and that Med Start is not responsible for loss or damage to any valuables/personal property.

My signature below constitutes my acknowledgment that I understand the above affirmation, consent and agreement and agree to its contents.

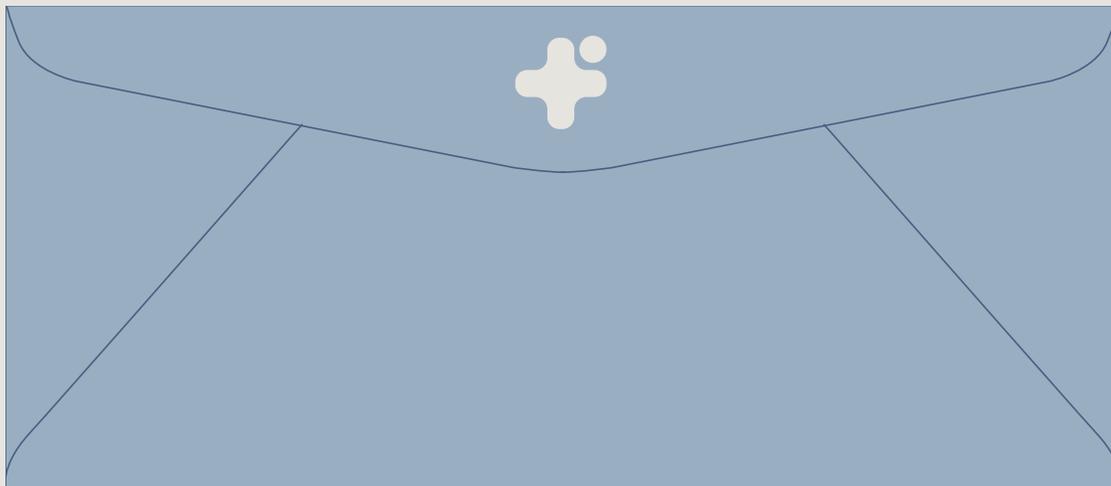
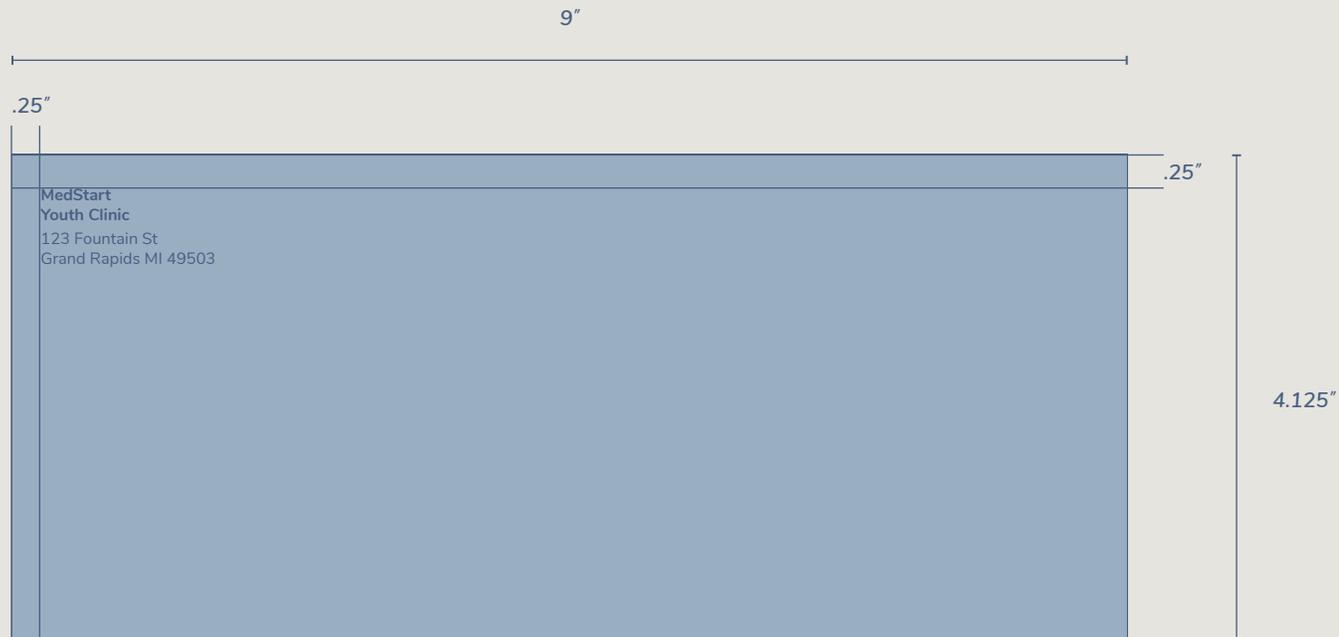
Patient Signature Date

MedStart Staff Signature Date

Commercial #10 Envelope

Printed on Office Depot cover in White. The stock should be 70lb text. Color should be light blue with navy blue text.

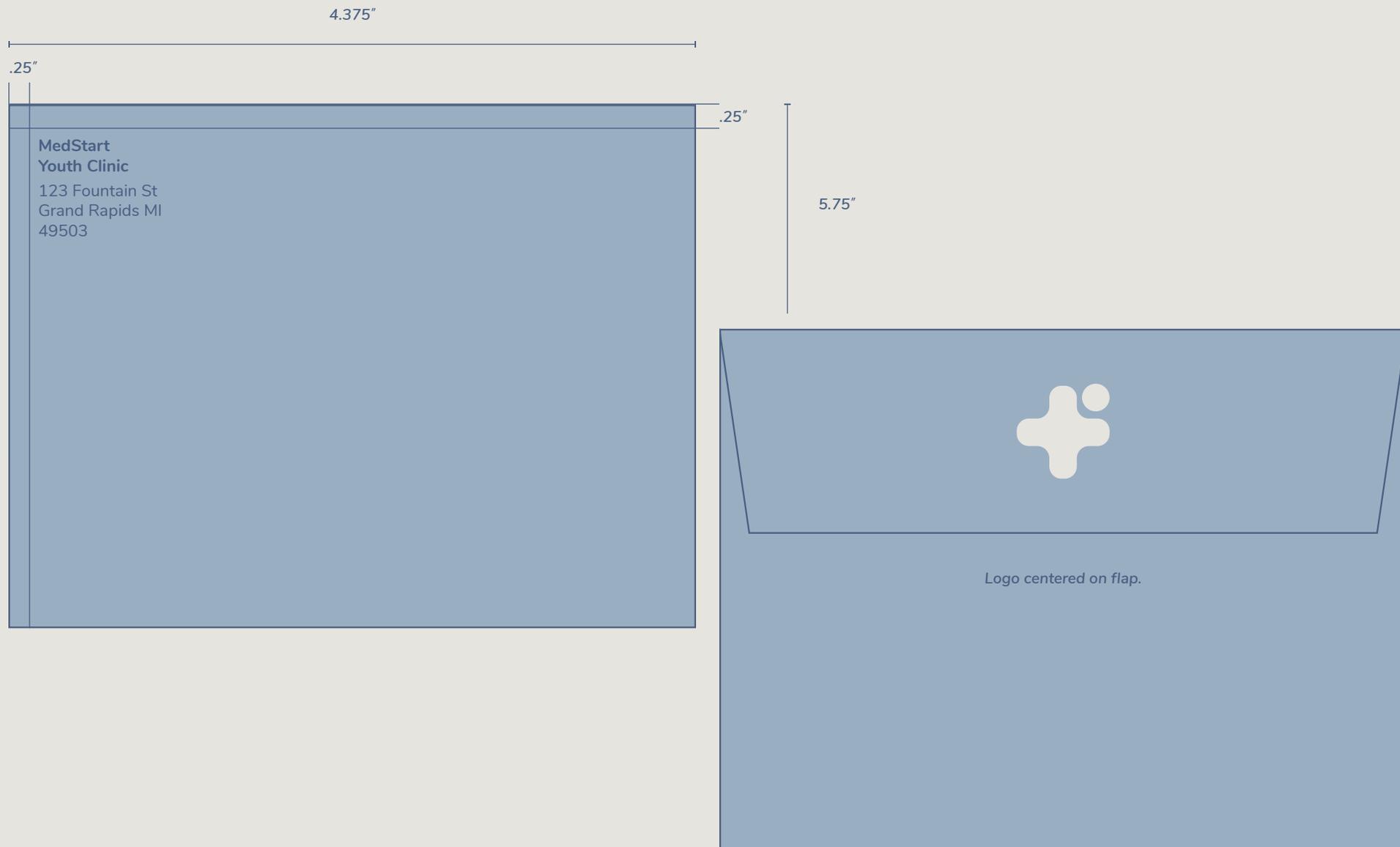
(order at officedpot.com)



A2 Envelope

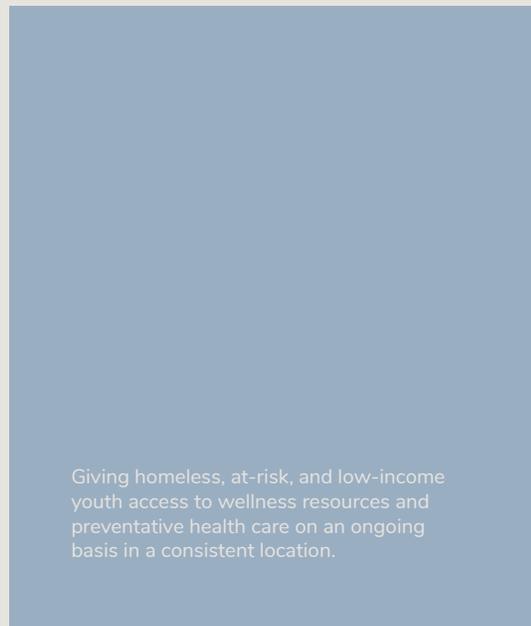
Printed on Office Depot cover in White. The stock should be 20lb text. Color should be light blue with navy blue text.

(order at officedpot.com)



Application

All application can be printed at Office Depot, can be ordered online or in store.



left, front

right, back fold inside



inside



More Application

Volunteer Identification and lanyard



Donation thank you card



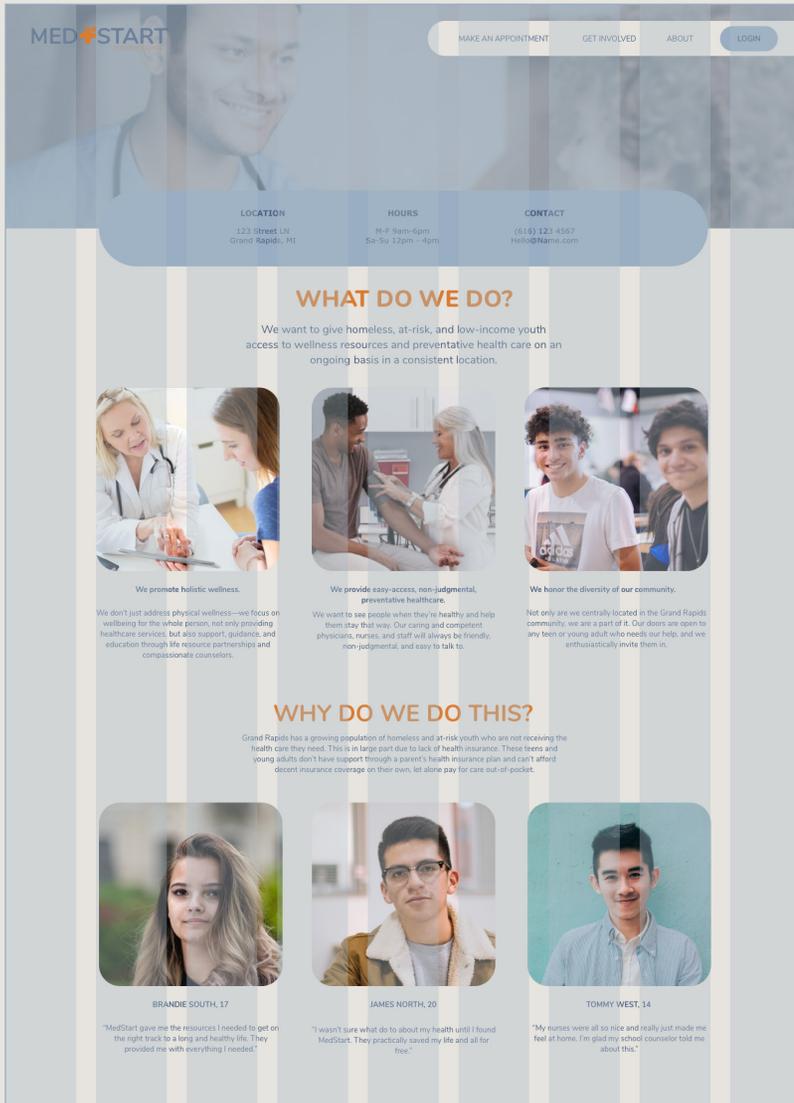
Volunteer facemask



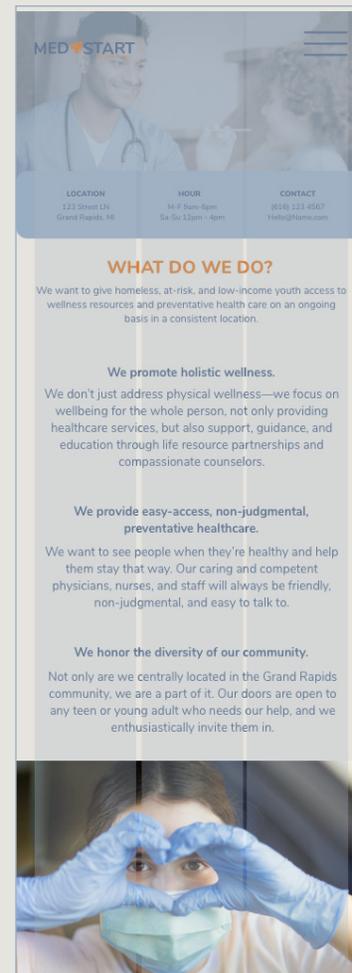
Digital Interface Standards

The desktop version of this interface has a 9 column grid, and the mobile version follows a three column grid.

Desktop



Desktop



Social Media

Square imaged of approved photography can be used for Instagram posts.

Profile pictures must contain approved photography and change for seasonal promotions.

Facebook banners must include full logo.



“A healthy
outside starts
from the inside.”



MED  START
YOUTH CLINIC

External Environment

Our environment shows active orange on the outside to make people remember and it is easy to find when described.

The decal of the logo repeats along the building to show a sense of growth.



Interior Environment

Inside of our clinic should give a sense of unity and cleanliness. Many tables are shown so that there are many places to talk in groups or one on one to make a good holistic health plan.

