

| POLICY AND PROCEDURE | |
|-----------------------------|-------------------------------------|
| SUBJECT/TITLE: | Branding Policy |
| APPLICABILITY: | All Staff |
| CONTACT PERSON & DIVISION: | Health Commissioner, Administration |
| ORIGINAL DATE ADOPTED: | 07/19/2018 |
| LATEST EFFECTIVE DATE: | 06/20/2024 |
| 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. Canton City Public Health's comprehensive strategy for sharing information with the public encompasses the use of various communication channels such as local media broadcasts, radio, billboards, public meetings, direct mail, social media and advertisements of all types. All of these are critical to building our brand recognition with the public while emphasizing the core outcomes of prevention, promotion, and protection. Additionally, the policy aims to elevate awareness about the value of public health and enhance Canton City Public Health's presence and credibility in the community.

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.

GOALS

Goals of the Branding Policy and Plan include the following:

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- Assure broad community awareness of Canton City Public Health and its services.
- Establish Canton City Public Health as a trusted and reliable resource for health information and public health services in the Counties in which it serves.
- Assure timely information is presented through branding, marketing, digital technology, radio, television, social media, and public relations strategies.
- Provide a consistent design and look for Canton City Public Health communications and publications, internally and externally.
- Develop, strengthen and maintain strategic public and private partnerships (including local media) that improve community health.
- Use data from the Community Health Assessment and other resources to assist in decision making for campaigns.
- Develop promotional strategies that communicate the brand to targeted groups based on quantitative and qualitative data collection.
- Develop promotional strategies that address the priorities outlined in the Community Health Improvement Plan (CHIP) and Canton City Public Health's Strategic Plan.
- Assure that all public information meets Culturally and Linguistically Appropriate Services Standards (CLAS) as outlined in agency policy.
- Provide training for public health employees who will be designated spokespersons, subject matter experts (SME), and/or staff who are in a position to create drafts of communication messages.

Outcomes

The following primary outcomes should be considered for any CCPH promotional campaign:

- The campaign should reach the intended targeted audience through specialty components such as Internet, billboards, radio, digital streaming or targeted advertising.
- The message is understood by the audience.
- The campaign stimulates the recipients to take action for change.
- The evaluative process measures the effectiveness of the campaign whenever possible.

This is a revision of the first standardized branding policy for Canton City Public Health. Therefore, there are existing materials that may not be 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,



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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.

d) 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).

e) 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.



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- 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 social media sites (such as 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

- 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.

- 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.

7. APPROACH FOR COMMUNICATIONS & MARKETING

Introduction:

The scope of the planned approach for health communication and marketing can contribute to all aspects of disease prevention and health promotion.

Steps for a Promotional Campaign:

Following a framework that incorporates health communication and marketing strategies can increase the likelihood of a successful public health promotion campaign. Preparation and planning are needed to ensure that the goals and objectives in the Branding Policy and Plan are fulfilled. When advertising is a result of a grant that requires a marketing plan, CCPH will follow the format of the grantor's requirements. When a grantor does not have specific requirements, the following steps shall be used as a guideline for all health communication, promotion, and branding strategies:

1. Select the Target Audience

- a. Decide who to reach with the message. (Consider such things as age, income level, marital status, occupation, educational level, gender, personality traits, language, patterns of behavior, and ethnic background.)
- b. Identify geographical areas that have the greatest need.
- c. Identify the target audience (public, clients, adults 18-30 years old, etc.)

2. Develop a Goal and Purpose

- a. What does the campaign or project want to achieve? (It's not enough to have a general idea—



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the goal should be specific and actionable to guide the action plan.)

3. Assess the Need by Using Current Data and Research
 - a. Gather information to assist identifying targeted audiences and geographical areas. (This will assist in the development of target messages that incorporate specific language and cultural influence that will resonate in a positive way with specific audiences.)
 - b. Consider previous campaign efforts and current campaign efforts to determine impact.
4. Develop Goals and Objectives Using the “SMARTER” Framework
 - a. Specific - Who, what, when, where, and how.
 - b. Measurable - Include a numeric or descriptive measure that is trackable.
 - c. Achievable - Consider the resources needed and set a goal that is challenging but possible.
 - d. Realistic - Consider capabilities of the project team.
 - e. Time-bound - Set a realistic deadline.
 - f. Equitable - Include steps to show commitment to inclusion and equity.
5. Define Evaluative Tools
 - a. Consider both qualitative and quantitative methods (See Evaluation).
6. Define Strategies
 - a. Define a plan of action that includes responsible individuals and the engagement of stakeholders in the process.
7. Implement the Plan
 - a. Plan how the information will be disseminated and take advantage of unexpected opportunities through media launches, if appropriate.
 - b. Plan for and attempt to defuse potential threats to your efforts.
8. Evaluate Goals and Objectives
 - a. Evaluate your plan and make any revisions as needed.

All promotional campaigns must be reviewed and approved by the Division Leader from which it originated, Health Commissioner, or assigned designee. After the plan is submitted to the Department Director, the Director will consult with the Health Commissioner when needed. The proposed plan may then be approved and implemented.

Prioritization of Promotional Projects/Messages:

When personnel time and/or funding resources are limited, the following project types will take priority over others: risk or emergency communications; misinformation clarification when related to public health topics; time-sensitive community FAQ responses related to large numbers of persons and/or vulnerable persons; grant deliverable requirements; and projects which address identified public health needs based on the community health assessment, community health improvement plan, or other CCPH data of high importance.

8. MEDIA EVALUATION TOOLS

Introduction



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Major marketing and advertising campaigns should be evaluated for their degree of successfulness. There are numerous tools that are available for determining the effectiveness of any campaign. Many of the tools can be used independently or collectively.

Before one begins a campaign, clear goals and objectives should be established. The objectives need to be measurable and use proper metrics to define success. At the completion of every time-limited campaign, a careful assessment will be conducted to inform future planning.

Various Tools

There are various tools that are helpful in assessing different components of any campaign:

- If the campaign involves purchasing diverse communication technologies of print, radio, television, and Internet- the vendors will provide information regarding the reach and frequency of all paid advertising.
- If the campaign involves local news programming - it is easy to monitor expected broadcasts and record the clip from the media website.
- If the campaign involves website monitoring - the webmaster can monitor and document the number of hits to our site.
- If the campaign involves social media - Various social media platforms such as Facebook, Instagram, and X (formally known as Twitter) can determine the reach and engagements of each post.
- If the campaign involves qualitative analysis - those involved in the campaign or monitoring the campaign can provide an examination of the components that worked well, those that worked poorly and their analysis of why. The process can also use focus groups, surveys, content analysis, and interviews.

F. CITATIONS & REFERENCES

- Canton City Public Health – [Branding and Communication Strategy Website](#)
- Tuscarawas County Health Department Branding Policy and Plan revised 12/15/2023

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



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- 800-036-05-A – Email Signature Template
- 800-036-06-A – PHAB Accredited Department Logo

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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 |
| 4/2/2024 | 4/2/2024 | Diane Thompson | Added Goals, Outcomes and Section 7: Communication and Marketing |

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.