BRANDING & COMMUNICATIONS

GUIDELINES

Oklahoma State Department of Health

2019

Oklahoma State Department of Health

VISION   Creating a State of Health

MISSION   To protect and promote health, to prevent disease and injury, and to cultivate conditions by which Oklahomans can be healthy.

VALUES

Leadership   *To provide vision and purpose in public health through knowledge, inspiration and dedication and serve as the leading authority on prevention, preparedness and health policy.*

Integrity   *To steadfastly fulfil our obligations, maintain public trust, and exemplify excellence and ethical conduct in our work, services, processes, and operations.*

Community   *To respect the importance, diversity, and contribution of individuals and community partners.*

Service   *To demonstrate a commitment to public health through compassionate actions and stewardship of time, resources, and talents.*

Accountability   *To competently improve the public's health on the basis of sound scientific evidence and responsible research.*

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INTRODUCTION

Oklahoma
State
Department
of Health

This is the preferred version the logo.

It represents who we are and is one of our most valuable assets.

The following guidelines are to assist central office and county health department employees, as well as partners in using the logo and agency identity materials appropriately. These guidelines will assist you in the development of artwork that supports your communications objectives and the Oklahoma State Department of Health (OSDH) branding objectives. Adherence to these guidelines will help build visibility and recognition of your program or service with the brand.

Usage of the OSDH logo must be approved by the Office of Communications. Prior to publication, please send a copy or link to your document to: communications@health.ok.gov

The logo, along with agency identity materials, is intended to provide a consistent image to our audiences. The logo design combines an "H" (to focus on health) with an "apple" to communicate prevention, nutrition, and overall health.

The standard presentation colors are blue and/or green. Navy was chosen for its connection to strength and leadership — and green, for its association with health.

Effective since 2006 - Program areas will have the option of using the agency logo tagged with their program name as an identifier. The Office of Communications will provide program-specific versions of the agency logo to ensure consistency in font size, style, etc. The Office of Communications will discontinue the development of program-specific logos. Requests for coalition, campaign or task force logos will be considered.

LOGO MARK & COLOR

FULL COLOR • CMYK • RGB • HEX • PMS

The full-color version of the logo is composed of two colors.

Oklahoma State Department of Health

NAVY	GREEN
CMYK - 100, 94, 24, 23	CMYK - 60, 0, 96, 0
RGB - 24, 35, 103	RGB - 113, 191, 73
HEX - 182367	HEX - 94c942
PMS - 2758	PMS - 360

COLOR VARIATIONS

When printing constraints prevent the use of the primary full-color OSDH logo, use an approved alternative one-color version.

1 COLOR - BLUE

1 COLOR - BLACK

1 COLOR - WHITE

STYLE VARIATIONS

HORIZONTAL • VERTICAL • HORIZONTAL+VISION • VERTICAL+VISION • ICON

There are four styles for the logo for you to choose from. The horizontal logo is the preferred logo. The icon can be used alone if the full logo or full name already has appeared in the layout's context.

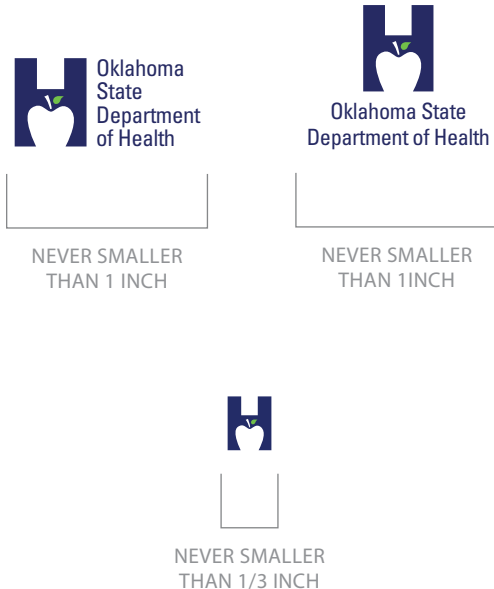| HORIZONTAL	VERTICAL	HORIZONTAL + VISION	VERTICAL + VISION	ICON

SIZE & APPEARANCE

DON'T reduce the logo in print to less than 1 inch. The icon should never be smaller than 1/3 inch. The icon can be used alone if the full logo or full name already has appeared in the layout's context.

NEVER SMALLER
THAN 1 INCH

NEVER SMALLER
THAN 1INCH

NEVER SMALLER
THAN 1/3 INCH

No matter the logo's size, please allow for enough clear space around the logo and keep all copy or other graphical elements outside of these margins.
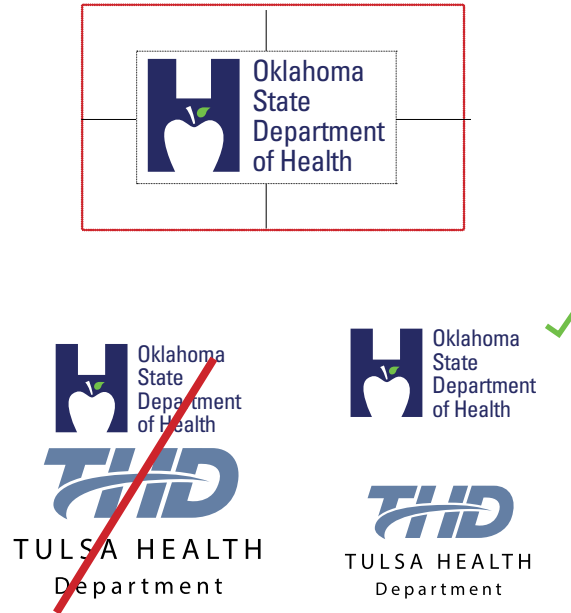
The logo must be legible and distinct. Be mindful of color backgrounds.
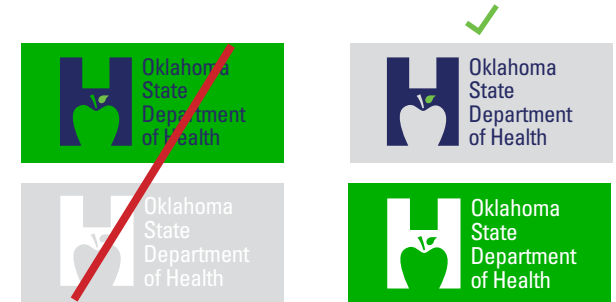
IMPROPER USAGE

The following are examples of improper logo use. Under no circumstances should any of these scenarios be published.

DO NOT add a stroke/glow/shadow to the logo to make it stand out on a dark background. Use the reversed logo instead.

DO NOT tilt or stretch the logo.

DO NOT change the color of the logo unless special permission has been permitted with written consent.

DO NOT add language or other artwork to the logo.

PROGRAM OR COUNTY LOGOS

Program specific logos our county health department logos may be used in place of the OSDH standard logo. These logos follow the same guidelines and usage on printed materials or electronic publications must be approved through the Office of Communications. This includes but is not limited to: building signage, posters, brochures, flyers, mailers, sharing with partners, etc.

EXAMPLE OF PROGRAM LOGO

EXAMPLE OF COUNTY LOGO

FILE TYPES & FONT

The typeface used for the logo was purchased by the OSDH. Font availability may be limited. Please use these recommended fonts when developing complimentary materials to use with the logo.

Fonts

Univers LT Condensed 57
Univers LT Condensed Bold 67

Franklin Book Regular
Franklin Gothic Demi Regular

Calibri Regular
Calibri Bold

Digital (RBG) vs Print (CMYK)

The logo package includes several files for various uses.

DIGITAL - **.png**

PRINTING - **.png** or .eps

File types are also available as **.eps** (also known as vector).
This is primarily for designers and print vendors.

EMAIL STANDARDS

To ensure the quality of communication both internally and externally, please use the approved materials and standards.

- Your OSDH signature is a direct representation of the agency's viewpoint. Personal quotations or philosophical statements cannot be included as part of your signature.

- Watermarked, colorful or photographic backgrounds are not permitted as they often make correspondence difficult to read and are not always compatible with other email programs.

- The preferred font and size is Calibri, 11 point. Decorative fonts are not to be used.

- Email address is not encouraged for the signature, as it is included in your email message.

- Avoid using a mailing address in the signature, as it is generally not needed and can be put in the body of the email when requested.

- When applicable, professional designations or certifications may be placed directly after your name. For example: John Doe, MPH.

- Email is considered an external communication and therefore only the OSDH primary logo or "H" logo should be used. An approved marketable program may use its logo for a signature when appropriate.

- Email signatures can include social media links for agency and approved programs.

- The following clause may be included at the bottom of the signature:

*****DISCLAIMER**** PRIVILEGED AND CONFIDENTIAL INFORMATION: The information contained in this electronic transmission, and any documents attached hereto, may contain identifiable health information that is subject to protection under state and federal law. The information is intended only for the use of the recipient(s) named above. If you have received this electronic message in error, please notify the sender and delete the message. Any disclosure, copying, distribution, or the taking of any action in reference to the contents of the information contained within this message is strictly prohibited.*

EMAIL SIGNATURES

Consistent email signatures deliver a visually coherent look across OSDH. Just as our business cards follow a standardized approach, email signatures should be consistent. Consider your email signature your digital business card, and include the appropriate information. Email signatures should include:

- Your name
- Job title
- Program or department
- Phone number
- Fax number (if applicable)
- Cell number (if applicable)

- OSDH website (www.health.ok.gov) or your approved shortened url
- Email and wireless update link
- Do not include room numbers.
- Signatures can include the unaltered OSDH primary logo or the "H" logo.
- Use Calibri at no larger than 12pt.

**NOTE: 405-271-9444 will NOT go through without listing your extention. If your office has a main line it is best to list that and avoid listing your direct extention or cell number on internal email responses.

Email Signature Versions

FirstName LastName | YourTitle
Program/Service or County Health Department
Oklahoma State Department of Health
p. 000-000-0000 | f. 000-000-0000 | c. 000-000-0000

1000 NE 10TH Street, Oklahoma City, OK 73117-1207 | www.health.ok.gov

FirstName LastName
YourTitle
Program/Service or County Health Department
000-000-0000 office
000-000-0000 mobile
www.health.ok.gov

FirstName LastName
YourTitle | Program/Service or County Health Department
Oklahoma State Department of Health
000-000-0000 office | 000-000-0000 mobile
www.health.ok.gov

FirstName LastName | YourTitle | Program/Service or County Health Department
000-000-0000 office | 000-000-0000 mobile | www.health.ok.gov

LETTERHEADS & MEMOS

Letterheads

Letterhead is used for **external** communications. The letterhead is often updated and a current version will always be provided on the OSDH Intranet (IRENE) under 'Agency Official'. The header and footer should not be changed without approval and formatting by Communications. It is preferred to use Calibri 11 point font in your document.
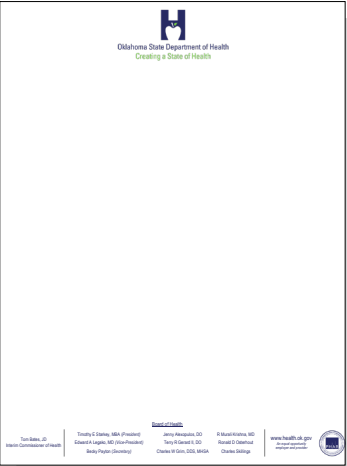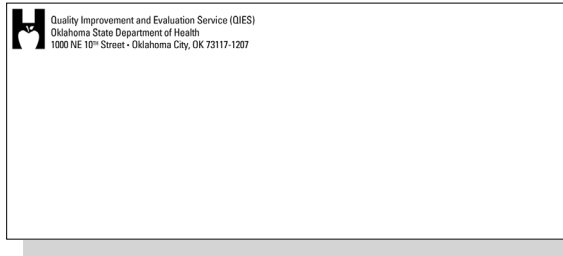
Memos

Memos are used for **internal** communications. A memo template is provided on the OSDH Intranet (IRENE) under 'Agency Official'. It is preferred to use Calibri or Century Gothic font in your document.
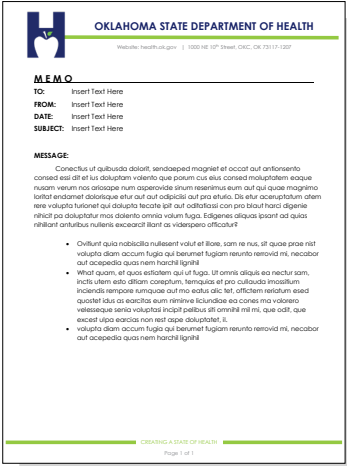
ENVELOPES, ADDRESSES & BUSINESS CARDS

Envelopes

Return addresses on envelopes are printed in black ink. Envelopes must be ordered through Shipping. Templates are created and approved by the Office of Communications.

Quality Improvement and Evaluation Service (QIES)
Oklahoma State Department of Health
1000 NE 10th Street • Oklahoma City, OK 73117-1207

Address

Mail should be addressed to a department or service area.

<<Insert your Department or Service Area>>
Oklahoma State Department of Health
1000 NE 10th St.
Oklahoma City, OK. 73117-1207

DO NOT use the zip code 73117-1299 without approval from Shipping
DO NOT send mail addressed to a specific person.

Business Cards

Programs and counties may order business cards by emailing the Office of Communications at _**communications@health.ok.gov**_. A monthly allotment of 100 one sided business cards are complementary. Additional copies must be paid for.

Templates are provided on IRENE under Support Service/Communications. DO NOT change the template or re-format the text. All business cards will be reviewed and approved by the Office of Communications before sending to print.

Joe Q. Employee, MPH, PhD
Job Title
Line 2 *(if needed to list a program within an area)*

Service /Program (list only one)
Oklahoma State Dept. of Health
1000 NE 10TH Street
Oklahoma City, OK 73117-1207
health.ok.gov

405.271.0000 x12345
f 405.271.0000 c 000.000.0000
JoeQEmployee@health.ok.gov

Creating a State of Health

PHAB

POWERPOINTS & REPORTS

PowerPoints

PowerPoints are external documents, must be branded correctly, use proper fonts, adhere to Associated Press style, limit the use of clip art and animation and be able to meet accessibility standards if posted online.
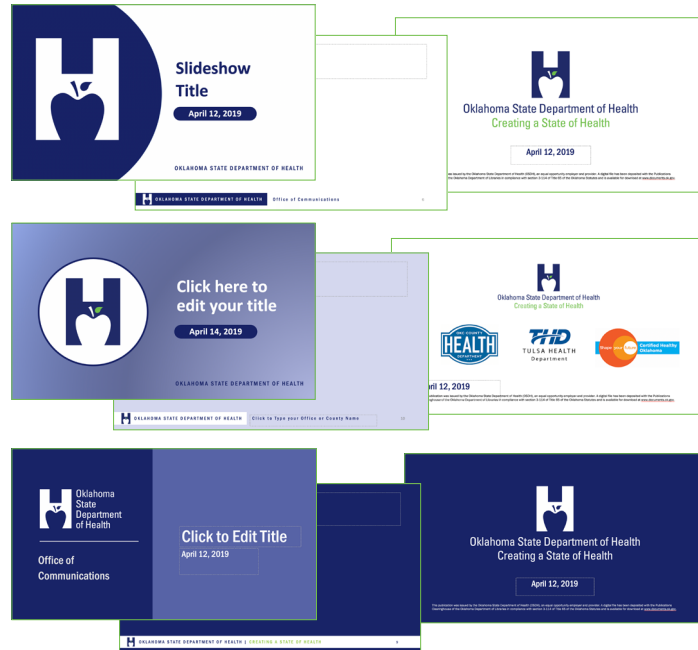
Reports

Reports will often be seen by the public, thus will typically require the OSDH primary logo on the cover and a cost statement on the last page.

Reports are reviewed an approved by the Office of Communications and in most cases a review committee designated by leadership. Reports must also be submitted to the Publications Clearinghouse.

PUBLICATIONS CLEARINGHOUSE

The Office of Communications is responsible for ensuring all publications meet the state and internal requirements.

The OSDH follows The Associated Press style with a few exceptions. Referencing the most recent AP Stylebook or signing up to use the service's website at _apstylebook.com_ can prevent many a fall down the stylistic slippery slope of errors. External publications must be reviewed and approved by the Office of Communications prior to publishing.

Think digital first. Often times, it's the most efficient way to get your information out. It's quicker, cheaper and easily accessible.

Requirements:

• The OSDH logo must be represented on the publication. Use the full color standard in most cases.

• An approved cost statement must be included on the publication, even if it is not being printed. Please see the _**Cost Statement**_ section of this guide.

• The Office of Communications must approve your publication.

• A digital file of the publication must be sent to the Office of Communications at communications@health.ok.gov. Please provide a link if applicable when the document is published online. The Oklahoma Publications Clearinghouse of the Oklahoma Department of Libraries requires all state agengies to deposit publications for state archive. To learn more visit _https://libraries.ok.gov/wp-content/uploads/2015/12/publications-manual.pdf_.

COST STATEMENTS

Please send a copy or link to your document to: *communications@health.ok.gov* for approval

Publications Check List

Before posting your document to the website or sending it to print, please check the following:

- I have included an approved OSDH cost statement in my publication.

- I have included an approved OSDH logo either on the cover and/ or near the cost statement.

- I have proofread my document carefully, updated data and information, and went through proper chain-of-command to ensure accuracy and approval before publishing.

- I have sent a digital copy to the Office of Communications for final approval before publishing.

- After posting online or printing, I have emailed one digital copy to *communications@health.ok.gov* with "Deposit to Dept. of Libraries" in the subject line and included (if applicable) the web URL of where it is posted online.

Cost Statement

A cost statement is required for all publications any non-OSDH employee will see. Use Franklin Gothic Book Regular font at 6pt size. Be sure to select the version best suited for your publication document and complete the variable information highlighted below.

Electronic & Print cost statements are available in both English and Spanish. When applicapable, please add a Grant Statement or WIC Statement above the cost statement.

Standard Print Cost statement:

This publication was issued by the Oklahoma State Department of Health (OSDH), an equal opportunity employer and provider. 100 Copies were printed by Docutech at a cost of $500. A digital file has been deposited with the Publications Clearinghouse of the Oklahoma Department of Libraries in compliance with section 3-114 of Title 65 of the Oklahoma Statutes and is available for download at www.documents.ok.gov. | www.health.ok.gov | March 2019

COST STATEMENTS *CONTINUED*

Please choose the appropriate option for your document. Remember to update your cost statement EACH TIME you reprint to reflect the quantity and date printed.

Electronic

English
This publication was issued by the Oklahoma State Department of Health (OSDH), an equal opportunity employer and provider. A digital file has been deposited with the Publications Clearinghouse of the Oklahoma Department of Libraries in compliance with section 3-114 of Title 65 of the Oklahoma Statutes and is available for download at www.documents.ok.gov. | _____

Spanish
El Departamento de Salud del Estado de Oklahoma (OSDH) es un empleador y proveedor que ofrece igualdad de oportunidades. Copias digitales se han depositada con Publication Clearinghouse del Departamento de Librerías de Oklahoma. Copias no han sido imprimidas pero están disponibles para bajar en www.documents. ok.gov. Esta publicación ha sido presentada en cumplimiento con la sección 3-114 del título 65 de los Estatutos de Oklahoma.
| _____

Print

English
This publication was issued by the Oklahoma State Department of Health (OSDH), an equal opportunity employer and provider. _____ copies were printed by _____ at a cost of $_____. A digital file has been deposited with the Publications Clearinghouse of the Oklahoma Department of Libraries in compliance with section 3-114 of Title 65 of the Oklahoma Statutes and is available for download at www.documents.ok.gov. | _____

Spanish
El Departamento de Salud del Estado de Oklahoma (OSDH) es un empleador y proveedor que ofrece igualdad de oportunidades. _____ copias fueron impresos por _____ a un costo de $_____. Copias han sido depositadas con Publications Clearinghouse del Departamento de Librerías de Oklahoma y están disponibles para bajar en www.documents.ok.gov. Esta publicación ha sido presentada en cumplimiento con la sección 3-114 del título 65 de los Estatutos de Oklahoma. | _____

COST STATEMENTS *CONTINUED*

Please choose the appropriate option for your document. Remember to update your cost statement EACH TIME you reprint to reflect the quantity and date printed.

Grant Funded

Place above an English cost statement

Funding was made possible by the _____, grant number is _____.

La financiación fue posible gracias a la , _____ número de concesión es _____.

Partnership

Place above an English cost statement

Funding was made possible by _____. This publication was provided for _____ in part by the _____and the Oklahoma State Department of Health (OSDH), Office of _____.

WIC

Place above an English cost statement

This institution is an equal opportunity provider:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410
Fax: (202) 690-7442; or Email: program.intake@usda.gov.

Place above a Spanish cost statement

Esta institución es y proveedor de igualdad de oportunidades:
U.S. Department of Agriculture
Office of the Assistant Secretary for Civil Rights
1400 Independence Avenue, SW
Washington, D.C. 20250-9410
Fax: (202) 690-7442; or Email: program.intake@usda.gov.

CONCLUSION

We expect all OSDH personnel and partners to treat our brand with respect by adhering to the rules provided in this guide. Thank you for your cooperation.

Questions?

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