



Introduction	-----	5
Manifesto	-----	7
Logo introduction	-----	9
Logo construction	-----	10
Logo application	-----	11
Examples	-----	13
Typography	-----	14
The color system	-----	16

At District Medical Group Children's Rehabilitative Services (DMG CRS), you will find a caring, comforting and stimulating environment for not only your child but your whole family. With state-of-the-art technology, advanced treatment practices and top pediatric specialists, DMG CRS provides award-winning care to Arizona's youngest patients with special needs.

DMG CRS is the only multi-specialty interdisciplinary clinic (MSIC) in Maricopa County and was designed to support coordinated, convenient and high-quality care for children with complex conditions.

Housed in a one-story building conveniently located in Central Phoenix, DMG CRS includes more than 85 medical providers across more than 25 pediatric specialties.

In addition, social workers and other support services are on-site to help coordinate care for your child and make accessing the services and equipment (like wheelchairs, hearing aids and more) you need as easy as possible.

The DMG Mission

We are dedicated to improving the health and well-being of individuals in Arizona through an integrated medical group practice based on a balanced program of patient care, education, research, and community service.

Vision

District Medical Group (DMG) physicians will be recognized as leaders in providing high quality, innovative medical care delivered in a compassionate, respectful and responsive way. We will be a trusted partner in training the future healthcare providers in Arizona. We will create an environment to attract and support highly talented compassionate providers.

Manife



esto



Logo

Our Logo: A Symbol of Hope & Courage

A messenger of hope, the hummingbird is the smallest among all birds and symbolizes lightness of being, independence, courage, sensitivity, determination, love, beauty, endurance, wisdom, vitality, and enjoyment of life. As we thought about what the DMG CRS logo should be, the hummingbird was a natural choice as our pediatric patients are small and young but full of hope, light, endurance and determination that inspire us every day.

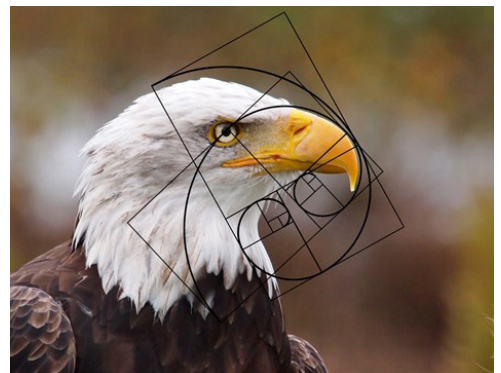
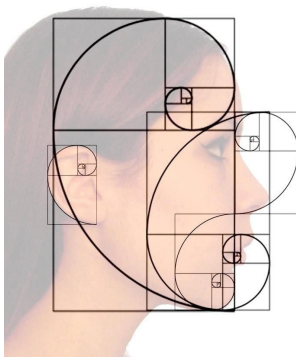
We know that our patients' courage, love and hope are fostered every day by their parents and loved ones. We hope you are as inspired by our new logo as we are. Together, we can enable your children to "take flight" and enjoy life to the fullest of their abilities.



Construction with Fibonacci's the Golden Ratio

The golden ratio describes predictable patterns in nature, science and even the financial markets. It is named after its Italian founder, Leonardo Fibonacci. Nature uses this ratio to maintain balance.

In the Elevate logo, the balance of the font versus the wings are in perfect harmony from the small elements to the entire ratio.









Myriad is a humanist sans-serif typeface designed by Robert Slimbach and Carol Twombly for Adobe Systems. Myriad was intended as a neutral, general-purpose typeface that could fulfill a range of uses and have a form easily expandable by computer-aided design to a large range of weights and widths.

The Adobe font Freude was created in Vienna, Austria by Thomas Gabriel. Translated to english Freude means happiness and joy. The playful but easy to read font is perfect for the headline of DMG Children's.

Font

Myriad Pro

Short Headlines

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

Freude

Short Headlines

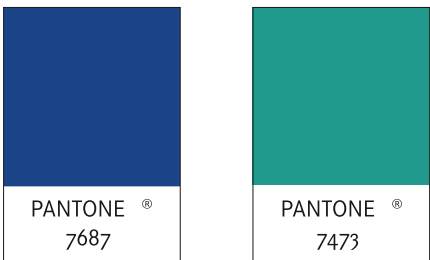
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890?!*+(.,)

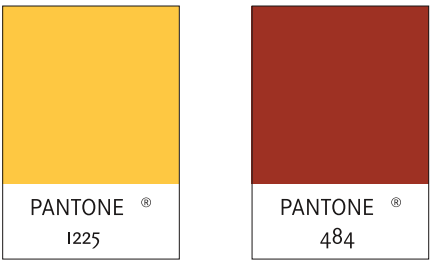
Color

CHILDREN’S REHABILITATION SERVICES PALETTE



CMYK 100, 85, 15, 3	RGB 30, 68, 136	HEX #1e4488
CMYK 80, 19, 51, 2	RGB 25, 153, 140	HEX #19998c
CMYK 0, 22, 83, 0	RGB 255, 200, 70	HEX #ffc846

SECONDARY COLORS



CMYK 25, 91, 98, 20	RGB 159, 51, 35	HEX #9f3323
-------------------------------	---------------------------	-----------------------

The Children’s palette will contain the primary DMG colors, which should represent 50-60% of colors on the page. The secondary palette will be used in a manner which distinguishes the DMG brand, from the CRS brand, while maintaining a close visual relationship.

DMG CORPORATE OFFICES
2929 E. Thomas Rd.
Phoenix, AZ 85016
Phone: (602) 470-5000
Fax: (602) 470-5063