



Michigan Osteopathic Association

MOA Official Style Guide
Updated 2025



Purpose of this Document

MOA will stand out from the clutter and noise through clear branding, consistency and professional looking marketing. We are developing a uniform, easily recognized master brand to communicate our identity.

Beneath this “umbrella brand” other products/services may carry specific messages for various markets (Component Societies, Annual Conventions, etc).

A strong brand is critical to MOA’s future success. It lets our members, our communities and the general public know how we are impacting health care and helps us to effectively transform attitudes and behaviors.

We ask that all partners adhere to these MOA style guidelines.

To achieve stronger brand identity, provided are the following tools:

- Logo PG 3-5
- Color Guide PG 6
- Typography PG 7
- Communication Platforms PG 8

Logo Components

ROD OF ASCLEPIUS

In Greek mythology, the Rod of Asclepius is a serpent-entwined rod wielded by the Greek god Asclepius, a deity associated with healing and medicine. The symbol has continued to be used in modern times, where it is associated with medicine and health care, yet frequently confused with the staff of the god Hermes, the caduceus.

Asclepius is the god of medicine and healing in ancient Greek religion. Asclepius represents the healing aspect of the medical arts; his daughters are Hygieia (“Hygiene”, the goddess/personification of health, cleanliness, and sanitation), Iaso (the goddess of recuperation from illness), Aceso (the goddess of the healing process), Aglæa/Ægle (the goddess of beauty, splendor, glory, magnificence, and adornment), and Panacea (the goddess of universal remedy). He was associated with the Roman/Etruscan god Vediovis and was one of Apollo’s sons.

THE DO

Doctor of Osteopathic Medicine (DO) is a professional doctoral degree for physicians in the United States. Holders of the DO degree are known as osteopathic physicians and have the same rights, privileges, and responsibilities as physicians with a Doctor of Medicine degree (MD). Please note that the suffix “DO” is to be used as-written, without added punctuation and only after a physician’s name that does not include the title “Dr.”

THE STATE OF MICHIGAN

As the largest osteopathic association in the nation, the Michigan Osteopathic Association (MOA) is proud to represent osteopathic physicians in the eighth most populous state, Michigan.

THE SEAL

Combining the three elements mentioned above, the MOA seal represents the historical nature of the osteopathic profession while authenticating all that the association does for its members.



Logo Variations & Use



OFFICIAL

Made for use on official documents, plaques, and large displays. Background of the seal and all images within the seal should be white.



THUMBNAIL

A simplified version of the MOA seal, this logo is for use online, small display print items and anywhere that the elements of the seal become illegible.



REVERSED

The simplest version of the MOA logo is the reversed thumbnail option seen here. There is also a reversed version of the official seal.

Text to accompany seal...

HORIZONTAL



Michigan Osteopathic Association



MICHIGAN
OSTEOPATHIC
ASSOCIATION

VERTICAL (STACKED)

Under no circumstance should any part of the MOA logo be rotated, flipped or distorted.

Conference Logos



Spring Color Values

YELLOW

#FFE677

R=255 G=230 B=119

C=1 M=6 Y=65 K=0

CORAL

#E8704D

R=232 G=112 B=77

C=5 M=69 Y=75 K=0

TURQUOISE

#157770

R=18 G=119 B=112

C=86 M=34 Y=57 K=14



GREEN

#90C624

R=144 G=198 B=36

C=49 M=1Y=100 K=0



Autumn Color Values

GREEN

#747441

R=116 G=116 B=65

C=53 M=41 Y=85 K=20



ORANGE

#FFB533

R=255 G=181 B=51

C=0 M=33 Y=91 K=0

BROWN

#A0553D

R=160 G=85 B=61

C=28 M=72 Y=79 K=18

YELLOW

#FEF4BF

R=254 G=244 B=191

C=1 M=1 Y=31 K=0

Color Guide

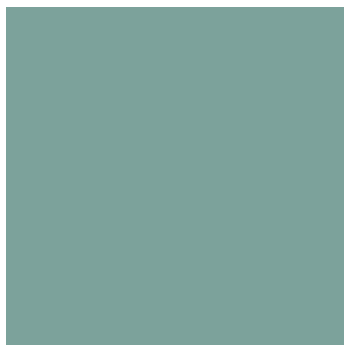


CERULEAN

#002B3C

R=0 G=44 B=61

C=100 M=40 Y=30 K=75



MIST

#7CA29B

R=125 G=162 B=155

C=55 M=25 Y=40 K=0

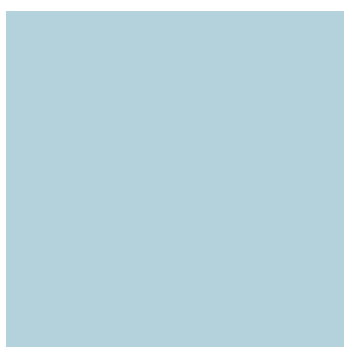


MOA GOLD

#A7966B

R=176 G=150 B=107

C=35 M=35 Y=65 K=5



MORNING SKY

#B4D3DA

R=180 G=211 B=218

C=20 M=0 Y=4 K=11



Under no circumstance should any part of the MOA logo appear in any color outside of these official specifications.

Typography

PT Sans Bold (Heading text)

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

PT Sans (Sub-head text)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

PT Sans Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz*

PT Sans Narrow (Copy text)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

PT Sans Narrow Italic (10° skew)

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz*

Verified Communication Platforms



WEBSITE
www.domoa.org



FACEBOOK
[/michiganosteopathic](https://www.facebook.com/michiganosteopathic)



X
[/MichiganDOs](https://twitter.com/MichiganDOs)



YOUTUBE
[/miosteo1898](https://www.youtube.com/miosteo1898)



LINKEDIN
[/company/michigan-osteopathic-association](https://www.linkedin.com/company/michigan-osteopathic-association/)



INSTAGRAM
[michiganosteopathic](https://www.instagram.com/michiganosteopathic/)
<https://www.instagram.com/michiganosteopathic/>

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