



O R E G O N

Health & Human Services

Brand Strategy and Style Guide

Updated 4_2024

Table of Contents

Purpose	3
Mission, Vision & Values	4
Brand Voice	5
Audience	6
Brand Integration	7
Logo Use	9
Brand Colors	11
Typography	12
Photography & Imagery	14
Photo Consent	15
Email Signature	16
Citations	17

Purpose

The Health & Human Services (HHS) department aims to increase its brand recognition and awareness within the community. Our goal is to ensure that the public is familiar with our brand, understands our role within the County, and knows the range of services we offer.

This branding strategy and style guide establishes a framework for uniform messaging throughout the department. Consistent and accurate messaging by all HHS staff demonstrates that the department is a valued, honest, effective, and trusted leader in the community.

All staff will be trained in the voice, visual identity and messaging outlined in this brand strategy. This document will be reviewed annually and updated as necessary to adapt to the changing needs of our team and stakeholders.

Questions regarding the brand strategy should be directed to the Communications Coordinator at HHSCommunications@co.marion.or.us.

Mission, Vision & Values

Our **MISSION** is to create a safe and welcoming community where all people can access high-quality health and human services and are supported to achieve their highest level of health.

It is our **VISION** that Marion County is a vibrant community where all people have opportunities to live healthy, purposeful lives.

Our **VALUES** are:

- Safe and welcoming. All people are welcome at HHS. Everyone is treated with respect and dignity.
- Community-focused. HHS exists for the community. We strive to improve the health and well-being of Marion County residents, and our staff work to remove barriers to services to promote health equity.
- Teamwork. HHS staff work together as a team to provide high-quality services. We work with partners to strengthen the healthcare and human services within our County.
- Transparent. All decisions and actions made at HHS have a purpose. The purpose is to be communicated and accessible to all staff, stakeholders, and community members.
- Continuous Improvement: HHS staff will never stop learning and striving to do more for the community. We are open to new ways of doing things, utilizing new technologies, and exploring educational opportunities.

Brand Voice

Our brand voice is the personality and tone we use when we talk with our staff, stakeholders, and community members. Knowing our brand voice and using it consistently helps create a recognizable identity and builds a connection with our audience.

We are professional but not rigid.

We are knowledgeable but never condescending.

We are compassionate but not overly emotional.

We provide accurate information and are a source that can be trusted.

We do not discriminate and strive to communicate appropriately for all audiences.

We refrain from using too much industry jargon or acronyms.

Audience(s)

To maintain effective communication channels, we must remain aware of our diverse audiences and ensure we deliver messaging that reaches the right people, at the right time, and through the right mechanism.

Types of Audiences and Communication Methods

HHS Staff

- Intranet, email, memos, newsletters, in-person or virtual meetings, trainings, phone

Marion County Board of Commissioners, Cities, Advisory Boards, Community Groups, Schools

- Website, social media, presentations, news releases, emails, health alerts

Community Members

- Media, website, social media, advertising, outreach events, community newsletters, emergency alert systems

Individuals Using HHS Services

- Program-specific messaging, newsletters, emails, memos, print materials, social media, website

Healthcare Providers

- Email, website, broadcast fax, memos, alerts, phone

Media

- News releases, social media, website, public service announcements, Flash Alerts

Brand Integration

HHS utilizes a variety of mechanisms to share its brand with the community. All material intended to be distributed to the public must be approved by the Communications Coordinator before release.

Depending on the scale of the material, approval by the HHS Deputy Director, HHS Administrator, and/or the Marion County Board of Commissioners may be required. This process is in place to protect the brand image and ensure our messaging is consistent across the department and the County.

- **Advertising** on partner websites, billboards, social media, print, TV or radio, must be approved by the Communications Coordinator and may require further approval.
- **Letters and memos** must be written on the appropriate HHS letterhead and include contact information for the individual(s) sending the letter or memo.
- **Newsletters** (including e-newsletters) must include HHS branding (logo, accurate contact information, relevant program).
- **Presentations** (internal and external) must include the HHS logo, contact information and should be created utilizing one of the pre-approved templates. The Communications Coordinator can assist with reviewing presentations.

Brand Integration

- **Promotional materials** (posters, flyers, brochures) must include the HHS logo, address of the appropriate program, be comprised primarily of brand colors, written at no more than a 6th-grade reading level, reviewed and approved by the Communications Coordinator.
- **HHS social media** channels (Facebook, Instagram, LinkedIn) are maintained by the Communications Coordinator and follow County guidelines. All content must be accurate and relevant.
- **Staff voicemail recordings** must include Marion County Health & Human Services, the employee's program and job title, and a prompt for callers to leave their name and phone number. Employees should utilize an out-of-office message when they are on vacation or anticipate being out of the office for any length of time.
- Each program must review their section of the **HHS website** quarterly to make sure the content is accurate and relevant. Edits should be directed to the Communications Coordinator.

Logo Use

Primary Colors

There are eight acceptable versions of our logo.



OREGON
Health & Human Services

Vertical, color,
transparent
background



OREGON
Health & Human Services

Vertical, color,
white box



OREGON
Health & Human Services

Vertical, black &
white,
transparent
background



OREGON
Health & Human Services

Vertical, black &
white, white box



Marion County
OREGON
Health & Human Services

Horizontal, color, transparent
background



Marion County
OREGON
Health & Human Services

Horizontal, color, white box



Marion County
OREGON
Health & Human Services

Horizontal, black & white,
transparent background



Marion County
OREGON
Health & Human Services

Horizontal, black & white, white
box

Logo Use

Logos Do's

- Our preferred logos are those with transparent backgrounds, please use them when possible. If the logo cannot be seen on a dark background, use the logo with the white box.
- When using our logo alongside another agency/business logo, ensure our logo is given equal weight (i.e., all logos are approximately the same size).

Logos Don'ts

- Ensure the logo is visible. Avoid placing logos on photographs unless the logo sits on a dark or light area of the image.
- Do not alter or change the colors of the logo.
- Do not crop the logo.
- Do not distort the logo.
- Do not distract or obscure the look of the logo.

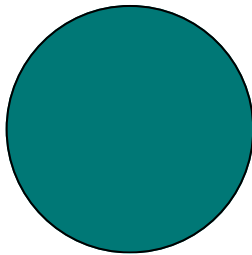
Branded Merchandise

Our logo should be included on branded merchandise (i.e., swag). If there is not adequate space for logo placement, contact the Communications Coordinator to discuss other options.

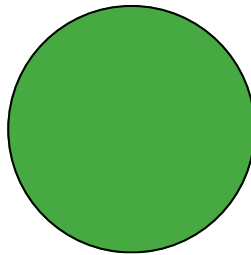
Brand Colors

Primary Colors

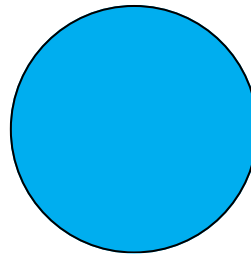
Our primary brand colors have been taken from the HHS logo and can be used in any design.



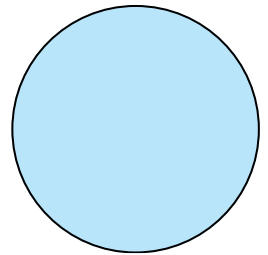
Hex: #007876
RGB: 0,120,118
CMYK: 100,0,2,53



Hex: #46a941
RGB: 70,169,65
CMYK: 59,0,62,34



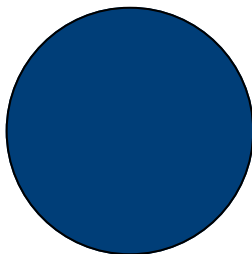
Hex: #00aeef
RGB: 0,174,239
CMYK: 100,27,0,6



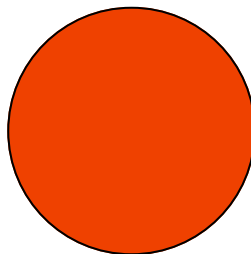
Hex: #b9e5fb
RGB: 185,229,251
CMYK: 26,9,0,2

Secondary Colors

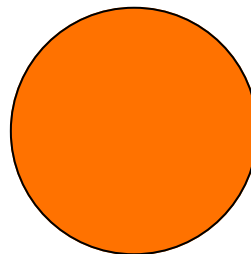
Secondary colors complement the primary colors and can be used as accent colors in designs.



Hex: #003e78
RGB: 0,62,120
CMYK: 100,48,0,53



Hex: #ef4100
RGB: 239,65,0
CMYK: 0,73,100,6



Hex: #ff7200
RGB: 255,114,0
CMYK: 0,55,100,0

Font Color

Font color should be black or white.

Typography

Aptos

Our primary typeface (font) is Aptos and should be used whenever possible. This takes the place of our previous font, Calibri. Aptos is a highly accessible font that allows for easy reading by a diverse audience.

Aptos should be used for print materials, letters, email communications, reports, and other business-related documentation.

Aptos Black - Use for Headlines and Titles

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Aptos Semi Bold - Use for Subheadlines

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Aptos (regular) - Use for body content, email and letter correspondence

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Some design applications may not have Aptos as an available font, in those circumstance, Aptos may be replaced with Arial font.

Changing Outlook Default Font from Calibri to Aptos

Staff must set Aptos as their default font in Outlook. For instructions visit the HHS intranet page, or click [HERE](#).

Typography

Font sizes

We want everyone to be able to read our correspondence and collateral. All staff are expected to adhere to the following font size guidelines:

Body text: font must be at least 12px and can go as large as 16px.

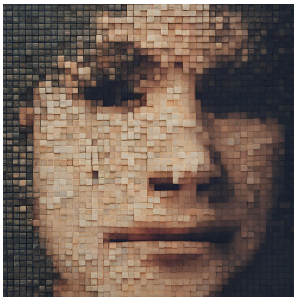
Sub-headlines/secondary titles: font should be at least 18px in size and be written using Aptos Semi Bold.

Headlines/titles: the recommended font size for headlines and titles should be at least 25px and be written with Aptos Black font.

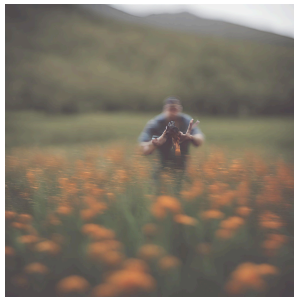
Photography & Imagery

When using photography or imagery in a presentation or other document, adhere to the following guidelines:

- Limit the use of cartoonish images and clip art.
- Ensure photos and images are not copyrighted.
- If someone has permitted you to use their photo, the source should be cited below the image.
- Photos must be of high quality (not blurry or pixelated).
- Photos should show a diverse audience, be mindful of cultural sensitivity, and avoid the stigmatization of individuals or groups based on their heritage, traditions or practices.



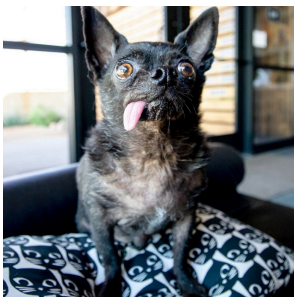
No pixelated photos



No blurry photos



Limit use of clip art



If someone gives permission to use their photo, cite the source

Source: Sater, Maren, 2020

Photo Consent

HHS requires staff to obtain the consent of individuals being photographed. Photo Release Waivers can be found on the HHS intranet page, or by clicking here: [Photo Release Waiver](#).

A release waiver is required if:

- The photo subject is the focus of a photograph taken in a non-public space, is recognizable, or has been asked to be a model or subject of the photo.
- Minors require a release waiver signed by their parent/guardian. If you do not have a release waiver, ask for verbal permission from the parent or guardian.

A release waiver is not required if:

- Subjects are in a public space and are not recognized (the photo is taken from behind, faces are obscured).
- Subjects are public figures (i.e., Board of Commissioners).
- Crowd shots in public (i.e., community events, concerts).
- Subjects are HHS staff.

Do not take photos of individuals in clinical settings or when personal or private information may be exposed in the photograph.

Email Signatures

Staff are expected to use our standard email template to create an email signature that is consistent with our brand. This can be found on the HHS intranet site or by clicking the link at the bottom of this page.

- Email signatures must use Aptos font (no handwriting-type or “fancy” fonts as they can be difficult for some people to read).
- You may include your preferred pronouns, degrees/certifications.
- Limit the use of quotes or inspirational sayings.
- The only photo/image in your email signature should be the HHS logo.



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[Join Our Team!](#)



[Template for Email Signature](#)

Citations

We use citations to inform our audience that certain material, quotes, data, or other information, in our work was obtained from another source.

Citing sources gives credit to the original author or creator, helps avoid plagiarism, allows our audience to verify information, provides credibility, and in some cases may be a legal or ethical requirement.

For information on citing in the American Medical Association (AMA) or American Psychological Association (APA) style, visit: [UCI Public Health Library](#).

For information on citing data and electronic media, visit: [Centers for Disease Control and Prevention](#)

Questions?

Contact the HHS
Communications Coordinator

Office: 503-588-5403

Email: [HHSCommunications@
co.marion.or.us](mailto:HHSCommunications@co.marion.or.us)