



BRANDING PROCEDURE AND PUBLICATION STANDARDS POLICY

3.09

Effective Date: 07/18

Purpose: Barren River District Health Department (BRDHD) seeks to project an image as a united organization across the district and not fragmented individual county departments or programs. Consistent identification of our agency name and logos in printed and digital materials is an important component for supporting our image of unity. This procedure describes standards that are to be applied to external communications including but not limited to: brochures, signs, banners, pamphlets, reports, press releases, letterhead, newsletters, websites, fact sheets, radio and television advertisements, recorded audio messages, social media campaigns, and promotional items such as clothing and pens.

Failure to comply: Failure to comply with this procedure could result in confusion about our identity among the public and community partners, as well as loss of potential points within the Bonus Point Program.

Policy: The agency's name, Barren River District Health Department, must be clearly identified in all external communications. A county health center or individual program may also be identified if it is in conjunction with the full agency name.

About the Brand

Branding is an action that allows a community and the consumer market to identify with a mission, vision, and overall voice of the products offered by an organization. Branding is about creating an experience that identifies with value, trust, and loyalty. The only way that the BRDHD can create and maintain a powerful presence within the community is to be consistent with its branding efforts. Within the BRDHD brand is a promise to south-central Kentucky that they can trust in their public health leaders to prevent, promote, and protect the health of all families.

It is our goal to convey a consistent department name, image, and messaging that is identifiable to the public. The objective with establishing our brand is to increase the public's perception of the BRDHD as a creditable community health resource.

Logo Standards

The BRDHD logo must be used on any document or other form of printed or visual media intended for external use. Sizing and location of the logo may be determined by the publication's author. Authors should ensure that logo placement is prominent and easily seen by the reader. Approved logo images can be found on the shared (I:) drive on the agency network within the BRDHD Letterhead & Logo folder. Any variations of the approved logos must be approved by the Public Information Officer or the Public Health Director prior to use. Competing, programmatic, and partner logos shall not be larger or more prominent than the BRDHD logo.

To maintain a consistent visual presence, our logo must maintain certain guidelines:

- Never change the logo colors. Use the grayscale file if necessary.
- Never change logo typeface.
- Never compromise the legibility of the logo. Use appropriate size files located on the intranet.
- Do not adjust, modify, or recreate any component of the logo.
- Logo placement will vary based on usage – use this guide for further instruction.

The following colors and scripts are the required specifications allowed for use when using the logo:

GREEN OF THE GRASS

<u>RGB Colors</u>	<u>C M Y K Colors</u>
R - 126	C - 44
G - 255	M - 54
B - 128	Y - 74
	K - 0

ORANGE OF THE SUN

<u>RGB Colors</u>	<u>C M Y K Colors</u>
R - 244	C - 0
G - 125	M - 63
B - 67	Y - 81
	K - 0

BLUE OF THE RIVER

<u>RGB Colors</u>	<u>C M Y K Colors</u>
R - 1	C - 87
G - 112	M - 54
B - 193	Y - 0
	K - 0

YELLOW OF THE SUN RAYS

<u>RGB Colors</u>	<u>C M Y K Colors</u>
R - 255	C - 1
G - 214	M - 13
B - 0	Y - 100
	K - 0

Approved Logos

- District Logo Right, All Counties



- District Logo Right



- District Logo Left



- District Logo Top



Barren River
DISTRICT HEALTH
DEPARTMENT

- County Specific

Barren County
Health Department 

Butler County
Health Department 

Edmonson County
Health Department 

Hart County
Health Department



Logan County
Health Department



Metcalfe County
Health Department



Simpson County
Health Department



Warren County
Health Department



Typography

The logo's typography is a set script that cannot be changed. All other forms, documents, files, and communications have the following script approval because of its professional appearance, standard business use, and ease of reading:

Body Copy Typeface

- Calibri Body (Word)
- Segoe UI Light (Power Point)
- Arial Regular
- **Impact – Where appropriate for Info graphics**

Under no circumstances, including projects developed for children, will any other font be used to include Comic Sans, Bradley Hand, or Curlz.

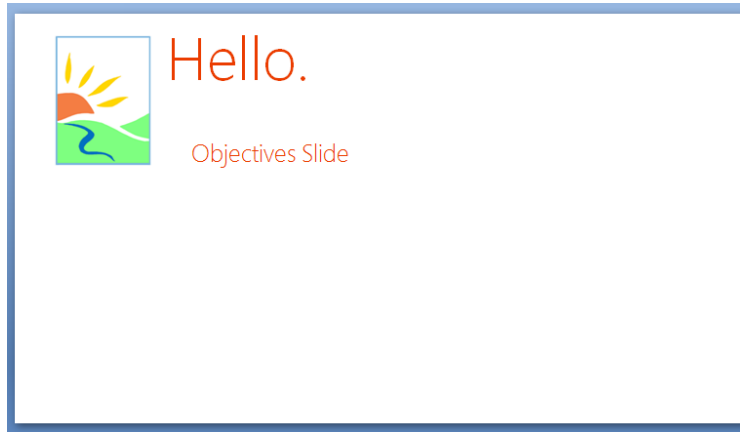
PowerPoint

A template has been created for all presentations that are to be given by a BRDHD employee beginning in 2018. This template is accessible on the shared drive and via the forms tab on the staff intranet. No changes in font, color, logo size and placement are authorized. Slides #3 and #4 are an “either” or an “or”, meaning the presenter can choose between using a presentation body that uses the all white background or the all blue back ground. The opening slide (#1), objective slide (#2) and the closing slide (#6) must remain “as-is.”

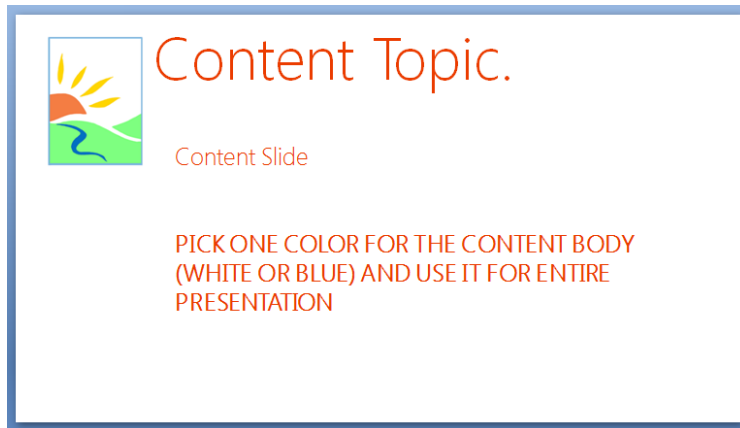
#1 Opening Slide



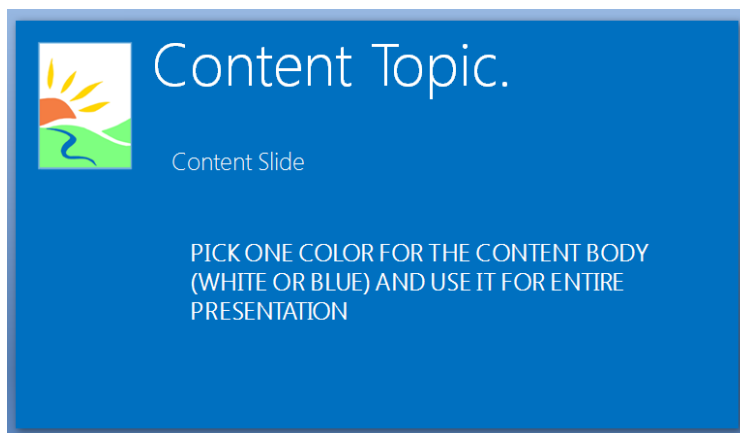
#2 Objective Slide



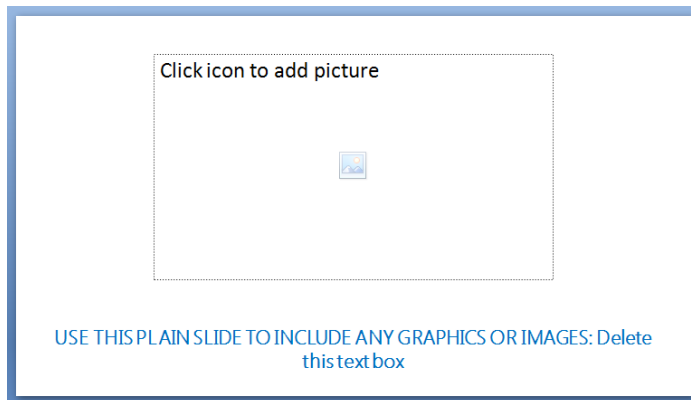
#3 Body Choice Slide – White



#4 Body Choice Slide – Blue



#5 Photo Slide – Insert Any Graphics or Charts



#6 Closing Slide

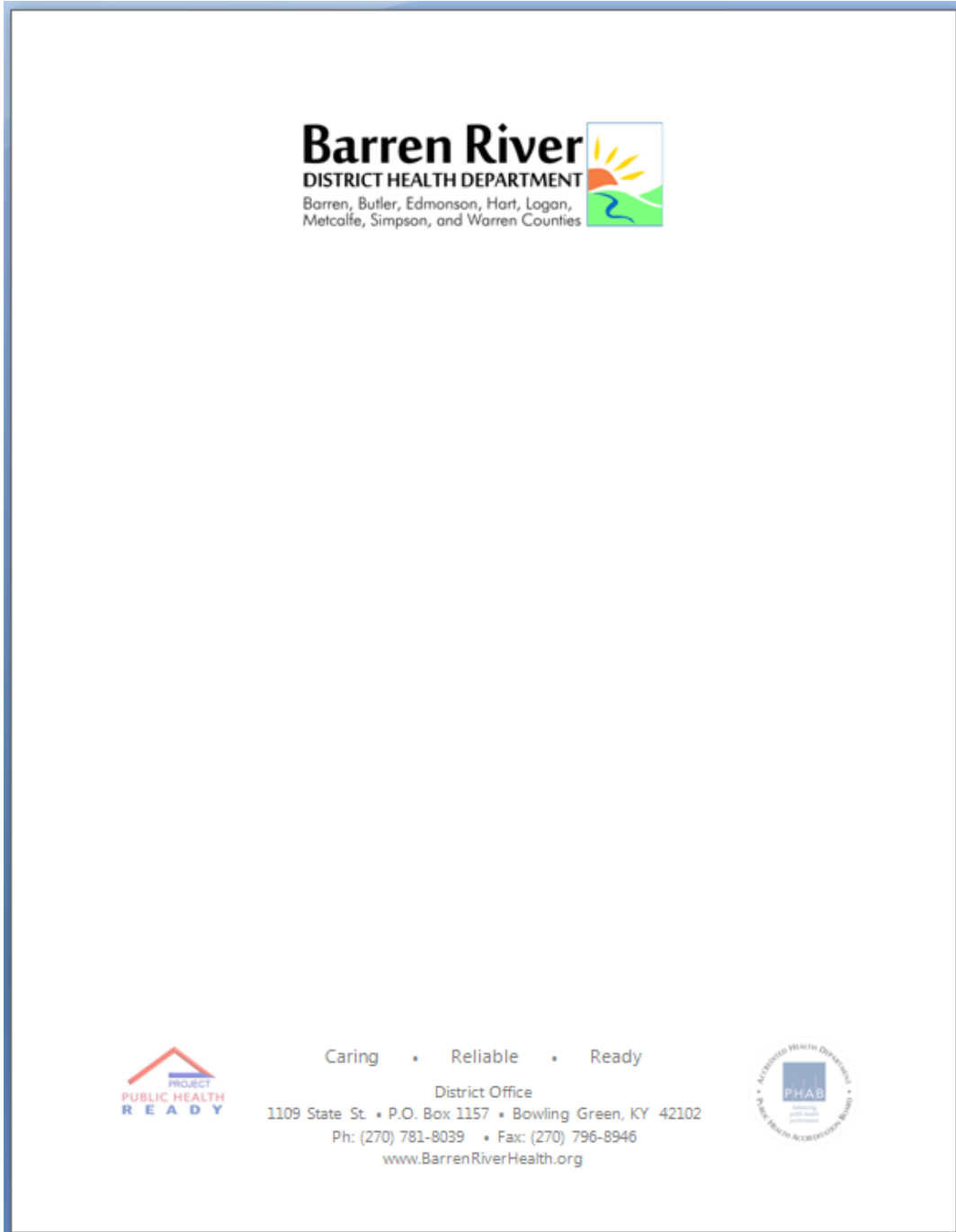


Letterhead

Letterhead for all programs and county centers must include the BRDHD name and logo. Letterhead designs must be approved by the Public Health Director prior to use. Letterhead can be found on the shared drive, in the BRDHD Logo & Letterhead folder, of the agency's computer network.

Memorandums

The standardized format pictured below can also be found on the shared drive as well as within the forms document on the intranet. This memo template is for communication with external audiences.



Fliers and Brochures

All fliers and brochures for all programs including national campaign documents need to include the BRDHD logo. This includes the Freedom from Smoking Campaign, HANDS, and WIC where appropriate. If it is distributed within the community that we serve, the community needs to know that BRDHD offers these programs. For more information see the Planning, Quality, and Communications (PQC Branch).

When creating any printed or visual material, the following questions should be considered:

- What is the objective?
- Who is the audience?
- Is the document written in plain language?
- Is the publication “culturally competent” and sensitive?
- Is special consideration needed for limited English proficient audiences?

Some examples are listed below.



FREEDOM
FROM SMOKING™



BRDHD Summer Course
July 11th-August 15th 3:00-4:30 PM
Warren County Health Dept.
Phone: 270-781-8039 ext. 144
RSVP by July 3rd

Medical Center Summer Course
July 13th-August 17th 3:30-4:30 PM
Health & Wellness Center
Phone: 270-745-0942
RSVP by July 7th



**Preparedness
First Receiver Training**



**Visit our website to register by
May 15th at
www.barrenriverhealth.org**

For more information call 270-781-8039



THE TOLL OF TOBACCO IN KENTUCKY

Statistics from www.tobaccofreekids.org

\$2.79 BILLION

In smoking-caused
productivity losses

\$1.92 BILLION

In annual health care costs
directly caused by smoking

\$589.8 MILLION

is Medicaid costs for issues
caused by smoking

\$1,168 PER HOUSEHOLD

in state & federal taxes from
smoking-caused government
spending

**ARE YOU READY TO QUIT?
CALL THE KY QUIT LINE
1-800-QUIT NOW**



Barren River
DISTRICT HEALTH DEPARTMENT

FOR MORE INFORMATION VISIT WWW.BARRENRIVERHEALTH.ORG

A Touch of Sugar Prediabetes Education Class

- What is prediabetes?
- Who is at risk?
- Will healthy eating habits help?
- What can I do to help prevent diabetes?

FREE!

June 7th, 9:30-10:30

Mary Wood Weldon Public Library
1530 S Green St, Glasgow, KY

To register call 270-781-8039 ext.130 or
1-877-641-5822 ext.130

Barren River
DISTRICT HEALTH DEPARTMENT

Email Signature Blocks

When developing the email signature block, use the following format:

(Insert) Name, Certification(s)/Degree Title(s)

(Insert) Professional Title within the Agency

Barren River District Health Department

1109 State Street

Bowling Green, Kentucky 42101

270-781-8039 (Insert Extension)

Website: www.barrenriverhealth.org

Following the website listing, you have the option of including the Public Health Accreditation Board Seal and/or the BRDHD logo of your choice.



Barren River
DISTRICT HEALTH DEPARTMENT

Barren, Butler, Edmonson, Hart, Logan,
Metcalfe, Simpson, and Warren Counties



Forms: None

References: I:\BRDHD Letterhead & Logo\Branding Guidelines_FINAL.docx

Contact Persons: Human Resources Manager; Marketing & Communications Coordinator

Date Adopted:

Policy Origination, Revision, and Review Tracking

Policy Version Number	Origination Date	Description of Revision or Reviewer Name
3.09	01.24.2018	HR Manager – Policy Creation