

Visual Style Guide and Branding Procedure

I. Scope

The procedure applies to all Toledo-Lucas County Health Department (TLCHD) staff.

II. Purpose

The purpose of this SOP is to ensure all TLCHD staff adhere to established guidelines with respect to graphic standards, logos, and colors to promote a unified and consistent brand for the Health Department.

III. Background

The Toledo-Lucas County Health Department serves local residents and provides essential public health services. The Health Department is a critical part of the health system of Lucas County. Since the Toledo-Lucas County Health Department provides a wide variety of services, it is essential to present a consistent and unified brand reflecting our history, quality of services, and dedication to improving the health of all residents in Lucas County.

This standard operating procedure & guide supports the criteria established by the Public Health Accreditation Board and works to ensure that the Toledo-Lucas County Health Department maintains a unified brand:

A. Measure 3.2.2: Organizational branding strategy

This guide has been developed to:

1. Present Toledo-Lucas County Health Department (TLCHD) clearly and appropriately to multiple audiences.
2. Assist Health Department divisions and programs present themselves in a consistent manner.
3. Provide visual tools to establish TLCHD's identity within the community and set us apart from competitive institutions.
4. Distribute unified branded messages via print, email, website, promotional products, etc.

IV. Guidelines for TLCHD Official use

A. Design standards for print publications:

1. TLCHD should be clearly and prominently identified on the cover, front panel, or back panel of each piece, either by the full name or by the official logo.

2. To promote a consistent visual identity, TLCHD logo may vary in size but cannot otherwise be altered, tampered with, modified, or overprinted.
3. In color publication, the color versions of the logo are preferred, in the official, approved TLCHD colors.
4. In one or two color publications, only approved single-color versions of the logo may be used. The Public Information Officer (PIO) is available to answer questions and provide additional electronic files.
5. The program name may be added to the TLCHD logo, following the guidance in section (V)(G) below.
6. Programs and services are not permitted to develop or use secondary logos without approval from the Health Commissioner and PIO.
7. All TLCHD branded promotional flyers must include an ADA disclaimer.

B. Cultural Appropriateness and Effectiveness

1. Images should reflect diversity of the population being served by the program.
2. Messages should be sensitive to cultural differences and similarities of those served.
3. Testing with a representative sample of the audience is recommended.
4. Program should include strategies for reaching venerable populations (when appropriate), especially for frequently and/or essential documents.

C. Special circumstances which may require a deviation from the provisions outlined in this guide must be approved by the PIO or designee.

V. Graphic and Visual Elements

A. This section describes the basic visual identity elements, including logo, colors, and typefaces. These elements may only be used by authorized TLCHD programs and services, or through prior approval by certain entities for external use.

1. Our brand is the primary means by which TLCHD is recognized. The logo should appear on all forms of agency communication and on all signage associated with the Health Department.
2. All official external correspondence must be printed or digitally sent on the most up-to-date letterhead located on the S: Drive and Employee Portal.
3. All agency communications materials, including, but not limited to, flyers, agendas, sign-in sheets, and presentations must be created on the TLCHD templates prepared and located on the S: Drive and Employee Portal. Instructions for proper branded use of each of these documents are located within files under Agency Communication in the S: Drive.
4. The logo may not be visually altered, overprinted, paired with unapproved images, bordered, changed proportionally, or otherwise tampered with.

B. All TLCHD employees/interns are required to adopt a uniform email signature. **Appendix A-Signature Guide** outlines the process of creating the brand-standard signature.

1. The email signature font to be used is Calibri Light.

NAME

Position

Toledo-Lucas County Health Department

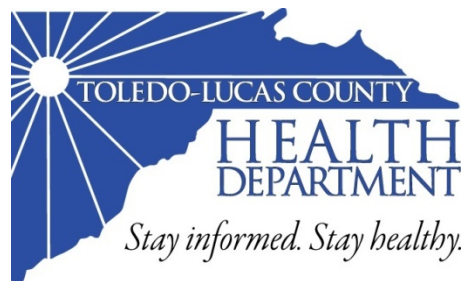
635 N. Erie | Toledo, OH 43604

(O) 419-213-[Insert Extension] |(F) 419-213-4017

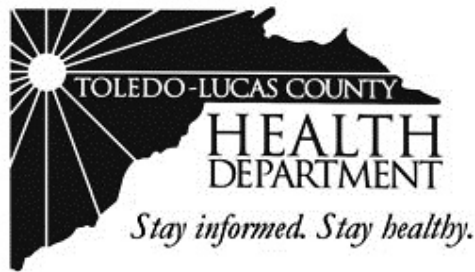
Your Email@co.lucas.oh.us | lucascountyhealth.com



- C. Typography is the work of producing printed pages from written material or the style, arrangement, or appearance of printed letters on a page. It is integral to a consistent identity.
 1. The TLCHD logo main font is Cambria. This font is also used for program titles.
 2. Publication standards allow flexibility in body copy and text fonts, although they should be carefully chosen to compliment the official font and be readable.
- D. The logo is the core graphic element that represents TLCHD. The following guidelines are intended to strengthen and protect TLCHD's brand identity.
 1. The only modifications to the logo should be the addition of a service or program name with PIO approval.
 2. The logo should be used in the configurations shown and should appear superior to any other TLCHD identifier.
 - a. Toledo Lucas County Health Department Logo ▪ Color Version



- b. Toledo Lucas County Health Department Logo ▪ One Color Version (black and white)



- c. **Note:** The logo can be printed or displayed in white on solid background.
- E.** The logo should not be reproduced in any color other than black, TLCHD blue, or white. While not ideal, exceptions can be made for single color printing when the ink is not blue or black.
- F.** Do not modify the logo in any of the following ways:
1. Do not distort, change proportions, or redraw any part of the logo or font.
 2. Do not enclose the mark in a shape.
 3. Do not use elements from the logo to make a variation of the design for other entities.
 4. Avoid placing the logo on a busy or strongly patterned background.
 - a. Please consult with the PIO for advice on how to successfully incorporate the TLCHD logo with other graphics.
5. Do not print the logo as a fainter, less opaque version. Shadows should not be added.
6. The logo should also not be positioned diagonally or on any baseline.
7. The logo should be used in total, and should not be allowed to run off the printed page or framework.
8. Do not place the logo on dark or highly textured surface that will cause poor visibility and distortion.
9. Do not use second-generation artwork such as a photocopy or cut and paste a logo from previous printed materials.
- G.** Names of services or programs may be added to the TLCHD logo or the program logo may be added in addition to the TLCHD logo to agency templates.
1. Should the name of a service or program be added to the logo, the name should not be reproduced in any color other than TLCHD Gray.
 2. Exceptions can be made with prior approval for single color printing when the ink is not blue or black.
 3. Additionally, the name of the service or program should not be larger than the TLCHD logo.

H. Color is as significant to a graphic identity as its image. The official colors of TLCHD are blue and green. Precise color matching can be difficult depending on the medium, art, or special effects being used.

1. It is recommended that staff use the following color formulas for consistency across mediums.

a. Blue

- i. **RGB Color:** R:43, G:78, B:162
- ii. **Hex:** #2b4ea2
- iii. **PMS:** 367
- iv. **CMYK:** C:50 M:1 Y:99 K:0



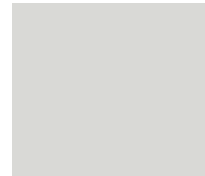
b. Green

- i. **RGB Color:** R:142, G:195, B:65
- ii. **Hex:** #8ec341
- iii. **PMS:** 2299 C or 2285 C
- iv. **CMYK:** C:27 M:0 Y:67 K:24



c. Gray

- i. **RGB Color:** R:217 G:217 B:214
- ii. **Hex:** #D9D9D6
- iii. **CMYK:** C:4 M:2 Y:4 K:8
- iv. **Pantone:** Cool Gray 1 C



VI. Tailoring Communication to Target Populations and Persons Affected

A. Staff must select an appropriate method of communication based on the target audience’s needs, the content, and the communication priority.

Type of Audience	Possible Method of Communication
<ul style="list-style-type: none"> • TLCHD Staff 	<ul style="list-style-type: none"> • Email • Staff meetings • Division meetings • Trainings
<ul style="list-style-type: none"> • TLCHD Staff • Board of Health • Elected Officials • Cities, Municipalities, Villages, Townships • Schools • Stakeholders and partners • Community Groups 	<ul style="list-style-type: none"> • Annual Report • Emails • Fax • Health Alerts and Advisories • Presentations • Social media • Telephone/Conference Call • Website

<ul style="list-style-type: none"> • Community Members 	<ul style="list-style-type: none"> • Media Release • Website • Social media • Community Health Alerts and Advisories
<ul style="list-style-type: none"> • Clients 	<ul style="list-style-type: none"> • Program updates • Website • Materials • Social Media • Telephone/Texting
<ul style="list-style-type: none"> • Health Care Providers 	<ul style="list-style-type: none"> • Email • Website • Health Alerts • Telephone • Fax
<ul style="list-style-type: none"> • Media 	<ul style="list-style-type: none"> • Media Release • Interviews • Website • Social Media

VII. Maintenance

a. Review

1. The *Visual Style Guide* is to be reviewed every five years and as needed to ensure compliance with both agency and accreditation standards.

b. Revision

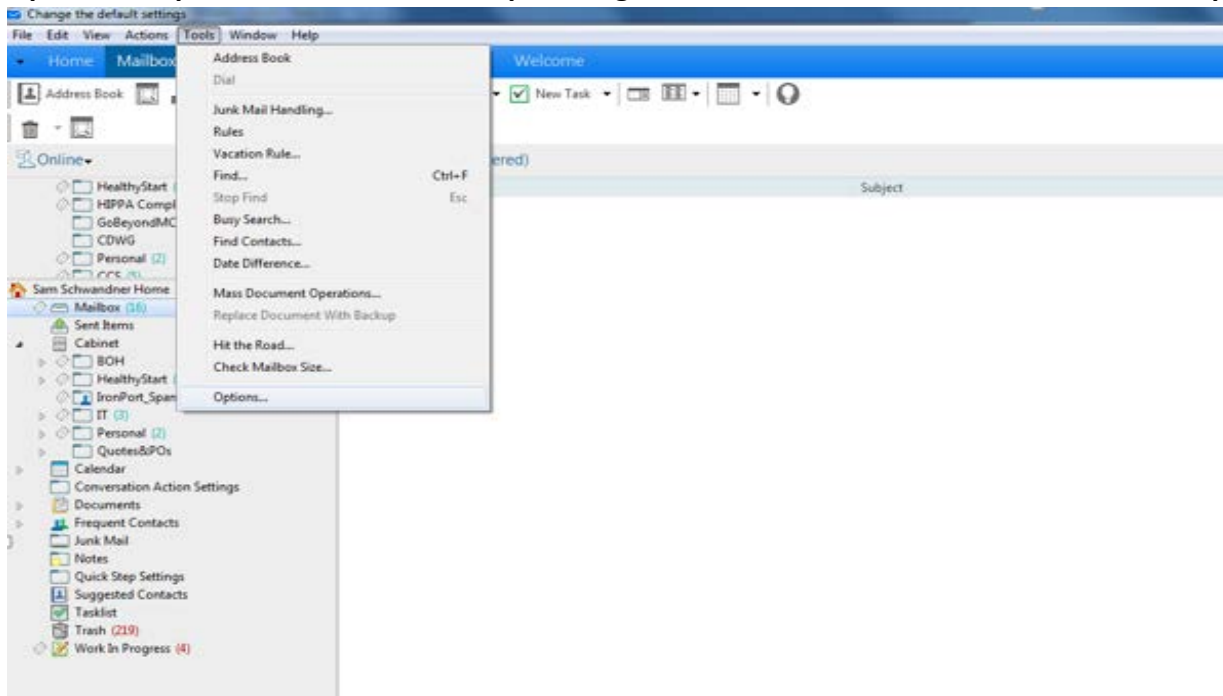
- i. All changes made to this SOP are to be noted on the **Record of Change**. Substantial changes will require renewed signatures from all applicable parties. This includes changes to the intent, scope, procedures, or policy statement.
- ii. Changes in style, format, grammar or minor error correction will not require renewed signatures but must be indicated on the Record of Change.

Appendix A

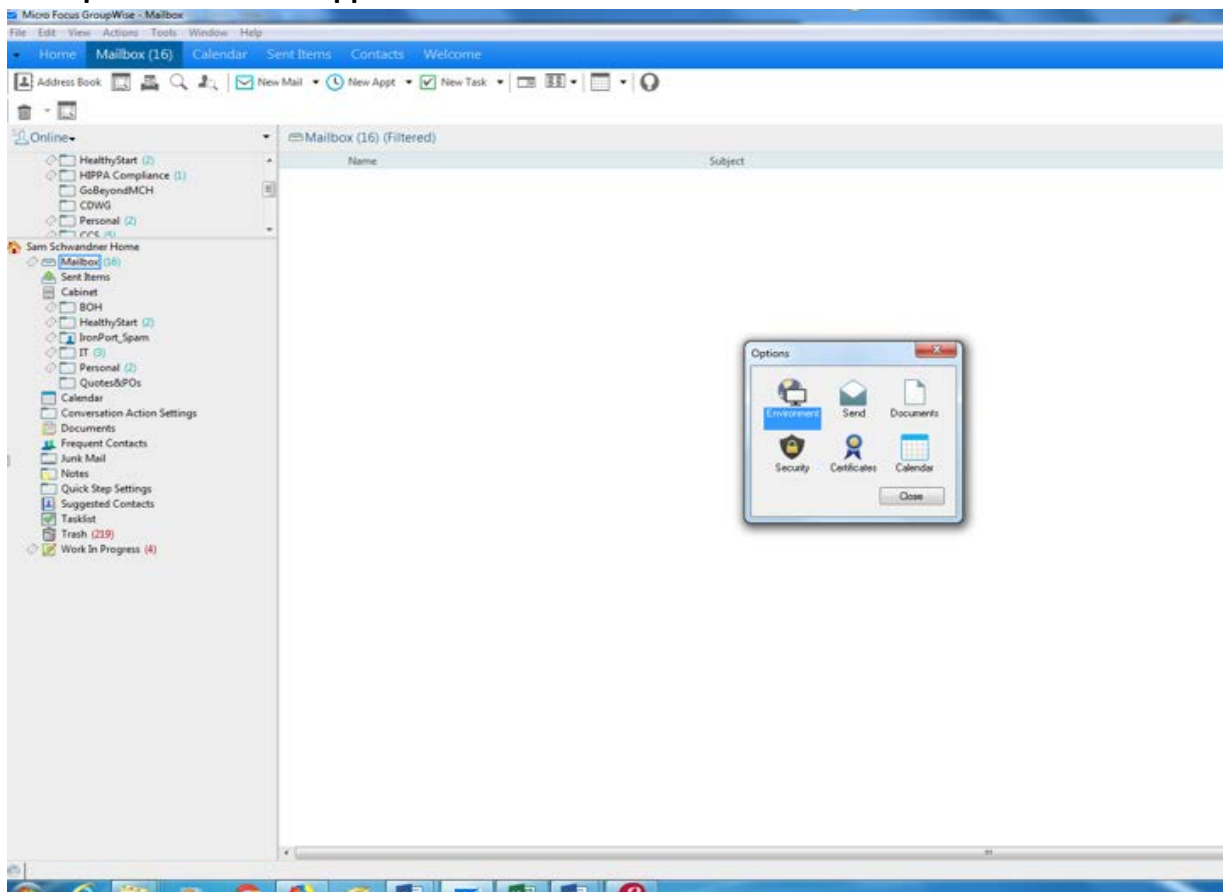
Fill out Signature Template document first. Filling in Name, Title, Extension, and Email. After completing the template copy the whole signature including all images. Then follow steps below to add your new signature to Groupwise.

The screenshot displays the Microsoft Word interface with the ribbon set to the HOME tab. The ribbon includes options for Clipboard, Font, and Paragraph. The main document area is divided into two sections: 'Example' and 'Template'.
Example: Shows a completed signature for Brandon Palinski, MPH-VPH, Quality Assurance Coordinator, Accreditation Coordinator at Toledo-Lucas County Health Department. The signature includes contact information (635 N. Erie | Toledo, OH; phone 419-213-4136; fax 419-213-XXXX; email palinski.b@co.lucas.ohio.gov) and the department logo with social media icons for Facebook, Twitter, YouTube, and LinkedIn.
Template: Shows the same signature structure with placeholder text: Name, Title, Toledo-Lucas County H, 635 N. Erie | Toledo, O, (O) 419-213-XXXX | (F), and Your Email@co.lucas.o. A context menu is open over the example signature, showing options like Cut, Copy, Paste Options, Edit Hyperlink, Open Hyperlink, Copy Hyperlink, Remove Hyperlink, Font..., Paragraph..., Define, Synonyms, Translate, Search with Bing, and New Comment. A secondary font ribbon is also visible over the template signature.

1. Open Groupwise. Once in Groupwise go to the tools menu and select options.

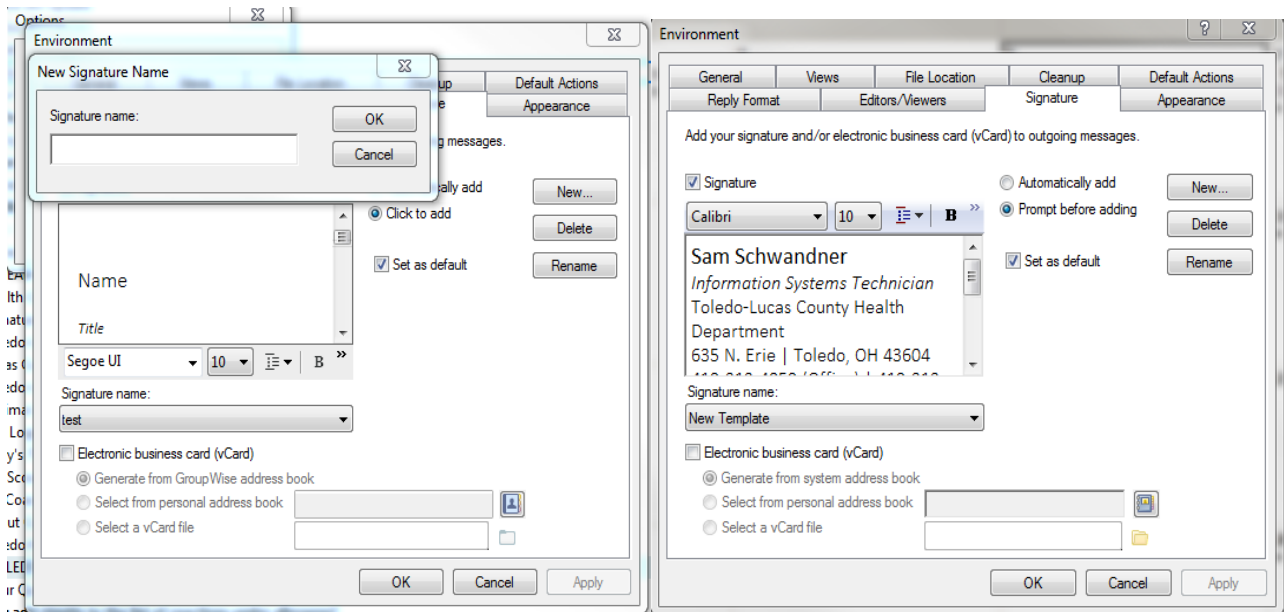


2. The options menu will appear in the middle of the screen. From here double-click environment.



3. When the environment window appears select the signature tab. From here you will be able to copy and paste your signature that was made with the template. If you already have a signature you will have to create a new one using the “new” button on the right.

*****Please note that Groupwise may add spacing to your signature. Please remove all spaces between lines of your signature after pasting into the Groupwise signature box.*****



If there are any issues contact the IT help desk at ext. 4016 or email us at healthhelpdesk@co.lucas.oh.us.