

MHP Salud Branding

Updated July 2025



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Our Brand



Our Mission

We serve communities by embracing the strengths and experiences of individuals and families, engaging them to achieve health and well-being.



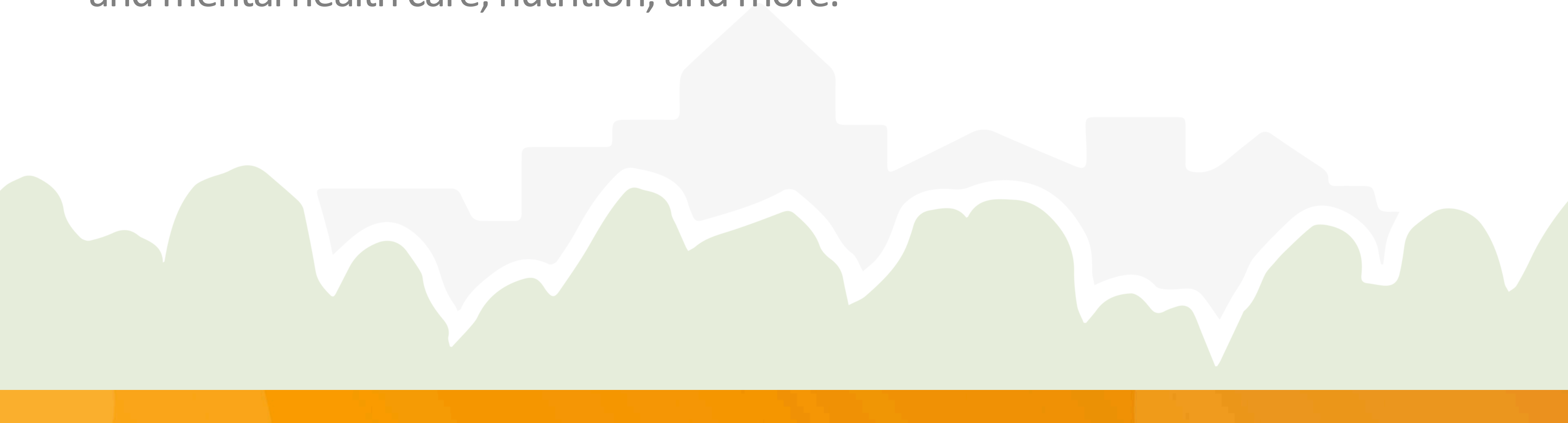
Building Healthy Communities

Our tagline is a phrase that represents our core organizational values. Everything that we do ties back to this phrase.



What do we do?

MHP Salud helps our community members access critical health resources and services, including affordable insurance, health and mental health care, nutrition, and more.



Supplemental messaging ...

While we serve anyone in need, our legacy is rooted in providing compassionate support to underserved Latino populations.

All of our work is grounded in our belief in the dignity and value of every individual. We believe in providing culturally appropriate and sensitive care and service in the language most comfortable and familiar to those we serve.

At the heart of all we do are promotores de salud – community health workers – who are caring, trained professionals from the communities they serve. Because community health workers deeply understand their own communities and cultures, they're able to build the trust that's vital to serve and support those in need.

There's a high demand for this work – and that's why collaboration is instrumental at MHP Salud. We've combined four decades of on-the-ground experience with in-house expertise to expand the support we can provide to communities throughout the country. Through high-quality training and technical assistance, we support and empower organizations and health centers across the nation to build and strengthen their own work with community health workers.

MHP Salud is the nonprofit organization you can trust with your health and well-being needs, from personal support to professional development. We're here for the community – and, together, we will continue to empower more individuals to achieve positive health and well-being. And services, including affordable insurance, health and mental health care, nutrition, and more.



A Community Health Worker is a trusted member of the community who empowers their peers through education and connections to health and social resources.



Our Name

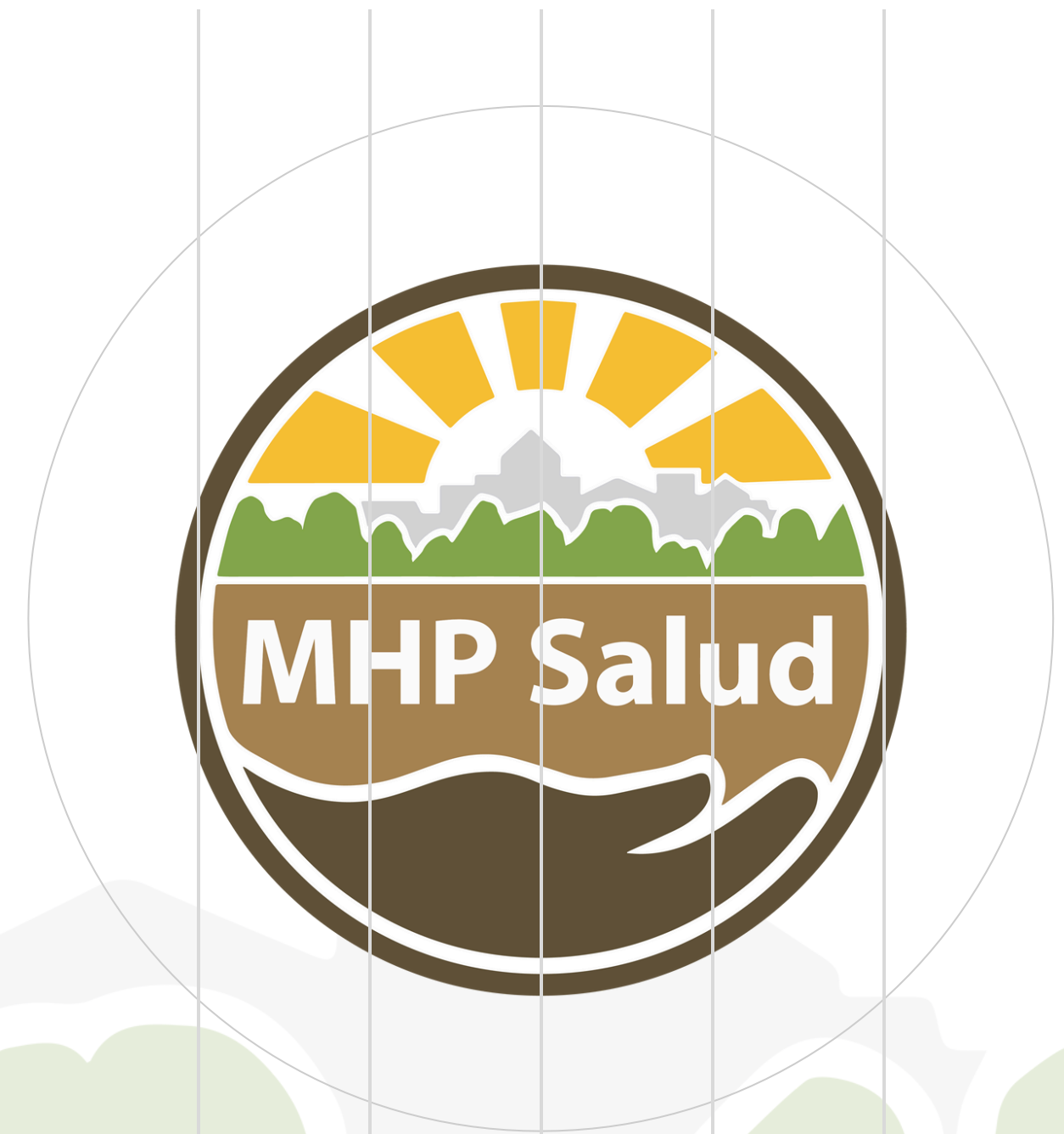
MHP Salud ...

What does “MHP” stand for?

The beauty of our name is the homage it pays to our legacy, when our founders focused on “Migrant Health Promotion” during our first “Camp Aide” program.

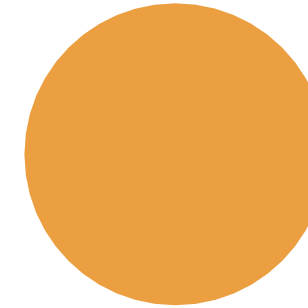
Our Official Logo

Our logo is the one component that unifies and represents our organization and our brand. It has been specially designed to symbolize not only our name, but also what we stand for.

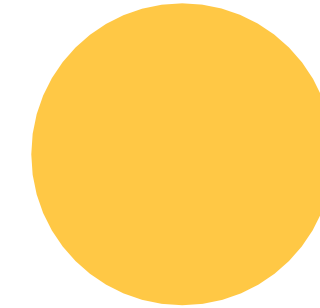


Our Official Colors

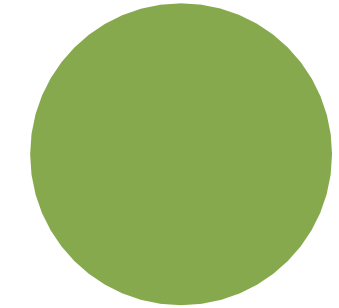
MHP Salud has five primary colors. At least one of these colors must be incorporated in our marketing materials.



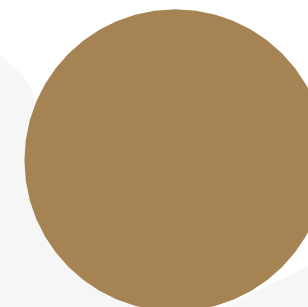
ORANGE
PMS: 137 C
RGB: 236, 159, 64
HEX: #EC9F40



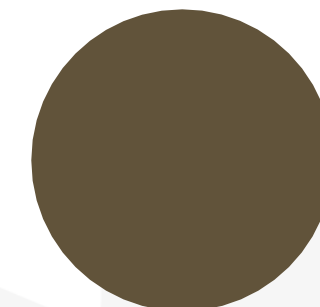
GOLD
PMS: 1225 C
RGB: 255, 200, 69
HEX: #FFC845



GREEN
PMS: 7489C
RGB: 134, 169, 77
HEX: #86A94D



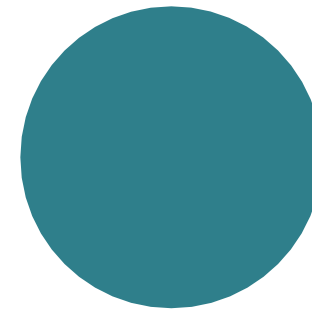
LIGHT BROWN
PMS: 7558 C
RGB: 166, 131, 82
HEX: #a68352



BROWN
PMS: 7553 C
RGB: 97, 83, 58
HEX: #61533a

Our Official Secondary Colors

The following colors can be used in our marketing materials to complement our primary color palette.

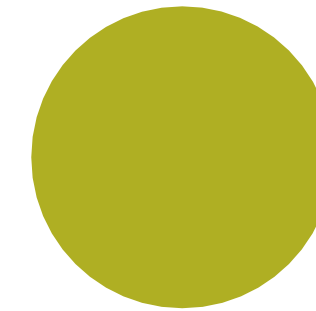


Blue

PMS: 7713 C

RGB: 47,127,139

HEX: #2f7f8b

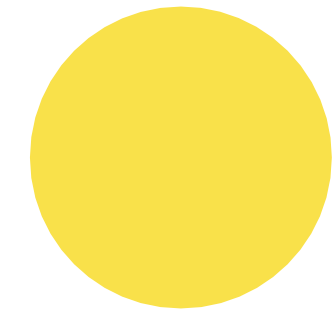


Light Green

PMS: 7745 C

RGB: 175, 175, 35

HEX: #afaf23

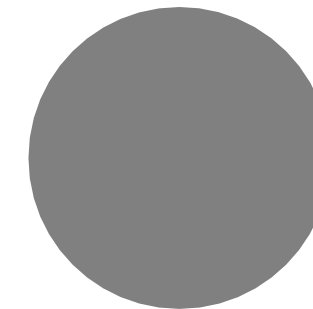


Yellow

PMS: 106 C

RGB: 175, 175, 35

HEX: #afaf23

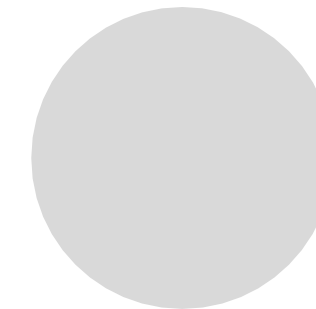


Dark Grey

PMS: 877 C

RGB: 128,128,128

HEX: #808080



Light Grey

PMS: Cool Gray 1 C

RGB: 217,217,217

HEX: #d9d9d9

Typography

The following fonts must be used on all official MHP Salud materials.

Poppins

Myriad Pro

Calibri

My Blog Title

My Subtitle

My body text will be in Calibri font if my project will live online.

Cambria

On print products we may use Cambria or Calibri for body font.