

<b>POLICY AND PROCEDURE</b>	
SUBJECT/TITLE:	Branding Policy
APPLICABILITY:	All Staff
CONTACT PERSON & DIVISION:	Health Commissioner, Administration
ORIGINAL DATE ADOPTED:	07/19/2018
LATEST EFFECTIVE DATE:	03/04/2020
REVIEW FREQUENCY:	Every 5 Years
BOARD APPROVAL DATE:	N/A
REFERENCE NUMBER:	800-036-P

#### **A. PURPOSE**

This policy aims to define, protect and enhance the brand image of Canton City Public Health (CCPH). It is intended to create value in the minds of all internal and external audiences by highlighting the department's distinct role in the community. Adherence to this policy assures all communications are identifiable and maintain organizational relevance, credibility and consistency.

#### **B. POLICY**

All internal external communications distributed by or on behalf of Canton City Public Health must be in alignment with the department's branding policy.

#### **C. BACKGROUND**

Our brand is best defined as our identity. It is about meaning – what people say about us, and what sets us apart from other health departments and agencies.

We must take the necessary steps to define our brand. It should drive the day-to-day efforts of all staff to deliver the best possible customer experience. It should be used as a tool for creating esteem, promoting recognition and engaging target groups. We will reinforce it with consistency in our messages and increased visibility. A lack of brand commitment renders a brand strategy useless and inhibits competitive edge.

We are a multi-faceted organization. It is important to keep our various programs and concentrations unified to avoid losing our brand essence.

This policy defines the Canton City Public Health brand. It describes our organization's brand elements and outlines the procedures for delivering consistent and effective brand messages and materials to clients and stakeholders.

This policy supports Public Health Accreditation Board (PHAB) standards and measures version 1.5 section 3.2.2 A, the department must utilize an organizational branding strategy.

This is a revision of the first standardized branding policy for Canton City Public Health. Therefore, there are existing materials that may not following this policy. It is understood there will be a transition period to use up the inventory of existing materials after the effective date of this policy. Any new materials or documents must adhere to this policy.

#### **D. GLOSSARY OF TERMS**

**Brand** – The image or idea of a service that consumers connect with.



**Branding** – The marketing of that image or idea, which seeks to influence feelings generated by a brand and, ultimately, behaviors associated with the service. It is a tool for promoting recognition of the department and its purpose. It can be used to encourage interest, involvement and loyalty.

**Brand messages** – The value proposition conveyed, and language used in your content. They include key messages about the department and the graphic identity of the department.

**Business Suite** – Physical items used to brand an organization.

**Co-branding** – An arrangement where two or more different brands join forces to create a service indicative of both their identities.

**Email signature** – An email signature is a block of text appended to the end of an email message which often contains the sender's name and contact information.

**External audience** – Individuals or groups outside of, and not closely connected with, an [organization](#) to whom its [communications](#) and promotional efforts are aimed.

**External communications** – Any information distributed to the public, either about the organization itself or its services (i.e. annual report, brochure, business card, letter, press releases, direct mailings, etc.).

**Font** – A specific [typeface](#) of a certain style and size.

**Graphic identity** – The use of visual communication to establish a unique and recognizable identity for an organization or brand.

**Logo** – Recognizable and distinctive [graphic design](#) and/or stylized name used for identifying an [organization](#).

**Message map** – A framework used to create compelling, relevant, and consistent messages for various audience segments.

**Promotional merchandise** – Merchandise that is branded with a logo or department.

**Target audience** – Demographic of people most likely to be interested in your service.

**Typeface** – A set of characters of the same design. Also known as “font” in word processing software. These characters include letters, numbers, punctuation marks, and symbols (Arial, Helvetica, Times, and Verdana, etc.).

**Video intro** – Visuals at the very beginning of your entire video.

**Video outro** – Visuals at the very end of your entire video.

## **E. PROCEDURES & STANDARD OPERATING GUIDELINES**

Every employee should be aware of our brand messages. Clients' beliefs are developed through brand communications. Therefore, it is important for staff to be able to respond in an appropriate manner.

### 1. BRAND NAME

Effective the date of this policy, our organizational name will be known as **Canton City Public Health**.

Our brand name is the primary representation of our brand. It is often the initial or sole depiction of our organization given to the public and is the brand element most likely to ingrain itself in the memory of the

individual. Our name should relate back to our services. If our name becomes commonplace, the connection will become more obvious, supporting the ease of memory for our brand.

The phrase “health department” is a vague description of the services we provide. While widely used and well known by many, just as many people need clarification about what a health department is. It also lacks target audience identification and does not specify our niche. Additionally, there is a great deal of confusion about our relationship to surrounding health departments: Stark County Health Department, Massillon City Health Department and Alliance City Health Department.

Refrain from using the acronym CCPH in any external communications. In some cases, depending on the context of the external communication (a technical document, enforcement action, inspection documentation) the abbreviation “CCPH” may be used. Always spell out the full name of the organization “Canton City Public Health” before using any abbreviation.

In some cases, the organization may be referred to as “the department” or simply “department” depending on the context of the communication. The alternative “department” may be used if it enhances readability and understanding. The phrase “Canton City Public Health” is the preferred name.

## 2. GRAPHIC IDENTITY ELEMENTS

Canton City Public Health has adopted the following graphic identity (logo).



Consistent use of the graphic identity reinforces the brand and allows all divisions of Canton City Public Health to benefit from maximum recognition and public awareness. All divisions are required to follow Canton City Public Health graphic identity guidelines in their print and electronic materials. Collectively, the following elements provide instant recognition while also conveying a sense of our character and style.

## 3. CANTON CITY PUBLIC HEALTH GRAPHIC IDENTITY (LOGO) GUIDELINES

Adopting a unique and consistent logo is a key way to gain visibility for the often-invisible work we do in the community. All external communications and promotional materials should include our logo where possible.

The logo consists of several distinct attributes:

- a) The Symbol

The symbol was adapted from branding guidelines published by the National Association of County and City Health Officials (NACCHO) public health branding project. The three-pointed shield and stylized plus symbol illustrate what the tag line conveys; prevention, promotion and protection. These icons have universal recognition associated with health, with protection and with growth. The three-point symmetry reinforces the three core functions of public health.

b) The Wordmark

The wordmark “Public Health” states clearly that we are an organization with a primary mission to promote the health of the public.

c) The Tag Line

The tag line is a simple, elegant statement about what public health does-and what public health achieves. “Prevent. Promote. Protect.” is a phrase that embraces everything that public health accomplishes and communicates it in a simple way that differentiates public health as both a sentinel and responder. Typeface

Bookman Old Style has been selected as the logo typeface to be consistent with the branding style guides developed by the National Association of County and City Health Officials (NACCHO).

d) The Colors

Blue, white, and khaki were chosen as colors because of their long-standing connection with public health and health in general. In 1749, the first blue and yellow flag was flown to request help from the maritime health service and blue uniforms have always been worn by public health nurses and the US Public Health Service. These colors are associated with integrity, authority and stability. They symbolize the legacy and steadfast qualities of public health.

All official external communications must include the official logo. All logo formats should be sized so that the logo space and size do not significantly affect readability of the wordmark, tagline, or other text. When the logo space or size affect readability the following recommendations should be followed for logo placement and use:

- First, opt to use the full logo (with the tag “Canton City Public Health”).
- Second, opt to use the shield and words “Public Health”, or “Canton City Public Health” only.
- Third, opt to use the shield only.

4. TYPEFACES & FONTS

Canton City Public Health does not have a published style guide. Until a more detailed style guide is developed, the following guidelines are to be used:

a) Font

- i) Times New Roman is the primary typeface for correspondence and external communications such as letters, reports, and general correspondence. The alternative typeface is Calibri (the current default typeface in most Microsoft Office applications). The minimum recommended type size is 11 points with 12 points recommended. Headings should be at least 2 points larger than the body text.

- ii) Other typefaces may be used as long as they do not affect the legibility of the communication. The selected typeface should be of a serif type (the ones with a little footer as part of the font, like Times New Roman) for the body text.
  - iii) As a general rule, do not use more than two typefaces on any document.
  - iv) The Centers for Disease Control guide "[Simply Put](https://www.cdc.gov/healthliteracy/pdf/Simply_Put.pdf)" is a good reference for helping determine appropriate text layout and font selections.  
[\[https://www.cdc.gov/healthliteracy/pdf/Simply\\_Put.pdf\]](https://www.cdc.gov/healthliteracy/pdf/Simply_Put.pdf)
- b) Margins
- i) Margins on correspondence should not be less than ½ inch on any side.
- c) Email
- ii) Email is a critical method of communication for the department, both internally and externally. The following guidelines should be used for email correspondence:
    - (1) Font

The default typeface of Microsoft Office 365 is the preferred font for email messages. The default typeface as of the time of this policy was Calibri and is acceptable for email use in the department. As an alternative, Times New Roman may also be used in email. Font size should be a minimum of 11 points.
    - (2) Electronic Signature
      - (A) All electronic external communications must include an electronic signature. The electronic signature is comprised of:
        - Canton City Public Health official logo with an active hyperlink to the main page of our website
        - Employee name using a medium blue color (rgb:8,0,102) using a font size 14
        - Employee section name (black) using font size 9
        - Employee title (black) using font size 9
        - Employee's preferred pronouns (black) (optional)
          - Example – She/Her/Hers - He/Him/His - They/Them/Theirs
        - Appropriate contact information (address, phone numbers, email, fax numbers).
        - Active Canton City Public Health hyperlink web address
        - PHAB Accredited Department logo
        - PHAB accreditation statement and link to benefits using font size 8
        - Social media statement using font size 8 with image links to Facebook and Twitter
      - (B) The email signature template can be found in 800-036-05-A – Email Signature Template
- d) Business suite: Letterheads, Envelopes, Business Cards, Mailing Labels, Rubber Stamps



**Public Health**  
Prevent. Promote. Protect.

**Canton City Public Health**

Canton City Public Health

All

FINAL

- i) A common letterhead, envelope and business card format maintains visual unity and communicates information clearly.
  - ii) For external communications, all Canton City Public Health employees must use the official business suite. Additions to the official business suite can only be made to letterheads in order to include a specific division or program identification. Changes to the business suite must be approved by the Health Commissioner.
  - iii) Examples of the approved business suite are included with this policy as an attachment.
- e) Mailing labels, rubber stamps and other labels
- i) Mailing labels or rubber stamps, customized with the Canton City Public Health name and/or logo, can be used to endorse materials and publications such as informational flyers, pamphlets, and other materials.
- f) PowerPoint presentations
- i) It is important to make every effort to capture our brand in your public presentations. The Canton City Public Health official logo should appear on the opening page of each presentation delivered by staff. The Canton City Public Health official logo and website should appear on the closing page of each presentation delivered by staff.
  - ii) In the event of co-branded presentations (i.e. presentations created by Ohio Department of Health, Environmental Protection Agency, WIC, SWAP, THRIVE, or others.) delivered by Canton City Public Health staff, more than one opening or closing page is permitted. However, the Canton City Public Health pages must ultimately be first or last, unless contradictory to partnership agreements or policies.
- g) Website
- In order to maintain a consistent brand experience, Canton City Public Health websites must conform to brand standards. The official Canton City Public Health logo must appear on all web pages of divisions and programs overseen by the organization.
- h) Social media
- Social media networks expand our messaging influence on clients, partners, and our community. The official Canton City Public Health logo should be used where practical, as either the profile picture or cover photo, for all social media pages of divisions and programs overseen by the organization.
- i) Videos
- Video intros catch people's attention and emphasize our brand, while also enhancing the quality of the video. Videos created by Canton City Public Health should include an *intro* and *outro* which includes our official logo.
- j) Co-branding

Partnerships are critical to Canton City Public Health's work in advancing population health. We have partnerships on the national and local levels and frequently co-brand their communications. The following guidelines apply for co-branded materials.

i) Internal logos

Internal logos may be created to describe various programs or services (i.e. SWAP, THRIVE, Recycling Center). Approval to create internal logos must be obtained from the Health Commissioner. Internal logos serve as brand extensions for Canton City Public Health. All materials produced by Canton City Public Health that display an internal logo should also include the official Canton City Public Health logo or brand name, if appropriate.

ii) External logos

- (1) The use of external agency logos (those logos from a partner organization) should be limited in publications or materials produced by Canton City Public Health. Exceptions to this rule include:
  - (A) Specific requirements from funding bodies (City of Canton, WIC, Ohio Department of Health, Environmental Protection Agency, Centers for Disease Control, etc.).
  - (B) Specific requests from community partners (Canton Regional Chamber of Commerce, City of Canton departments, Canton City Schools, etc.).
- (2) When combining the Canton City Public Health logo with other external logos, our logo should always be at least as big as the largest graphic element in the other logo(s) or as big as the entire logo area(s). Balance is key. Use good judgment.

iii) External use of Canton City Public Health official logo by other organizations

- (1) When assessing a request to use the Canton City Public Health official logo by an outside organization, consideration must be given to:
  - (A) Whether the request supports the mission, vision, and values of Canton City Public Health.
  - (B) Whether there is any possible, perceived, or apparent conflict of interest between the organization or event, and the objectives and activities of Canton City Public Health.
  - (C) Whether the connection of Canton City Public Health with the organization or event would withstand internal and external scrutiny.
  - (D) Use of the logo for fundraising by charitable organizations is generally not authorized.
  - (E) Only official logo formats authorized for external use may be shared.
  - (F) Requests for the use of the Canton City Public Health logo will be made and approved by the Public Information Officer.

5. MISCELLANEOUS USES

- i) Appropriate logo usage on promotional merchandise (i.e. pens, notepads, magnets, etc.) is permitted. There should be an emphasis on selecting merchandise in brand colors.



**Public Health**  
Prevent. Promote. Protect.

**Canton City Public Health**

Canton City Public Health  
All  
FINAL

- ii) All branded apparel should include the Canton City Public Health official logo where practical. Any apparel displaying the logo should have a color scheme consistent with brand colors. All requests for the creation of branded apparel must be coordinated with the Public Information Officer.
- iii) When representing the department at official functions and during scheduled work, only apparel with approved branding may be worn. In some cases, existing apparel with old branding may be worn until new apparel is purchased with approval of the division supervisor.
- iv) Signage – Canton City Public Health offices located at the main office and any satellite office shall have a sign consisting of the official logo clearly visible to the public. Additional signs may be present to assist the public in identifying the services provided at that location. All signs shall be approved by the Health Commissioner.

6. WHERE TO FIND ADDITIONAL INFORMATION

- a. The official policy information can be found on the Canton City Public Health [policy](#) website. Additional information is being developed on a [Branding and Communication Strategy](#) website.

**F. CITATIONS & REFERENCES**

- Canton City Public Health – [Branding and Communication Strategy Website](#)

**G. CONTRIBUTORS**

The following staff contributed to the authorship of this document:

- Ashanti Parker, Public Health Clerk I
- Patty McConnell, PIO
- Accreditation Domain 3
- Jim Adams, Health Commissioner

**H. APPENDICIES & ATTACHMENTS**

- 800-036-01-A – Examples of Approved Logos
- 800-036-02-A – Examples of Approved Letterhead
- 800-036-03-A – Business Card Template
- 800-036-04-A – ID Card Template
- 800-036-05-A – Email Signature Template
- 800-036-06-A – PHAB Accredited Department Logo

**I. REFERENCE FORMS**

N/A

**J. REVISION & REVIEW HISTORY**

Revision Date	Review Date	Author	Notes
02/06/2020	02/06/2020	Rob Knight	Revised electronic signature section as well as email signature, letterhead and business card templates

**K. APPROVAL**

This document has been approved in accordance with the “800-001-P Standards for Writing and Approving PPSOGFs” procedure as of the effective date listed above.