

NACCHO

National Association of County & City Health Officials

The National Connection for Local Public Health

Identity Guide

V.3

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Introduction

This identity guide explains how to use NACCHO's logo, focus area icons, and color palette ("branding tools") across our various communication methods. Consistent use of our branding tools will build awareness of NACCHO with members, potential members, funders, and other audiences. A more consistent appearance among our communications enhances the value and impact of NACCHO's programs and creates a greater degree of overall professionalism. NACCHO's branding effort will ultimately help our members identify which NACCHO products can best serve them. It will also help staff to develop communications tools more easily and efficiently.

If you have any questions about this guide, or about the branding effort in general, please ask a member of the Communications team.

Staff working with external consultants, such as graphic designers, should share this identity guide and should take steps to make sure final products follow these guidelines. Specific usage questions can be directed to the publications manager.

Logo Usage

Consistent use of the logo builds awareness of NACCHO with members, potential members, funders, and other audiences. It lends credibility to the products and services that NACCHO offers.

Correct File Formats

The NACCHO logo should never be recreated. Always reproduce the logo from the approved electronic art. The logo and other branding tools are located on NACCHO's G-drive under "Logos, Images, and Graphic Files."

WORD AND EXCEL

150-300 dpi JPEG or TIF/TIFF

PAGE LAYOUT

Use EPS or 300+ dpi TIF/TIFF

WEB

Use GIF or JPEG

Correct Use of the Logo

The logo should appear on the front cover or in an equally prominent position in all publications. The logo can be used as a stand-alone image or in conjunction with the public health logo, NACCHO's focus area icons, existing program logos, or external organizations' logos. It should always be surrounded by an adequate amount of clear space (e.g., minimum of .75" of clear space).

The logo color is Pantone Matching System (PMS) 321 ("NACCHO teal") and PMS 446 (gray for tagline). No other colors are to be used. The logo may also be reproduced in a grayscale process using 100% black or white.



The preferred logo uses PMS 321 and 446. The logo should always include the full name of the organization.



When it is impossible to use PMS 321 and 446, the logo may be reproduced in 100% black.



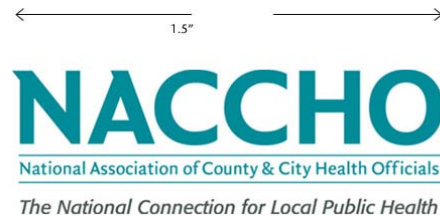
The logo may not be made any other color. In the case where the logo must appear on black or dark background, the logo reverses to white.

Incorrect Use of the Logo

The NACCHO logo can be enlarged or reduced but should not be set any smaller than 1.5" in width so that the full name remains legible. At any size, the logo must maintain its size proportions and must not be distorted, altered, or modified in any way. Adding or deleting elements or changing font type or color are prohibited. The following recommendations of use will help maintain consistency of logo appearance across all collateral.



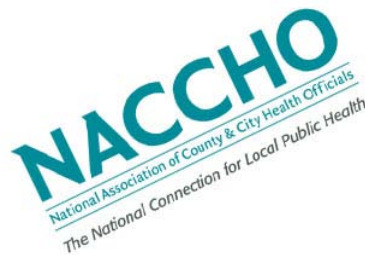
Do not place the logo on any competing background colors that will cause poor visibility and distortion. Do not use second-generation artwork such as a photocopy or cut and paste a logo from previously printed materials.



The logo should stand alone with adequate space around it. It should not be boxed, shaded nor have other elements placed closely to it. Additional figures or graphics should not be used as part of the logo. Do not print anything over the logo.



Do not print the logo as a screen (less opaque version), add shadows, or use colors other than the approved NACCHO logo color.



Do not distort or position the logo on a diagonal. The logo should be used in its entirety and should not be allowed to bleed off the printed page or framework.

Alternative Versions of the Logo

When appropriate, the following alternative versions of the logo may be used.



The logo with address may be used when creating materials that require a return address.



If it is not practical or possible to use the version of the logo that contains NACCHO's tagline, this version may be used instead. For example, space restrictions might limit the legibility of the tagline, budget restrictions might limit the ability to use a two-color logo, or it might sometimes be appropriate to use the tagline as a design element rather than as part of the logo itself.



In rare situations where the current logo becomes illegible because it needs to be less than 1.5" wide (such as on a pen), this version may be used. *Pre-approval from the Communications team is required to use this version.*



In situations where the logo needs to be square, such as for Facebook or Flickr, this version may be used. *Pre-approval from the Communications team is required to use this version.*

Using the Logo with Other Logos

WHEN TO USE THE NACCHO LOGO AND THE PUBLIC HEALTH LOGO TOGETHER

The Public Health logo should be used as often as possible, especially when the document is intended for a broad audience. When the document is intended for a smaller audience or for a NACCHO-specific audience (for example, NACCHO staff or members of a NACCHO workgroup), the NACCHO logo may be used alone.

HOW TO USE THE TWO LOGOS TOGETHER

Visually the logos should be the same height and have at least .75" of clear space between them.



HOW TO USE THE NACCHO LOGO AND PROJECT LOGOS TOGETHER

When NACCHO's logo is used in connection with a specific project logo (e.g., APC or PPHR), NACCHO's logo should be more prominent and the project logo should be secondary.

HOW TO USE THE NACCHO LOGO WITH LOGOS FROM OTHER ORGANIZATIONS

When NACCHO is partnering with other organizations, the logos should visually be the same height and have the same amount of clear space among them. Typical rules about color and placement apply (see above).

Icon Usage

The four focus area icons that NACCHO uses are Community Health, Environmental Health, Public Health Infrastructure and Systems, and Public Health Preparedness. Publications from these four focus areas should feature the corresponding icon and color palette whenever possible.

Focus Area Icon

Each icon uses a different Pantone Matching System (PMS) color. No other colors are to be used. The logo may be produced in a grayscale process using 100% black if no other option is available.



The preferred Environmental Health icon uses only Pantone 377.



When it is impossible to use the colored icon, the icon may be reproduced in 100% black. The icon may not be made any other color.



When it is impossible to use the colored icon, the icon reverses to white on a black background. The icon may not be made any other color.



The preferred Public Health Preparedness icon uses only Pantone 167.



The preferred Public Health Infrastructure & Systems icon uses only Pantone 519.



The preferred Community Health icon uses only Pantone 541.

Typography

Typography is an essential element of the brand identity. Please use the standard typefaces noted here to help create a consistent look and feel for most NACCHO materials, such as letters, e-mails, and memoranda. More flexibility with respect to font selection is permitted when designing creative materials such as postcards or advertisements.

Suggested Typefaces

Times New Roman is NACCHO's standard serif font; Arial is NACCHO's standard sans serif font. These fonts should always appear in their original form and should never be distorted. Many of NACCHO's professionally designed publications feature the Stone or Myriad Pro fonts.

SERIF

Times New Roman
Times New Roman Italic
Times New Roman Bold
Times New Roman Bold Italic

StoneSerif
StoneSerif Italic
StoneSerif Semibold
StoneSerif Semibold Italic
StoneSerif Bold
StoneSerif Bold Italic

SANS SERIF

Arial
Arial Italic
Arial Bold
Arial Bold Italic

StoneSans
StoneSans Italic
StoneSans Semibold
StoneSans Semibold Italic
StoneSans Bold
StoneSans Bold Italic

Color

The NACCHO color palette is an integral part of the corporate identity and is highly identified with our brand.

For presentations, Web-related content, or on-screen content, please use these specified RGB color values. For offset printing or imprinting, specify or match to the PRINT PMS color values specified for each swatch. Color reproduction must visually match the indicated Pantone color. Color laser printers and individual monitors may not provide an accurate presentation of these colors as depicted in this document. Please use only the specified values provided here and do not rely on comparison to color swatches.

Primary Colors



PRINT
PMS 321
WEB
R 0 G 139 B 153
(#008B99)
CMYK
100% cyan
0% magenta
31% yellow
23% black



PRINT
PMS 446
WEB
R 61 G 66 B 66
(#3D4242)
CMYK
70% cyan
60% magenta
60% yellow
46% black

Secondary Colors

The secondary colors complement the primary color.



PRINT
PMS 377
WEB
R 120 G 162 B 47
(#78A22F)



PRINT
PMS 167
WEB
R 208 G 111 B 26
(#D06F1A)



PRINT
PMS 519
WEB
R 109 G 39 B 106
(#6D276A)



PRINT
PMS 541
WEB
R 0 G 70 B 127
(#00467F)

Templates

A variety of ready-to-use templates are available to staff on NACCHOnet or the G-drive under “Logos, Images, and Graphic Files.” Please use these templates whenever possible; if you wish to deviate from these templates for some reason, consult a member of the Communications team.

- PowerPoint Presentations (a general template for NACCHO and four focus-area-specific templates)
- Letterhead (both print and electronic)
- Envelopes
- Business Cards
- Fax Cover
- Memorandum
- Word Template for Issue Brief and Research Brief
- InDesign Template for Fact Sheet, Issue Brief, and Research Brief*

* Notes about InDesign templates: These templates are designed for use by graphic designers who are proficient in the InDesign software used for professional page layout. Typically, staff members should use the available Word template to write their brief and then send that Word document, the InDesign template, and the Identity Guide to a designer. More information about this process is available on NACCHOnet.

Some degree of flexibility is permitted when designers are working with these InDesign templates. For example, the margins or line spacing may be adjusted if absolutely necessary in order to fit text within the spread. However, the overall “look” should never be altered. Specific questions about such deviations may be directed to NACCHO’s publications manager.

Program managers should make sure to budget appropriately to ensure that publications can be professionally designed and printed according to the specifications of the templates.

NACCHO's Umbrella Brand Platform

The information below was developed during consultation with a professional marketing firm during NACCHO's 2006-2007 rebranding effort. It is presented as a helpful reference but is not officially endorsed by NACCHO.

Mission	The mission of the National Association of County and City Health Officials (NACCHO) is to be a leader, partner, catalyst, and voice for local health departments in order to ensure the conditions that promote health and equity, combat disease, and improve the quality and length of all lives.
Tagline	The National Connection for Local Public Health
Elevator Pitch	NACCHO is the organization that represents the nation's nearly 3,000 local health departments. We connect local public health professionals to people, resources, opportunities, and ideas that will allow them to have real impact on the communities they serve.
Brand Promise	Always connecting the dots for our members (internal description only)
Brand Personality	• Highly responsive • Member-focused • Young, passionate, personable, and fun • Interested • Competent and professional • Hardworking/committed • Positive • Trusted resource • Robust • Well-informed • Current and relevant • Resourceful • Inclusive • Focused • Innovative
Brand Proof Points	• Delivering the knowledge that local public health professionals need to protect and promote the health of their communities • Committed to making an impact with practical, actionable resources • A vibrant, valuable network • A knowledgeable, responsive partner • A respected, proactive advocate providing a crucial link between local public health and national policy makers

Brand Hierarchy

In 2006, Levy Marketing modernized NACCHO's logo and created a brand hierarchy by creating icons and color palettes for NACCHO's four focus areas (CH, EH, PHIS, PHP). The idea was to promote the larger concept to avoid confusing members by creating dozens of individual project logos.

Several projects already had their own logo, such as MAPP, PPHR, APC, Model Practices. Those logos already had member recognition, so the former Marketing and Promotions team decided to allow the existing project logos to continue but prohibited new logos from being created.

NACCHO's current brand hierarchy appears in the graphic below. Great care must be taken to ensure that any future branding or marketing efforts adhere to this hierarchy and reflect that NACCHO, the organization, must always have "top billing." In addition, any branding or marketing by the focus areas/projects should not outpace other focus areas/projects and especially not NACCHO itself.

For this reason, any requests to develop new branding for a focus area or project (e.g., logos, taglines, colors, marketing campaigns) must be submitted to the Communications team for review.

