HORIZON PUBLIC HEALTH

BRAND STYLE GUIDE

& CHECKLIST

HORIZON
Public Health
Prevent. Promote. Protect.

Accredited Health Department
PHAB
Advancing
Public Health
Performance
Public Health Accreditation Board

Serving:

Douglas, Grant,
Pope, Stevens, and
Traverse Counties

Updated October 2023

Guideline Title:	Brand Style Guide & Checklist			
Guideline Purpose:	To have a standardized approach to convey our presence in the community.			
Effective Date:	April 2018			
Reviewed Dates:				
Revision Dates:	September 2022	October 2023		

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Purpose and Background

Branding is used in public health to communicate an image to community members, clients, policymakers, and other stakeholders about the programs and services available – and to be seen as the driving force behind improving health in the community.

Horizon Public Health (HPH) has a standardized approach to convey its presence in the community. Our brand displays our identity and personality and is designed to help the health department foster a positive reputation and build trust among community members and partners.

To provide a lasting impression, we intend to be consistent with our branding strategy, guidelines, and messaging.

Messaging themes provide effective marketing for the Horizon Public Health brand. The mission, vision, and guiding principles, shown on the following page, serve as a foundation for all communication and for how we convey our health department brand.

The guidelines, starting on page 6, have been put in place to help all Horizon Public Health staff and leaders understand the brand values and to ensure that our brand is communicated appropriately within all messaging and communications.

Several years ago, the National Association of County and City Health Officials (NACCHO) developed a logo and tag line for health departments to use as a consistent image and message about local public health across the country.

In 2018, Horizon Public Health approved a logo to include the colors, symbol, and tag line developed by NACCHO, shown below.

NACCHO: NATIONAL IDENTITY FOR PUBLIC HEALTH

HORIZON PUBLIC HEALTH LOGO

Guiding Statements

This Brand Style Guide & Checklist serves as a guide to our pursuit of excellence in every design, message, and interaction, reflecting our resolve to constantly evolve, refine, and uplift the way we connect with our audiences. We will use this document as a roadmap to building trust with those we serve through consistent design and messaging. By engaging the public with compelling visuals and clear communication, we bridge connections to advance health equity and ultimately improve health and well-being for the individuals and communities we serve.

Vision

To have healthy and resilient communities in Douglas, Grant, Pope, Stevens, and Traverse Counties.

Mission

To promote, protect, and improve the health and well-being of all people in our communities.

Guiding Principles

○ **Collaboration:**
Building and nurturing individual and community partnerships.

○ **Inclusion:**
Cultivating and supporting a sense of belonging for all people.

○ **Integrity:**
Serving our communities with dignity, compassion, and quality.

○ **Innovation:**
Improving the public's health using science, best practices, and community wisdom.
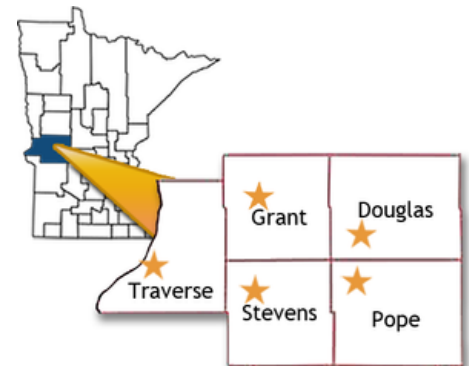
Horizon Public Health offers a wide variety of programs and services designed to enhance the health and well-being of individuals, families and communities in our five-county service area.

Brand Messaging and Positioning Statement

This manual is a guide to the Horizon Public Health brand. It explains what our brand stands for and how we use branding in our planning, communications, and messaging. These guidelines should always be followed to reinforce consistency and trust among community members, staff, stakeholders, and the people that we serve.

A brand is a group of attributes that, together, produce an emotional image of our health department and our personality. The idea within our brand is simple and clear: to promote, protect, and improve the health and well-being of all people in our communities.

Everything produced as a communication tool – whether internal or external – is subject to Horizon Public Health's Brand Style Guide.

### BRAND POSITIONING STATEMENT

Promote | Protect | Improve – Our future, together.

This statement highlights our commitment to not only advancing and safeguarding the present, but also enhancing our collective future through collaborative efforts – paving the way for a brighter tomorrow.

BRAND CONSIDERATIONS

This document shows several examples for how to use the Horizon Public Health logo paired with the Accreditation seal. The Public Health Accreditation Board (PHAB) standards and measures align to the 10 Essential Public Health Services. By using the Accreditation seal in our communications and messaging, we are showing our commitment to achieving equity; everyone should have a fair and just opportunity to achieve optimal health and well-being.

The 10 Essential Public Health Services framework for public health is shown right.
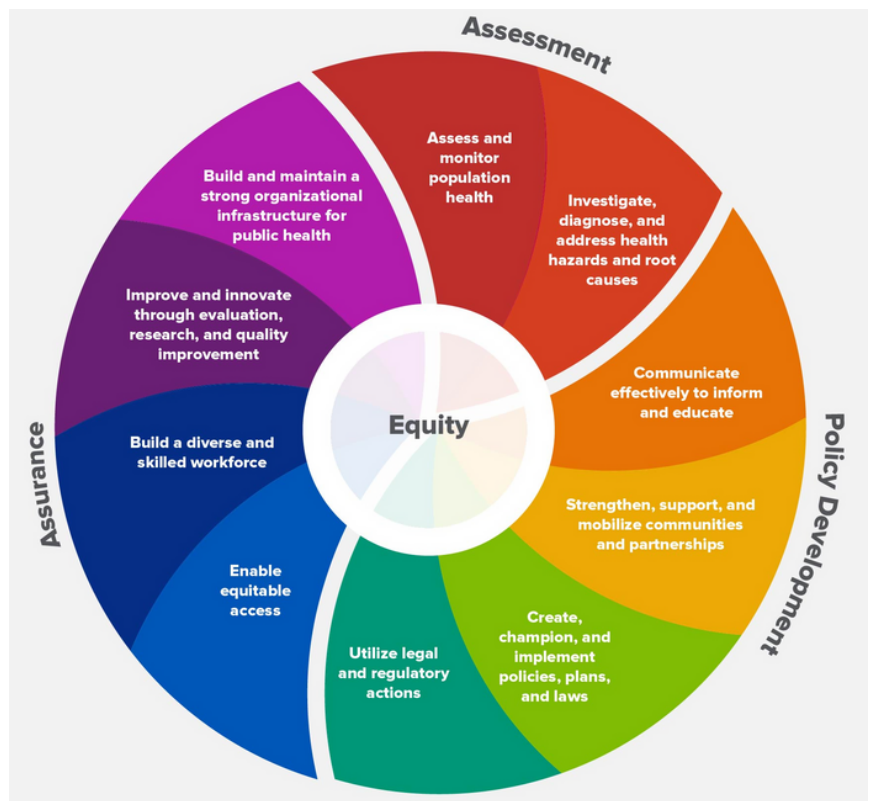
Tools and Training

The Horizon Public Health brand is our overall image. Now that we have become Accredited, there is a need for new guidance, tools, and training for all staff.

NEW STAFF TRAINING

All new staff will receive a Brand Style Guide training with the Accreditation Coordinator as part of their General Orientation. A portion of the General Orientation Checklist for new staff is shown below.

Amanda Schueler-Accreditation Coordinator, Alexandria
ACCREDITATION

☑	Performance Management/Quality Improvement - Watch the eight-minute training video, Performance Measures in Public Health by Public Health Centers for Excellence and receive a copy of the Performance Management & Quality Improvement Plan.
☑	Individual Feedback Survey - If applicable, review HPH's survey process and receive the survey packet.
☑	Brand Style Guide & Checklist - Receive a copy and learn the guidance, tools, and training for HPH's brand.

ANNUAL TRAINING FOR ALL-STAFF

All Horizon Public Health staff will receive a Brand Style Guide training annually during a regular All-Staff Meeting. The Public Health Assistant Administrator will prepare the agenda and allow time for this training at least one time throughout the calendar year and as needed.

HORIZON PUBLIC HEALTH HAPPENINGS

The Horizon Public Health Happenings is a weekly publication/email that is sent to all staff on Mondays to communicate internally about updates, trainings, tools, events, and more. The Happenings Brainstorming committee will develop quarterly brand tidbits and reminders to include in the publication/email to ensure that our brand is a focus for all HPH staff.

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OUR LOGO

The Horizon Public Health logo is the primary visual identifier of our brand. Consistent use of this logo ensures better recognition of our organization over time.

LOGO COLOR VARIATIONS

The Horizon Public Health logo is available in four different versions: full color, grayscale, all black, and all white (shown below). Staff are encouraged to choose the logo that is most appropriate for their message or design. Tip: PNG logos work best for most documents as they have a clear background and blend nicely with most designs.

*All-black and all-white logos are called knockout logos.

LOGO PAIRED WITH ACCREDITATION SEAL

As a Public Health Accreditation Board (PHAB) accredited health department, we are encouraged to use the PHAB Accreditation seal on our internal and external communications and marketing materials, including letterhead, business cards, brochures, banners, shirts, and flyers. By using the PHAB seal, we are showing that our health department has received accreditation and that we are a part of a growing team of accredited health departments. Please review Appendix A, to see the PHAB Toolkit Logo Guidelines.

The logo, shown on the following page, is the updated HPH logo paired with the Accreditation seal. This combined logo can be downloaded in full color, grayscale, and all white.

A full set of logos can be found on the Y Drive: Y:\Horizon Templates\Logo

Brand Style Guide

LOGO PAIRED WITH ACCREDITATION SEAL - CONTINUED

Horizontal Option

Vertical Option

LOGO USAGE

The following list shows recommendations for when to use the Horizon Public Health logo on its own versus when to use the Horizon Public Health logo paired with the Accreditation seal. These are simply recommendations. Horizon Public Health staff are encouraged to choose the best logo for the document and/or message that is being created, as appropriate. The following examples are a sampling of Horizon Public Health templates and do not reflect all options that are available for staff to choose from.

- Examples using the Horizon Public Health logo:
    - Envelopes
    - Return Labels
- Examples using the Horizon Public Health logo paired with Accreditation seal:
    - Business Cards
    - Documents
    - Email Signature
    - Letterhead
    - Slides
    - Website

It is recommended that staff use the HPH logo paired with the Accreditation seal as the new norm for most documents, as appropriate.

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COLOR VARIATIONS

Similar to the logo, color schemes are important for helping stakeholders visually identify an organization. Horizon Public Health's official color palette consists of the colors used in the Horizon Public Health logo. The consistent use of these colors helps to reinforce our distinct character and should be used for all communications and promotional materials (shown below).

Microsoft Publisher:
- Pantone 289 C

Microsoft Products:
- R – 12
- G – 35
- B – 64

Canva:
- #0C2240

Microsoft Publisher:
- Pantone 465 C

Microsoft Products:
- R – 189
- G – 150
- B – 92

Canva:
- #bd955c

Microsoft Publisher:
- Pantone 2726 C

Microsoft Products:
- R – 35
- G – 61
- B – 146

Canva:
- #233d92

COMPLEMENTARY COLOR OPTIONS

There may be times when a complementary color is needed for a document that is being created. The following colors have been chosen to compliment the HPH logo and brand style.
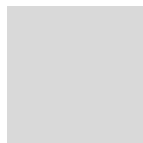
Microsoft Publisher:
- Pantone 7509 C

Microsoft Products:
- R – 231
- G – 213
- B – 194

Canva:
- #e7d6c2

Microsoft Publisher:
- Pantone 5215 C

Microsoft Products:
- R – 217
- G – 217
- B – 217

Canva:
- #d9d9d9

Microsoft Publisher:
- Pantone 273 C

Microsoft Products:
- R – 170
- G – 185
- B – 220

Canva:
- #aab9dc

Microsoft Publisher:
- Pantone 433 C

Microsoft Products:
- R – 134
- G – 141
- B – 153

Canva:
- #868d99

Microsoft Publisher:
- Pantone 7454 C

Microsoft Products:
- R – 81
- G – 109
- B – 182

Canva:
- #516db6

Microsoft Publisher:
- Pantone 7476 C

Microsoft Products:
- R – 45
- G – 148
- B – 153

Canva:
- #2d9499

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TYPEFACE RECOMMENDATIONS

When used carefully and consistently, typography can be a powerful tool in helping stakeholders learn to visually identify an organization. The selection of font will differ depending on the program being used as well as the type of document that is being created. The following list shows recommendations for the type of font to use when using Microsoft and Canva programs. These are simply recommendations. We encourage Horizon Public Health staff to use their best judgment for font selection depending on the type of document or messaging that is being created.

TYPEFACE RECOMMENDATIONS: MICROSOFT PROGRAMS

Primary Typeface: Bookman Old Style

BOOKMAN OLD STYLE
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

BOOKMAN OLD STYLE ITALIC
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

BOOKMAN OLD STYLE BOLD
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

BOOKMAN OLD STYLE ITALIC BOLD
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Secondary Typeface: Century Gothic

CENTURY GOTHIC
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

CENTURY GOTHIC ITALIC
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

CENTURY GOTHIC BOLD
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

CENTURY GOTHIC ITALIC BOLD
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Tertiary Typeface: Calibri

CALIBRI
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

CALIBRI
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

CALIBRI BOLD
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

CALIBRI ITALIC BOLD
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Brand Style Guide

Primary Typeface: Tex Gyre Bonum

TEX GYRE BONUM
ABCEDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

TEX GYRE BONUM ITALIC
ABCEDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

TEX GYRE BONUM BOLD
ABCEDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

TEX GYRE BONUM ITALIC BOLD
ABCEDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Secondary Typeface: Glacial Indifference

GLACIAL INDIFFERENCE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GLACIAL INDIFFERENCE ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GLACIAL INDIFFERENCE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

GLACIAL INDIFFERENCE ITALIC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Tertiary Typeface: Carlito

CARLITO
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

CARLITO ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

CARLITO BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

CARLITO ITALIC BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Brand Style Guide

IMAGE RECOMMENDATIONS

Images should capture the personality of Horizon Public Health, conveying positivity, energy, health, and well-being. Photos and videos should feel bright and inspirational, with light playing a central role. The sky and sunbeams represent Horizon Public Health's brand well.

Imagery will vary depending on the topic or program area and intended audience. Effective images will show the following attributes:

- Showing community and family
- Natural smiles and positive interactions
- Sunlight, sunbeams, and outdoor activities
- Health-promoting behaviors

There are several licensed Canva Pro users at Horizon Public Health that can help with your design and image selection. Canva Pro has unlimited design and image possibilities, with over 60 million images to choose from. If you are designing brochures, posters, information for the website, or social media posts, please consult with a licensed Canva Pro user or the Accreditation Coordinator to assist with your design and to ensure that these brand and image standards are met.

TOOLKITS

There will be times that Horizon Public Health will share social media toolkits that are designed by other organizations. It is recommended to use the social media toolkits that are provided – even if they do not match our intended brand standards. In these situations, it is recommended to give credit to the source of the toolkit and/or tag them in the social media post when appropriate.

Brand Style Guide

TELEPHONE CALLS

Every contact with customers, partners, and stakeholders is an opportunity to reinforce our brand values. This includes telephone conversations. To ensure that brand values are being communicated consistently, the following telephone greeting templates should be utilized.

Outgoing Calls

When there is no need to specify an individual department, the following format should be used for all outgoing calls:

"*This is (name) calling from Horizon Public Health.*"

When there is a need to specify an individual department, the following format should be used:

"*This is (name) calling from Horizon Public Health (department name).*"

Incoming Calls

When there is no need to specify an individual department, the following format should be used for all incoming calls:

"*Horizon Public Health. This is (name).*"

When there is a need to specify an individual department, the following format should be used:

"*Horizon Public Health. (Department name). This is (name).*"

NAME BADGES

The staff photo used on a Horizon Public Health name badge connects the staff member to our health department. Updating these photos is a necessary guideline for both security purposes and to align with our brand. The general rule is to update staff photos every 3–5 years. Horizon Public Health will follow this rule and will allocate time and resources towards this effort.

To display a sense of connectedness and inclusiveness, it is intended that the image of the staff person is positioned slightly toward the logo on the name badge. For this purpose, the staff person should turn their head and shoulders slightly to the left while taking the photo. The backdrop should be a gray color and a similar backdrop should be used for all staff photos.

Brand Template Examples -Y Drive & Canva

To meet the Brand Style Guide recommendations and strategies mentioned throughout this document, the following templates have been developed for all documents, presentations, and/or messaging, as appropriate.

A set of templates can be found on the Y Drive: Y:\Horizon Templates

Additionally, a full set of logos can be found on the Y Drive: Y:\Horizon Templates\Logo

There are also several templates available to use on Canva. Please work with a licensed Canva Pro user to create images and messages that are intended for community-wide use. If you have questions about this, please contact the Accreditation Coordinator.

The following examples are a sampling of Horizon Public Health templates and do not reflect all options that are available for staff to use.

DATE YOUR DOCUMENT:
Please be sure to include a date when creating documents, as appropriate. This is especially important for documents that need frequent revisions and for those that may be used as part of reaccreditation documentation.
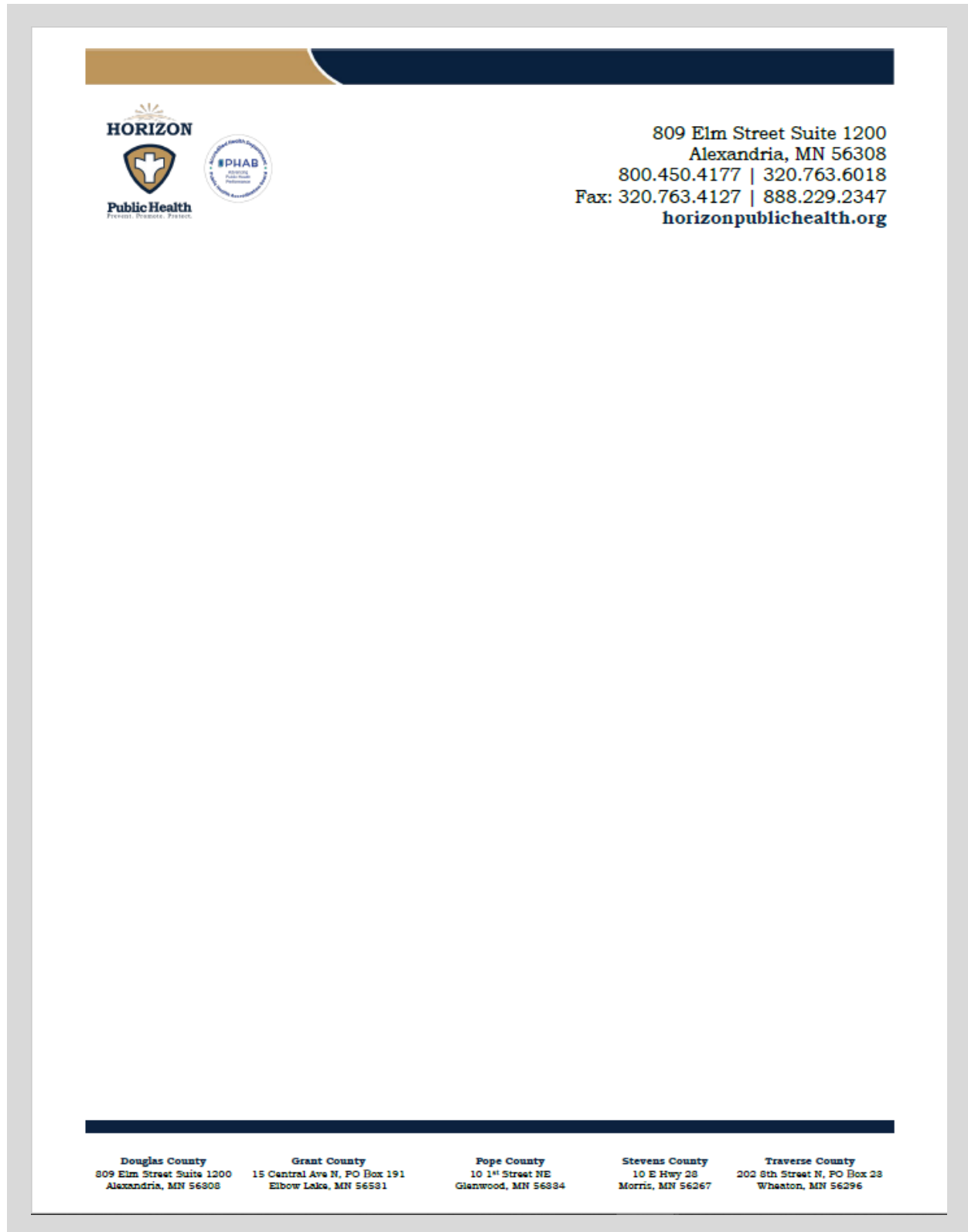
Business Card Example

Canva Slides Example

Canva Social Media

Letterhead Example

809 Elm Street Suite 1200
Alexandria, MN 56308
800.450.4177 | 320.763.6018
Fax: 320.763.4127 | 888.229.2347
horizonpublichealth.org

Douglas County	**Grant County**	**Pope County**	**Stevens County**	**Traverse County**
809 Elm Street Suite 1200	15 Central Ave N, PO Box 191	10 1st Street NE	10 E Hwy 28	202 8th Street N, PO Box 23
Alexandria, MN 56308	Elbow Lake, MN 56531	Glenwood, MN 56334	Morris, MN 56267	Wheaton, MN 56296

*For all templates, staff are encouraged to choose whether they use the HPH logo on its own or paired with the Accreditation seal.

Mailing Label

Meeting

Microsoft Outlook Signature

FIRST LAST, XX
Title
809 Elm Street Suite 1200, Alexandria, MN 56308
320.460.7751
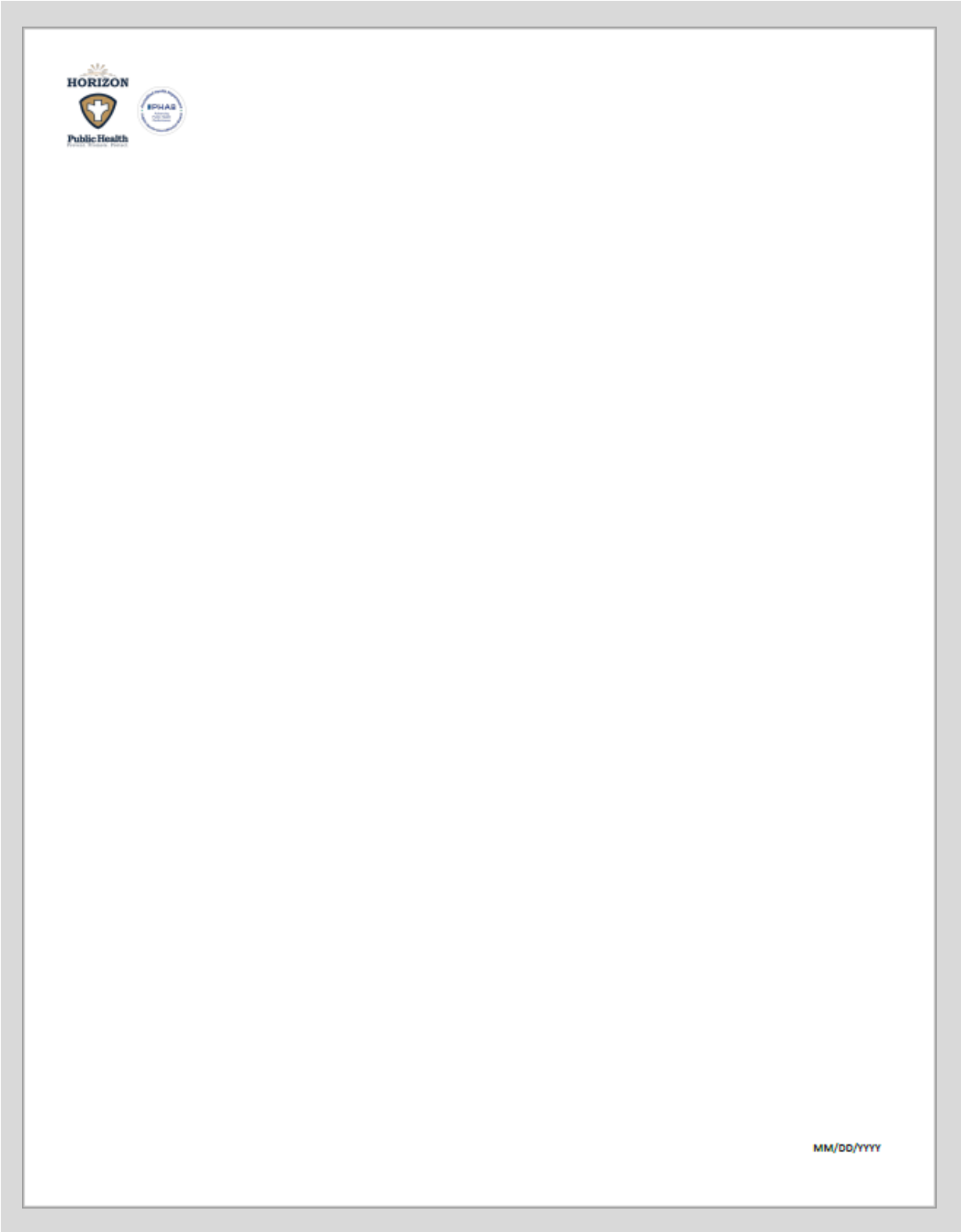320.763.4127 | 888.229.2347 fax
horizonpublichealth.org

Microsoft PowerPoint

Template

Date

Microsoft Word Document

MM/DD/YYYY

Name Badge

Thank You Card

LOGO GUIDELINES

PHAB

Advancing public health performance

About the PHAB Logo

As a PHAB-accredited health department, you are entitled to use the PHAB logo and/or PHAB seal on your internal and external communications and marketing materials, including stationery, business cards, brochures, banners, shirts, and flyers. The logo is available in an electronic format in this toolkit. If you have additional questions regarding the use of this logo, please contact PHAB Communications Manager Janalle Goosby at **jgoosby@phaboard.org**. When you use the PHAB logo, you are showing that your health department has received accreditation or reaccreditation through PHAB and that you are now part of a growing team of accredited health departments. The PHAB logo gives our communications synergy and energy and ensures that we are maintaining our brand.

PHAB Logo Guidelines

The Cornerstone of PHAB's Identity

The PHAB logo is our organization's official identifying mark. PHAB's logo represents its role as a catalyst for change and the continuous improvement for which it encourages public health officials to strive. The squared shape implies a solid and reliable source for national accreditation.

The tagline, "Advancing public health performance," continues this thought and positions PHAB as a leader and ally in the process. The full name "Public Health Accreditation Board" is not part of the official logo, but we suggest you make sure the full name appears somewhere on publication covers and official documents.

The logo, combined with the tagline, creates the organization's signature. As with your own signature, consistency is a vital aspect to recognition. Brand practitioners overwhelmingly agree that consistency is the most important aspect to successful branding. The logo should never be altered from its original format, nor should the elements be separated. Doing so would diminish the integrity of the logo and undermine branding efforts.

Appendix A

LOGO GUIDELINES

PHAB's Colors and Color Breakdown are as Follows:

PMS 7462 (Blue)
PMS 7745 (Green)

If you are using the files as four-color, the build is as follows:

For PMS 7462:
Cyan - 97%
Magenta - 64%
Yellow- 7%
Black- 10%

For PMS 7745:
Cyan - 42%
Magenta- 11%
Yellow- 100%
Black - 0%

For website only:
RGB: Blue - PMS 7462 = R 0, G 89, B 152
RGB: Green-PMS 7745 = R 162, G 187, B 58

Any designer or printer you give this to should understand the colors, and will know when to use what color (PMS vs CMYK vs RGB).

Appendix A

HPH BRAND CHECKLIST

Logo is included

Date is included

Color variations or complementary color options were considered

Typeface recommendations were considered

Messaging is consistent with Mission, Vision, and Guiding Principles

Image recommendations were considered

Brand template was used, if applicable

Questions? Contact the Communications Team

8.22.2023