

Acceptable Logo Versions

Below are the only acceptable versions of our logo. Each version has a specific purpose and should not be used in ways other than listed.

Full Color - CMYK/RGB

The full-color version of the logo is the preferred version and whenever possible should be used on all branded materials.

Grayscale

When applying the logo in one-color applications, use the grayscale version on a white (or light colored) background. Use the grayscale version when neither 2-color nor CMYK printing is available.

Whiteout On Black

The whiteout version is for use on a dark background or photograph. You must ensure that the background is dark enough to provide contrast.

Note: The black box to the right is not meant to be used but only to simulate a dark background

Whiteout On Color

The whiteout version for use on a Missouri Foundation for Health identity color background. You must ensure that the color is full strength.

On Photography

The MFH logo should only be used over photography with approval from the Foundation.

Please contact Jeff Harris, Creative Services Coordinator at jharris@mffh.org with any questions or additional logo requests.

Full Color - CMYK/RGB



Grayscale



Whiteout On black



Whiteout On Color

