

Men's Health

MensHealth.com Brand Guidelines

This guide is a tool to help create a consistent, premium brand experience at MensHealth.com. These design components pertain specifically to our web presence.

Men's Health is the world's largest men's magazine brand, and the number one source of information for and about men.

COLOR

MH Red

#FF3300

RGB: 255/51/0

CMYK: 0/92/100/0

Dark Grey

#393939

RGB: 57/57/57

CMYK: 69/62/51/53

Medium Grey

#666666

RGB: 102/102/102

CMYK: 60/51/51/20

Light Grey

#999

RGB: 153/153/153

CMYK: 43/35/35/1

MH Blue

#4BB0DC

RGB: 75/176/220

CMYK: 64/13/4/0

Brand colors

White should be used as the main canvas color behind body text.

MH Red is our primary brand color, used in the Men's Health logo and in primary UI elements.

Dark Grey should be used for all web body copy.

Medium Grey should be used for all interface copy that is not body copy.

MH Blue is a brand accent color. It should be used somewhat sparingly in order to highlight or call attention to specific information.

LOGO

Men's Health

Wordmark

Our wordmark logo is the cornerstone of our brand. Men's Health is the brand for active, successful, professional men who want greater control over their physical, mental, and emotional lives.

The image shows the letters 'MH' in a large, bold, orange, sans-serif font. The letters are centered horizontally and vertically on the page.

MH Icon

The MH icon is used in contexts where the full logo cannot be displayed at a reasonable size. Examples include favicons, social icons, and video bugs.

Wordmark – Red on White



Wordmark – White on Red



Stacked Wordmark



Stacked Wordmark – White on Red



Logo Variations

Wordmark

The wordmark logo should be used most often, preferably on a white background. If a white background isn't available, display the logo in white on an MH Red or Dark Grey background.

Stacked Wordmark

In formats that aren't wide enough to display the horizontal wordmark logo—such as in social media icons—use the stacked version. The stacked logo is left-aligned.



Wordmark Padding

Wherever applied, the minimum padding around the logo should never be less than width and height of the Men's Health 'n.'



Wordmark: Minimum Size

On screen, the Men's Health logo should be no less than 60 pixels tall.



Logo Dont's

Do not display the wordmark logo in any other color than MH Red, white, or MH Dark Grey. The logo must always be shown in solid color; do not use stroke or gradient.

Do not center-align the text in the Men's Health logo.

Do not display the master logo with the MH icon.

TYPOGRAPHY

DISPLAY FONT

Acronym Extrabold

Acronym Extrabold is our primary brand font for headlines and brand statements. The font emulates the *Men's Health* print equivalent, AG Book Pro Bold. Both fonts communicate our bold and assertive brand.

Please note: all instances of Acronym Extrabold web font must have 'font-weight:normal' applied in order to avoid faux-bolding by default CSS styles.

The following pages include examples of the typographic styles used on MensHealth.com.

10 Simple Home Gym Hacks From an Expert

Font: Acronym Extrabold
Weight: Normal
Color: #393939
Case: Title Case
Size: 44 pt
Leading: 52 pt

Headline 1

This style is used for primary article-level headlines at MensHealth.com.

Headline two lorem ipsum sit dolor amet

Font: Acronym Extrabold
Weight: Normal
Color: #393939
Case: Sentence Case
Size: 30 pt
Leading: 36 pt

Headline 2

Headline 2 appears in body copy and should be used secondary to Headline 1.

HEADLINE THREE LOREM IPSUM SIT DOLOR AMET

Font: Acronym Extrabold
Weight: Normal
Color: #393939
Case: Uppercase
Size: 21 pt
Leading: 25 pt

Headline 3

Headline 3 appears in body copy and should be used tertiary to Headline 1 and Headline 2.

Supersize your strength and blast stress by rebuilding your workouts around an underrated trait.

Font: Helvetica
Weight: Regular
Color: #666666
Case: Sentence Case
Size: 21 pt
Leading: 25 pt

Deks

Our deks complement our headlines in both style and content. All deks should use sentence case and end with punctuation.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis cursus, dui in suscipit maximus, orci neque eleifend eros, eu posuere felis leo hendrerit nisi. Integer eget lorem nec neque sollicitudin commodo pharetra varius metus. Aliquam sagittis suscipit lacus id ornare. Etiam vitae ornare nibh. Sed rutrum urna est, a rhoncus augue accumsan nec. Nam feugiat consequat eleifend. Sed condimentum erat vitae odio pretium venenatis.

Font: Georgia
Weight: Regular
Color: #393939
Size: 16 pt
Leading: 23 pt

Body copy

Georgia is highly readable and available on all systems.

FITNESS, WORKOUTS

Font: Acronym Extrabold
Weight: Normal
Color: #4BB0DC
Case: Uppercase
Size: 18 pt

UI Labels

This format is used for secondary items including tags and bylines.

THANK YOU

Questions? We're here to help:

Dan Revitte

dan.revitte@rodale.com

Dan Redding

dan.redding@rodale.com