



BRAND GUIDELINES



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INTRODUCTION

Cincinnati Health Department's brand seeks to provide a cohesive, consistent, clear, and trusted image in the community. Many of public health's core activities focus on empowering individuals to make healthy behavior changes or choices. In order to effectively achieve this, it is important for the agency to be trusted, easily identified, and recognized by the community we serve.

Along with the department's marketing and communication strategies, the organizational branding strategy supports efforts to communicate the value of Cincinnati Health Department's products, services, and practices to internal and external audiences.

According to the Public Health Accreditation Board, "Branding is a standard business practice to raise the visibility, perceived value, and reputation of an organization. Branding communicates what the health department stands for and what it provides that is unique and differentiated from other agencies and organizations. Branding can help to position the health department as a valued, effective, trusted leader in the community."

The Cincinnati Health Department logo is part of the brand and the department's identifying mark. Other brand assets include internal and external communication and marketing materials, including stationary, business cards, brochures, banners, flyers, social media, photography, website pages, and more. Consistency is an important part of brand recognition. This guide is intended to be used as a toolkit that will assure consistent use of the organization's brand and its assets.

The Cincinnati Health Department's Strategic Plan was utilized in the creation of this document.

USING THE BRAND

Cincinnati Health Department has one brand identity. This identity signifies the agency as a local public health department whose mission is to achieve health equity & improve the health and wellness of all who live, work and play in Cincinnati.

This identity must be presented in a professional and unified way to staff, stakeholders and the public and must appear on all agency publications, reports, website, etc. A major part of the agency's brand identity is the use of our official department logo.

Our department provides public health services through its divisions and programs, initiatives and campaigns. When independent program logos are used, it may be impossible for a reader who is unfamiliar with Cincinnati Health Department's services to make a connection between the program and the overall department.

Cincinnati Health Department is funded by the City of Cincinnati and various state and federal sources. Every division, program, campaign and initiative shares a common goal and expects similar outcomes: improving Cincinnati's health and/or environment. All materials must be consistently and appropriately branded so they are differentiated from other nonprofit and for-profit efforts in the public health and environment fields, and so they are connected to Cincinnati Health Department.

Through creative services, digital communications, community relations, web development and print outlets, Communications tells stories about and from CHD in words, images, and design that articulate and bring brand to life, and that enhances the CHD reputation in both positive and accurate ways. We also keep CHD in the news and ensure quality representation online, in the media, and through the CHD website, publications and events.

The Communications team develops and implements strategic communication plans in a variety of media. To further the mission of CHD, we also collaborate on qualifying projects initiated by clients, providing consulting, guidance, project management, and creative services in news coverage, advertising, photography, print, social media, video, web, logo usage and event development and promotion.

The Office of Communications and Governmental Relations will work with staff to bring greater unity to the department's identity/brand while still differentiating the services the department provides.

The logo should be used at every opportunity. Every time staff members create a document, send an email, or publish a message, there is an opportunity to include and promote our logo, thus our identity/brand.

The logo can be enlarged but should not be reduced to a size that makes it unrecognizable. When adjusting logo size, the original ratio must be maintained. The logo must remain legible at all times.

**ALL MARKETING COLLATERAL MUST BE APPROVED BY THE
OFFICE OF COMMUNICATIONS AND GOVERNMENTAL RELATIONS.**

USING THE BRAND

Materials produced for external audiences that should be branded include (but are not limited to) the following:

Advertising

Banners

Brochures

Business cards

Direct mail

Email signatures

Envelopes

Flyers

Health fair exhibits

Letterhead

Marketing materials (including giveaways for health fairs)

Meeting agendas

Nametags

Newsletters

Online platforms

Policies and Guidelines

Posters

Presentations (Power Point)

Reports

Signage (to include temporary and permanent internal, external outdoor signage)

Social media

Tablecloths

Web banners

USING THE BRAND

Project Request Form

This request form is for single, specific, clearly defined projects. Proposed projects need to be focused and thought-out- a single brochure, poster, postcard, web page, social media account, etc. We have only a limited amount of time to offer, and that time needs to be distributed across the many programs requesting our help.

Not all projects will qualify for time or resources. Assistance and services are provided on an as-can basis, and are contingent upon funding planning and time available – so advance planning and lead time are important. We recommend at least one to two months of lead time for hard deadlines. If we cannot assist you on your project, we can likely offer suggestions on how to move forward with your project on your own.

For all project requests please use the Communications, “Project Request Form” located here: J:\CHD Templates & Logos\Project Request Forms

Here are some useful project guidelines:

- Services are free, but clients may pay for production costs (ads, printing, photography, event materials, signage etc).
- Projects must be approved and budgeted for before production begins.
- Designate one point person to coordinate with Communications
- Be aware that deadlines cannot be guaranteed, especially on quick turnaround projects.
- Note that not all projects will qualify for time or resources. Assistance and services are provided on an as-can basis, and are contingent upon time and resources available.
- If we cannot assist you, we can offer suggestions on how to move forward with your project on your own or via contractor services.
- On projects taken on by Communications, final decisions rest with Communications staff on style conventions, text phrasing, design and illustrations.

City of CINCINNATI HEALTH DEPARTMENT

Print and Electronic Content/Publications Approval Form

This form is for the planning, development, review, approval and dissemination for any communication materials developed by Cincinnati Health Department for external audiences. This may include (but is not limited to): flyers, brochures, posters, PowerPoint presentations, social media posts, website content, public service announcements (PSAs), article submissions, letters, news releases, marketing materials, marketing displays, etc.)

*All print materials must contain the CINCINNATI HEALTH DEPARTMENT LOGO.
*All content must follow the Cincinnati Branding Guidelines & Templates. [found here.](#)

Reason for submitting (presentation, letter, news release flyer, etc...) _____

Requested date for information release/final deadline _____

Name of employee starting request _____ Date _____

STEPS: (initials)

- 1. REVIEW planning questions on page 2. Originate draft if applicable.
- 2. MEET with member of Office of Communication to discuss your request. ALLOW A MINIMUM OF 2-3 WEEKS FOR NON-EMERGENCY MATERIALS.
- 3. PLAN with your manager and office of Communication. Communication will let you know which approval levels are necessary.
- 4. COORDINATE with Office of Communication to create communication materials.
- 5. BEGIN APPROVAL process below.

APPROVALS: All signatures must be received prior to release of communication materials

| Manager | DATE | EDITS/CHANGES? | APPROVED? |
|---|------|----------------|-----------|
| Division Head | | | |
| Medical Director/EpI (if data/medical info) | | | |
| PIO | | | |
| Health Commissioner | | | |
| Communication Specialist | | | |

LOGO: Options

Cincinnati Health Department's logo was created to incorporate visual aspects of the agency's brand. Consistent use of the logo ensures brand effectiveness. Always use the approved brand colors when using the logo. A strong brand identity creates trust and recognition in the community.

The logo is also available in full color, white, gray scale, and PMS 295.

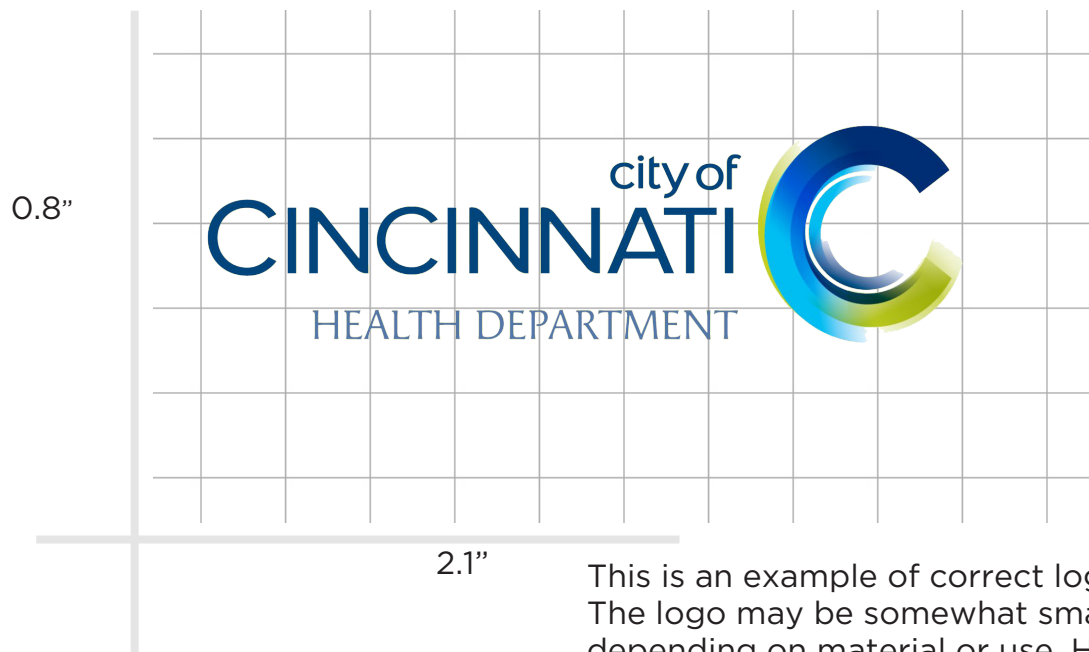
The logo is available in different file formats with varying image resolution. Image resolution describes the detail an image holds. The term applies to digital images, film images, and other types of images. Higher resolution means more image detail. Generally, you will need a low-resolution image for online use, and high-resolution logos for printed materials.

Consult with the Office of Communications and Governmental Relations to determine best use of the logo, logo options, and logo colors for your product.

Examples:



LOGO: Sizing



This is an example of correct logo sizing. The logo may be somewhat smaller or bigger, depending on material or use. However, the logo size should always remain proportional.

THE LOGO Misuse

*****Do not stretch, change colors, rotate, pixelate, or use a tagline*****










COLORS: The Palette

The primary brand colors of the Cincinnati Health Department brand are green and blue.

To ensure that the Cincinnati Health Department brand communicates consistently and true to brand equity, a 6-color palette has been developed for creative materials.

Additional colors may be used at the discretion of the Office of Communications.

| | Pantone | CMYK | RGB | Web |
|-----------|--|-----------------|----------------|---------|
| 1 |  PMS 295 | C100 M57 Y0 K40 | R0 G69 B124 | #00447b |
| 2 |  PMS 390 | C22 M0 Y100 K8 | R193 G205 B35 | #c1cd23 |
| 3 |  PMS Pro Cyan | C100 M0 Y0 K0 | R0 G174 B239 | #00adef |
| Primary | | | | |
| <hr/> | | | | |
| Secondary | | | | |
| 4 |  PMS 437 | C43 M35 Y35 K1 | R153 G153 B153 | #999999 |
| 5 |  PMS 165 | C0 M69 Y98 K0 | R251 G113 B32 | #fb7120 |
| 6 |  Black | C0 M0 Y0 K100 | R0 G0 B0 | #000000 |
| 7 |  White | C0 M0 Y0 K0 | R255 G255 B255 | #ffffff |

TYPOGRAPHY

Use: Title & Body Text

Gotham (Designated City Font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial (Approved alternative)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Use: Email and Email Signatures

Calibri (Microsoft default)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Arial (Approved alternative)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

TEMPLATES

All materials listed in this document are available for download. Official City materials and templates are available for download from City Matters.

The location is:



City Matters Homepage > Departments > Branding Guidelines & Templates

Health Department specific templates are available for use here:

J:\CHD Templates & Logos

This includes; Logos, letterhead, agenda, minutes, sign-in sheets, policy protocol, photo releases and project request forms. For additional assistance locating or using the materials, contact the Office of Communications and Governmental Relations.

Email Signature

In order to present the most professional signature:

- Do not include personal quotes
 - Do not include background stationary

Employee email signatures should include the following in Gotham or Calibri, 12 pt.

Name, Credentials

Title

Cincinnati Health Department

XXXX Address

Cincinnati, Ohio 452XX

513.357.XXXX (o) | 513.357.XXXX (c) | 513.357.XXXX (f)



Cincinnati-OH.Gov/Health

TEMPLATES



BUSINESS CARDS



THE CITY OF CINCINNATI BUSINESS CARD DESIGN IS CHANGING.

There will be one design for business cards. All cards will be **TWO-SIDED**. In the event that other information is needed on side 2, the alternate style may be used. There are limited information fields. Please refer to the sample below when submitting information. This change will only be for new card orders, employees are to continue using their current card stock as normal.

city of CINCINNATI
OFFICE OF THE CITY MANAGER

Jamie Doe
Administrative Specialist

P 513 352 0000
F 513 352 0000
C 513 352 0000

Communications Division
801 Plum Street, Suite 104
Cincinnati, Ohio 45202
jamie.doe@cincinnati-oh.gov
www.cincinnati-oh.gov

NEW CARD DESIGN | 2-SIDED

city of CINCINNATI
OFFICE OF THE CITY MANAGER

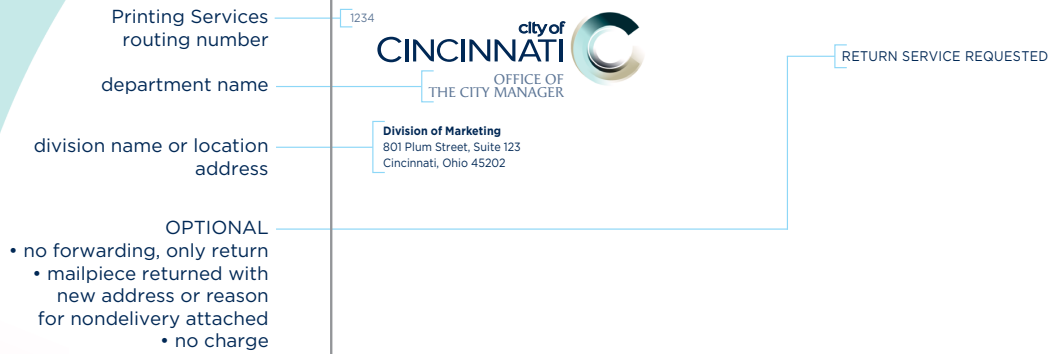
Jamie Doe
Administrative Specialist

Communications Division
801 Plum Street, Suite 104
Cincinnati, Ohio 45202
P 513 352 0000 | C 513 352 0000
jamie.doe@cincinnati-oh.gov
www.cincinnati-oh.gov

NEW CARD DESIGN | ALTERNATE

Contact Emily Heekin with questions. Call 513 352 4542 or email emily.heekin@cincinnati-oh.gov

City of Cincinnati ENVELOPES



Effective with the implementation of the new City Brand, there will be one design for envelopes.

- Envelopes will be printed in color. There will be a black ink alternative (for brown kraft envelopes).
- There are limited information fields. Please refer to the sample above when submitting information.

Please contact Printing Services to order envelopes today!
call 352.5252 or email ps.graphics@cincinnati-oh.gov

Contact Emily Heekin with questions.
call 352.4542 or email emily.heekin@cincinnati-oh.gov

DESIGN & PRINT



Flyers, forms, documents, brochures, invitations, envelopes, newsletters, banners, signage **and more!** Printing Services can custom design and print a variety of solutions to help get your point across or information on the street.

Contact Emily Heekin - call 352.4542 or email emily.heekin@cincinnati-oh.gov

City of Cincinnati LETTERHEAD

department name



INFORMATION AREA

- division name
- location
- address
- phone, fax

Effective with the implementation of the new City Brand, there will be one design for letterhead.

- Letterhead will be printed in color, on the City Seal watermark paper.
- There are limited information fields. Please refer to this sample when submitting information.

NOTE: The new design does not allow for the addition of a Manager or Director's name. (with the exception of the Mayor, City Manager, Council or other elected officials)

Please contact Printing Services to order letterhead today!

call 352.5252 or email ps.graphics@cincinnati-oh.gov

Contact Emily Heekin with questions.

call 352.4542 or email emily.heekin@cincinnati-oh.gov

Division of Marketing • 801 Plum Street, Suite 150 • Cincinnati, Ohio 45202
P 513 352 0000 • F 513 352 0000 • www.cincinnati-oh.gov

CUSTOM SOLUTIONS

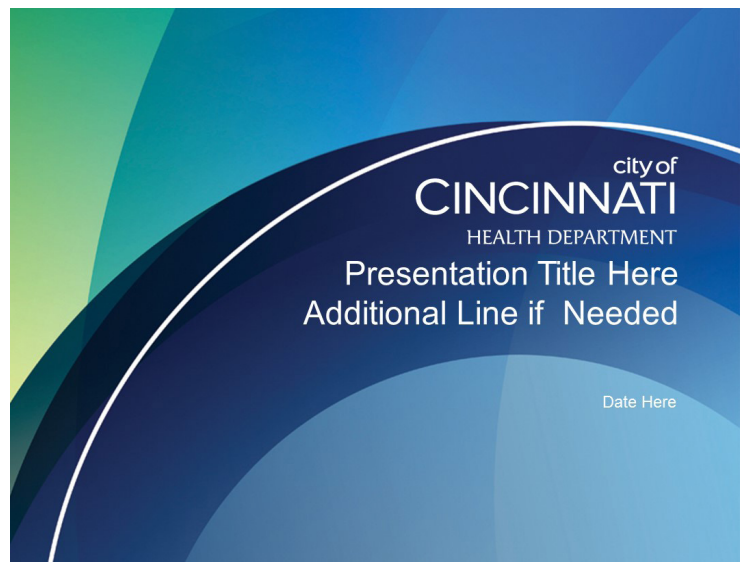
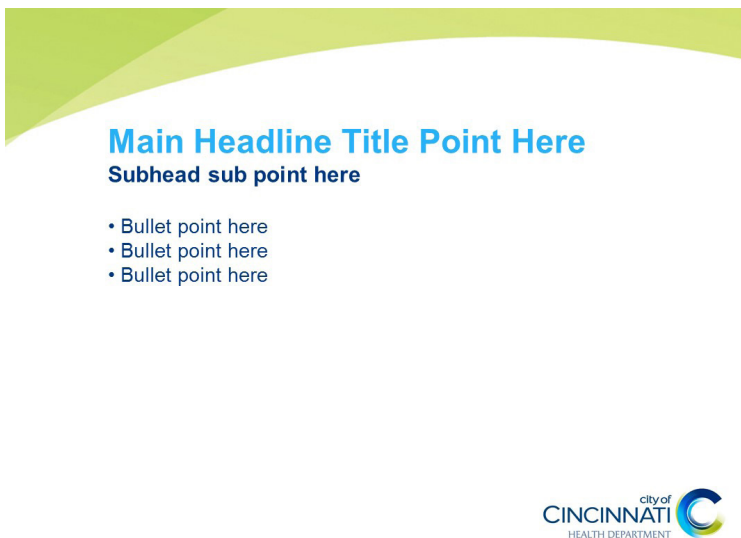
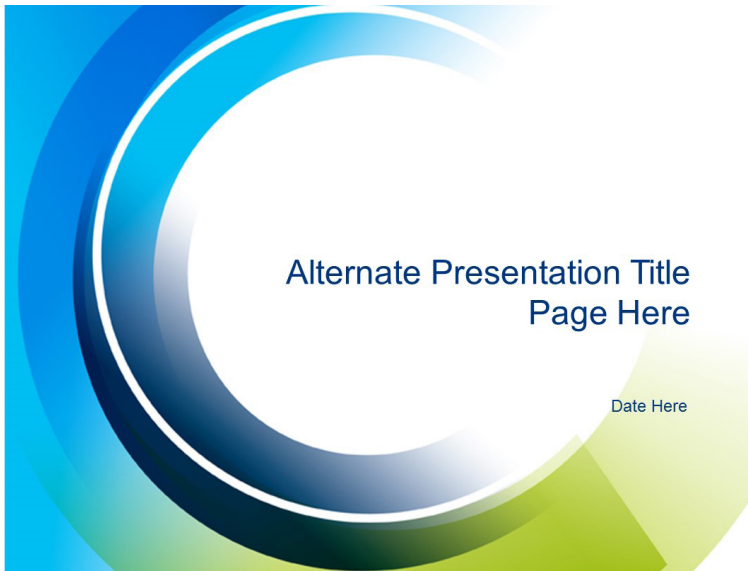


Hosting an event? Big presentation? Need something specific? Printing Services offers a wide variety of services and products to meet your needs. From event accessories, t-shirts, print solutions, DVD duplication and more, we can do it all!

Contact Emily Heekin - call 352.4542 or email emily.heekin@cincinnati-oh.gov

TEMPLATES

PowerPoint Template



The PowerPoint template should be used for presentations. If you require a special customization for your department, please contact the Office of Communications and Governmental Relations in advance of presentation.

OUTREACH

Social Media

All CHD Social Media accounts are managed through the Office of Communications and Governmental Relations. CHD staff are **not** permitted to create a separate social media account for their program or grants.

Employees are highly encouraged to send photos, content, events, and short-stories to highlight current work on CHD social media accounts. *Please see Administrative Regulation No. 59 on City Matters for additional information on social media.*

Health Matters Newsletter

CHD's official Newsletter is entitled, "Health Matters." It is made available monthly via email to City staff and externally through our website (<http://www.cincinnati-oh.gov/health/health-matters-newsletter>). Health Matters is a place where CHD shares success stories, on going updates, highlights current hot topics, employee recognition, and health holidays.

The newsletter also serves as another way to extend our CHD brand to the public in addition to keeping employees up to date on current events.

Health Fairs

We truly value the work of community-based organizations to build healthier communities. As part of our mission, CHD supports a wide range of professional and not-for-profit organizations in their efforts to provide health education and health promotion.

Preference will be given to those requests that provide health improvement outcomes. Consideration for participation will be dependent on the following:

- Support of health and wellness to benefit the underserved and underinsured
- Alignment with our mission, vision, and strategic priorities
- Support of our target communities in the City of Cincinnati
- Support of one of our community partners or the Board of Health/CCPC Board members

*Please be advised that we are unable to fulfill every request, even if the organization meets the above criteria.

Participating in Health Fairs that align with our mission and vision also extend our CHD brand to the public as well as our community partners.

PHOTOGRAPHY & IMAGES

Photography and images utilized in Cincinnati Health Department's materials must be consistent with the brand core elements. Photos and images should be appropriate for the chosen content or topic that is being communicated.

Examples of appropriate images and photography include those that are high resolution, photos that are not blurred or out of focus, images that correctly depict a public health service, product or activity, and accurately depict the region or location.

Photographs should not be distorted or stretched. Images used on online platforms such as websites and social media must be sized appropriately.

Please refer to the Office of Communications and Governmental Relations for requirements about photography release form and use of Copyrighted materials.

Photo release forms are located: J:\CHD Templates & Logos\Photo Release Form

city of CINCINNATI HEALTH DEPARTMENT

Authorization for Use and/or Disclosure of Limited Protected Health Information
(Completed by CHD Employee)

MEDICAL RECORD # _____

**** DO NOT USE THIS FORM FOR RESEARCH PURPOSES OR TO RELEASE COPIES OF MEDICAL RECORDS**

This form gives permission for the Cincinnati Health Department (CHD) to use and/or disclose (release) the health information of the individual below as follows:

Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Primary contact e-mail: _____ Phone: () _____

CHD may use/disclose the following health information about the individual. (Select all that apply)

- Photographs
- Video recordings
- Audio recordings
- Other: _____
- Name and age
- Parent/guardian names
- City of residence
- Admission, discharge, or transfer/release status
- Diagnosis, treatment, prognosis

CHD may use/disclose this health information for the purposes described below. (Select all that apply)

- CHD communications, such as for marketing, advertising, public relations, fundraising, or other related purposes. This may include publications (print or electronic) presentations (at public or private events, on television), or interest sites (e.g. CHD website, partner website, or social media sites).
- The media, including print or television, journalists
- Professional audiences, such as publications (print or electronic), presentations or related internet sites.
- Other: _____

By signing below, I authorize CHD to use and/or disclose the health information specified in this authorization and confirm to the best of my knowledge that I am legally authorized to represent the interests of this individual.

- CHD will not condition use and/or disclosure as a result of this authorization may be subject to redisclosure by the person or the entity receiving such information. At that point, it is no longer protected by the federal privacy regulations. CHD is not responsible for the use of information, in whole or in part, by third parties.
- Any photos, images, or other representations specified above become the property of CHD or its representatives.
- This authorization is given without promise of compensation. The above privacy/guardian and the individual release to Cincinnati, OH 45229 Rem 107. This authorization will not be withdrawn or expire for situations where (CHD) has already taken action as described in this authorization. This authorization will only expire if revoked by me in writing as stated above.

Signature: _____ Date: _____

Printed name: _____

This form must be signed and dated to be valid. If the individual is an emancipated minor or 18 years of age or older, s/he is required to sign the authorization.

A copy of this authorization must be provided to the individual completing this form.

Department requesting authorization: _____

****Note: The original, signed authorization must be sent to the CGR Department to Rem 106 within 7 weeks of obtaining signature. The department obtaining this authorization must also retain a copy, either on paper or electronically, for internal tracking purposes.**

PHOTOGRAPHY & IMAGES

The following are examples of appropriate photos that represent the Cincinnati Health Department brand.

Photography should never be artificial, unnatural, decorative, stereotypical, offensive, or dated. **The use of clip art is not permitted.**

Photography and images can be found in the Public Health Image Library, hosted by the CDC, here: <http://phil.cdc.gov/phil/home.asp>. This content is available for commercial use, free of charge. Additional content can be found online, but must be in the public domain or free to share, modify, or use commercially.



LOGO USAGE GUIDELINES

When placing the logo in a document or presentation, please use care **NOT** to do any of the following:

- Modify or try to recreate the logo in any way.
- Change logo proportions or stretch it when resizing. (See tips below)
- Make the logo so small as to be illegible.
- Use the logo with any other service name or tagline.
- Conjoin the logo with any other visual element, such as clip art or another logo.
- Use graphic effects with the logo.
- Change the color(s) of the logo.

Please also review these additional guidelines:

- Whenever possible, please use the logo on a white background.
- If used on a non-white background, please remove the “C” element and use the “City of Cincinnati” type only.
- The full color version of the logo is preferred. A one color blue or grayscale version is also acceptable. If reversed to white, remove the “C” element.
- Please do not use the “C” element by itself.
- The logo is to be used on all City documents and materials.
- Gotham is the designated City font. Arial is also acceptable.

City of Cincinnati logo - brand colors

| COLOR | Pantone | CMYK | RGB |
|-------------|--------------|-----------------|---------------|
| Dark Blue | PMS 295 | C100 M57 Y0 K40 | R0 G69 B124 |
| Bright Blue | PMS Pro Cyan | C100 M0 Y0 K0 | R0 G174 B239 |
| Green | PMS 390 | C22 M0 Y100 K8 | R193 G205 B35 |

CITY SEAL USAGE GUIDELINES

The City Seal will be reserved for use on Official City documents; such as financial or legislative documents.

Helpful Usage Tips

- Save the electronic file to a folder on your computer; do not copy from another document.
- To add to a Word document, use Insert/Picture/From File.
- Once inserted, you can resize the logo, but use only the corner handles. Resizing from the top or sides will distort proportions. (See examples at right.)



Questions?

Please contact:

Marla Hurston Fuller

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Cincinnati Health Department
3101 Burnet Avenue, Room 107
Cincinnati, Ohio 45229
513.357.7291 (o) | 513.725.6861 (c)
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Christa Hyson, MPH

Health Communication Specialist
Clerk, Board of Health
Cincinnati Health Department
3101 Burnet Avenue, Room 106
Cincinnati, Ohio 45229
513.357.7211 (o) | 513.903.0702 (c)
Christa.Hyson@Cincinnati-oh.gov

city of
CINCINNATI
HEALTH DEPARTMENT

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