**Branding Policy**

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# TUSCARAWAS COUNTY GENERAL HEALTH DISTRICT

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**Purpose:**

The purpose of the policy is to:

1. Raise awareness of the value of public health
2. Increase the health department’s visibility and credibility in the community
3. Establish the Tuscarawas County Health Department or TCHD as the public health resource for the county
4. Provide a consistent design and look to all departmental communications and publications, internally and externally
5. Improve community and stakeholder relationships
6. Achieve organizational excellence and improve external communications, both of which are priorities in TCHD’s Strategic Plan

**Persons Responsible:**

The Public Information Officer or PIO shall have the primary authority for implementing the policy. The PIO is currently designated as the Health Commissioner. Other persons shall include Department Directors, any mid-management level staff, Health Educators, and any staff who create publications under the name of the TCHD.

**Policy:**

The Tuscarawas County Health Department is pleased to present its new logo and branding system. This policy includes the visual logo for the health department, the rules for its use and examples of how it is used across the department in various capacities. The TCHDs outreach efforts and services offered shall align with its Mission, Vision, and Values, in an effort to deliver a consistent message to the public so as to increase a better understanding of the role, activities, and value of public health.

Mission: The mission for Tuscarawas County Health Department has always reflected the overall agency purpose.

Mission Statement:

As a leader in public health, the Tuscarawas County Health Department prevents disease, promotes health, protects the environment and strives to create health equity for all, through education, enforcement and empowerment.

Vision: In the creation of the vision statement for Tuscarawas County Health Department, the developing committee was advised to create a lofty, future-oriented statement that explained what the health department would achieve in a perfect world.

Vision Statement:

Sustainable Environment. Healthier Families. Thriving Communities.

Values: The value statements were created to be the guiding principles for the health department.

Values:

P-L-A-C-E

Professionalism: Demonstrate knowledge and skill while providing respectful, courteous treatment to all.

Leadership: Accountability for your actions by courageously inspiring others to succeed

Attitude: Supportive and compassionate to all

Communication: Sharing ideas to promote understanding and information

Ethics: Honesty and integrity that create an inclusive environment.

These guiding principles enable the TCHD to build a workforce of ambassadors of public health who carry to the community a unified message.

The Tuscarawas County Health Department offers a wide variety of public health services to all Tuscarawas County residents. Public health connects us all and the Centers for Disease Control and Prevention (CDC) defines public health as the science of protecting and improving the health of families and communities through promotion of healthy lifestyles, research for disease and injury prevention and detection and control of infectious diseases. Therefore a consistent use of the TCHDs brand brings together the efforts of all who work and support the TCHD; it strengthens and provides credibility to the health department’s reputation; and it sets the health department apart from others who meet the health care needs of our communities, enhancing relationships with elected officials, governance, staff, stakeholders, partners, clients and the general public.

**Procedures:**

1. All branding will support the department’s mission, vision, and values.
2. The TCHD Staff are to use the department’s logo, letterhead, and other branding elements as defined by this policy.
3. Branding elements that are printed, hard copy or electronic, must contain a reference to or a symbol of the TCHD. Branding elements include, but are not limited to:
   1. Logo
   2. Press Release
   3. Fax Cover Sheets
   4. Letterhead
   5. Meeting Agendas
   6. Meeting Sign-in Sheets
   7. Labels
   8. Bags
   9. E-mails
   10. Website
   11. Social Media
   12. PowerPoint slide templates
   13. Reports
   14. Policies and Procedures of the TCHD
   15. Business Cards
   16. All brochures, pamphlets, and other printed materials distributed shall meet the guidelines of this Branding Policy.
4. Palatino Linotype, 12 point, font shall be the general, default font used for all policies and procedures so as to ensure uniformity. Other fonts may be used for all other materials or reports that are developed.
5. The department logo may be resized.
6. Letterhead cannot be altered. Programs are allowed to add the program name and contact information. Official responses to inquiries shall be sent on health department letterhead.
7. The name of the health department and any branding elements may not be used in any way that gives a false impression, is misleading, or could cause confusion regarding the health department’s relationship with any person or entity.
8. No employee, volunteer, intern or coalition that includes the health department may use any department branding element in any manner that suggests or implies department support endorsement of a point of view, personal or political opinion, business, activity, movement or program that is not official health department business.
9. If a violation of this policy is identified, employees, units or programs will be required to work with the PIO to determine the action needed, which may include redesign of print and/or electronic materials.

**Our Logo**



**Tuscarawas County Health Department**

The TCHDs logo was adopted based on the national public health logo developed by National Associations of County and City Health Officials (NACCHO). NACCHO developed the identity to help public health departments raise awareness of the value of governmental public health. This identity offers a common visual symbol and message that identifies the people and work of the Tuscarawas County Health Department.

**Logo Protocols**

1. Most commonly, the logo will be presented in greyscale and be approximately 1” in height and 1.15” in diameter.
2. The TCHD logo must be used on flyers, posters, brochures, or any published document intended for external use.
3. In some cases it may be appropriate to use a black and white logo.
4. An electronic logo image can be obtained from the administrative assistant.

**Publication Guidelines**

All publications and documents intended for external use must be approved by the TCHDs Public Information Officer (PIO). Please allow a minimum of seven business days for approval.

The logo must appear on the front page of the document or publication. Additionally the document must also include “Tuscarawas County Health Department”. The goals of the health department branding include:

1. Recognition of the TCHD as a public health entity
2. Public understanding that the Tuscarawas County General Health District, as established in ORC 3701, is synonymous with the Tuscarawas County Health Department.

**Letterhead and Fax Cover Sheet—Attachments 1 and 2**

The TCHD has also designed letterhead and fax cover sheet with the branding policy in mind. The utilization of these documents must be universal across the health department. Templates may be accessed on the TCHD website under the employee portal.

**Policy and Procedure Template—Attachment 3**

The TCHD has established a template to be utilized for all policies and procedures that are developed. The utilization of this template provides for uniformity and sight recognition that this document would indicate a department policy. Emergency Preparedness policies and procedures shall be the only policies and procedures formatted to a different design. Templates may be accessed on the TCHD website under the employee portal. Policies and procedures that were created before this branding policy went into effect need only be reformatted to fit this policy when the scheduled review or update of said policy and procedure is due.

**Reports, General Guidance**

A report, or other document, using an 8½ by 11 page setting may have a cover page. The cover page can be based on letterhead or a unique cover. If letterhead is being used, the only other required content is the title of the document and the date and the author, if needed contained in the footer. Additionally, the page number shall be inserted at the bottom of the page. If a unique cover is being created, the health department name, title of the document, the date and author if needed will be included. No graphics are to be used, though the health department logo may be included. Use a 12 point for the body of the document. Headings can be 14 or 16 and bold if desired. For reports over 8 pages, include a table of contents.

**Business Cards, Guidelines**

Business cards for employees are provided through the Administrative Assistant. All business cards for the county have the same format. Any individual who would like to request business cards should do so through his or her supervisor. The information provided on the business card is as follows:

1. Name, Degrees, Credentials
2. Position
3. Address
4. Email address
5. Phone number and extension
6. Fax number

**Revision Page**

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| --- | --- | --- |
| Date | Revision | Responsible Party |
| 1/7/15 | Document Created | Health Commissioner |
| 1/14/15 | Board Approved | Board of Health |
| 11/17/15 | Mission Statement Updated | Health Commissioner |
| 11/17/15 | Logo Updated to Color | Health Commissioner |
| 11/17/15 | Revision Page Added | Health Commissioner |
| 11/8/16 | Reviewed/no updates | Health Commissioner |
| 03/08/2017 | Recreated to build upon existing policy | Domain 3 Committee |
| 03/5/2018 | Review and minor edits | Health Commissioner |
| 12/16/19 | Review and attachment edits | Heath Commissioner and Director of Prevention and Promotion |
| 12/18/19 | Approved | Board of Health |