



Brand Book

Brand Book

Introduction



g r e e t i n g s

Welcome to the Ohio Department of Health (ODH) Healthy Ohioans Branding and Style Guide. In this book, you will find directions to help you properly apply all elements of the Healthy Ohioans initiative, including the logo and messages. By using the standards in this guide, you can ensure clarity and strength of the Healthy Ohioans brand throughout all communications.

Mission

what's the big idea?

Healthy Ohioans is a health and wellness initiative under the direction of the Ohio Department of Health and Governor Bob Taft. This multiyear initiative is designed to inspire individuals to examine their own lives and take small steps to exchange their unhealthy habits for healthy ones. The desired goal is to initiate positive and lasting changes in the overall health and quality of life of all Ohioans.

The program's name, "Healthy Ohioans, small steps, big strides" expresses the initiative's goal as well as the method of accomplishing that goal. Together, they tell the whole story.

j o i n i n g v o i c e s

In partnership with ODH, you will help to communicate the importance of each individual taking the first step to improve his/her lifestyle. The goal of this program is not only to improve personal health, but also to add to the collective well-being of Ohio's entire population.

During development of the brand, eight words were used to help form the personality of the initiative: fun, balanced, inspirational, becoming, enduring, engaging, energizing, and empowering. These words should be used to guide the development of future communication pieces.

Communication efforts should convey to Ohioans that by making small changes in their lifestyle, they can end up taking big strides toward improved all-around health. Each person's small change should be a fun step that will become an enduring healthy habit. Each success will energize and motivate them toward making more small changes for a healthier and happier life.

Messaging

What not to say

a p o s i t i v e c h a n g e

Healthy Ohioans should never be associated with negative messaging. It should always be referred to as a positive change program and should not be burdened with negative statistics or scare tactics. People do not want lectures about their bad habits. Every form of communication should be positive and motivating in both feel and tone. The message will never ask individuals to make sudden, huge changes in their lives.

Identity

proper identification

Carving out a strong, meaningful identity is crucial to an initiative's success. The Healthy Ohioans logo is designed to start small, then grow to a larger proportion to symbolize small steps to big strides. The abstract nature of this logo allows viewers to extend the meaning to their own personal interpretations, according to their desired goals. For example, one person may see a foot, while another may see the sun or a journey.

What do you see?



Logo mark

A logo mark is concentrated communication, representing the core of what a company or program believes, projects, and provides. Our logo mark is a symbol showing a natural unwinding and change of direction that represents eliminating unhealthy habits and entering a new and healthier life. Under certain circumstances, this graphic may be used as a separate design element, independent of the type. In those cases, it should always appear as a screened back image and never as the primary focus of any piece.

Logo type

The logo type is the foundation of the logo mark, adding validity and weight to the logo as a whole. Designed to work together as a team, the logo mark and logo type establish the backbone of the Healthy Ohioans, small steps, big strides brand image. Used as a unit, these elements help to build and promote lasting awareness of the brand, while creating trust between Healthy Ohioans.





d o u b l e c h e c k

When printing a two-color logo, always use the example that appears to the left. Use PMS 376 for the logo mark color and PMS 660 for the logo type color.

The colors shown on this page and throughout the Brand Book have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Please refer to the current edition of the PANTONE Color Formula Guide for accurate colors. PANTONE® is a registered trademark of Pantone, Inc.

The color chips shown are a CMYK representation of the PMS colors.



r e v e r s e l o g o

Use the reverse logo on a dark or colored background.



b l a c k l o g o

Use the black logo on a white or lightly colored background.

n o m a n ' s l a n d

This diagram illustrates the minimum distance of empty space that must surround the Healthy Ohioans logo. No other graphic or type should enter this area except for the logo with tagline. Please follow these simple guidelines for implementing all print, Web, multimedia, and alternate uses.

m e a s u r i n g u p

When reproducing the logo on collateral materials: Vertically, it can never appear smaller than 1.5" or larger than 2.5" in height. Horizontally, it can never appear smaller than 1" or larger than 2" in height.

**a w o r d f r o m
o u r s p o n s o r s**

The logos and/or taglines of any sponsoring entities must adhere to the "minimum distance" guideline. Sponsors' logos must be no larger than 70% of the Healthy Ohioans logo.



X = width of the letters "Ohi"

n e v e r :

Disproportionally stretch or scale the Healthy Ohioans logo. The logo elements must be scaled proportionally as a unit to maintain their design integrity.



n e v e r :

Scale the logo mark and the logo type separately. The logo elements must be scaled proportionally as a unit to maintain their design integrity.



n e v e r :

Skew the Healthy Ohioans logo dimensionally on any print or collateral materials. Multimedia and Web applications will have different applied rules for the use of a dimensional logo.



n e v e r :

Place graphics in the no man's land area around the logo. See the diagram on the previous page for these set dimensions. The logo should not be placed in several color fields at once.



n e v e r :

Change the distance between the logo mark and the logo type. This will result in an unbalanced appearance. The logo elements must be scaled proportionally as a unit to maintain their design integrity.



n e v e r :

Alter the size relationship between the logo and tagline. This will result in an unbalanced appearance. The logo elements must be scaled proportionally as a unit to maintain their design integrity.



n e v e r :

Key in the logo type manually. The type is already provided and set in a specific way.



n e v e r :

Place the colored logo on dark background. It should only be placed on a light background or reversed out to white.



n e v e r :

Use the logo type by itself. It should always be shown with the logo mark. “small steps, big strides” should never be separated from “Healthy Ohioans.”



n e v e r :

Alter the color behind the swirl in the logo mark. This area will always be transparent and reflect whatever material or color it is printed on.



n e v e r :

Alter the logo colors. The logo must always appear in either the one- or two-color version referenced in the beginning of the identity section.



n e v e r :

Make a one-color logo with the secondary colors. It should always be black, white, or in the two-color version referenced in the beginning of the identity section.



w e b

Because of the extreme horizontal limitations of the Web and multimedia interface design, feel free to use the horizontally formatted logo. Please follow the same rules governing the use of the vertical logo and do not alter this logo in any way or attempt to redraw or alter its proportions. See the previous section on logo use.

m u l t i m e d i a

Because of the ability to animate and visually distort a logo in multimedia applications and presentations, please adhere to the rules governing logo use in the previous section. All multimedia logo use will be critiqued on a case-by-case basis to avoid any degradation of the integrity of the brand message or the integrity of the logo as a whole.



h o r i z o n t a l f o r m a t

w h a t ' s t h e a l t e r n a t i v e ?

Alternate logo use will be addressed on a case-by-case basis. In situations such as special use signage, e.g., vehicle, building, trade show, or any other situation where the logo will be scaled beyond the size limitations set forth in the previous section, color accuracies and visual integrity will determine the size limitations and restrictions.

Questions on how to use the logo properly? Please contact the Ohio Department of Health Graphic Design Center at (614) 466-8934.

Identity

Identity

y o u n a m e i t !

Our name, Healthy Ohioans, small steps, big strides, tells a story in two parts:

- 1) “Healthy Ohioans” communicates our goal;
- 2) “Small Steps, Big Strides” communicates how to accomplish that goal. When these words are combined, they tell the whole story.

Capitalize Healthy Ohioans Small Steps, Big Strides when the phrase is used in body copy, headlines, charts, etc.

All communication pieces that give descriptions or explanations about this initiative should state that it was created under the direction of the Ohio Department of Health and Governor Bob Taft.

**p i c k a f o n t ,
j u s t n o t a n y f o n t**

When designing new pieces for this initiative, use only the fonts that appear in the descriptions below.

h e a d l i n e s

Use Frutiger Bold as the headline and display font on all communications.

b o d y c o p y

Use Frutiger Roman for all text. If not available, use Helvetica.

Frutiger Roman

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Frutiger Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz



pick a color,
just not any color

When designing new pieces for this initiative, use only colors that appear in the Healthy Ohioans color palette to the left.

Please see identity section for use of colors in the logo.

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primary

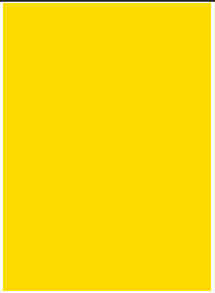


PMS 376
c=50 m=0
y=100 k=0

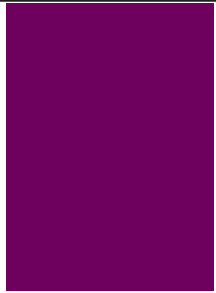


PMS 660
c=90 m=65
y=0 k=0

secondary



PMS 109
c=0 m=10
y=100 k=0



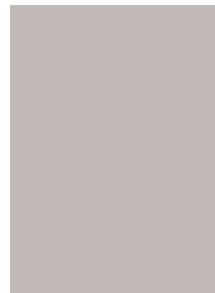
PMS 242
c=40 m=100
y=0 k=40



PMS 137
c=0 m=50
y=100 k=0



PMS 322
c=100 m=0
y=35 k=40



PMS warm gray 4 C
c=0 m=6
y=6 k=27