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Scioto County Health Department Branding Strategy

<i>POLICY AND PROCEDURE</i>	
SUBJECT/TITLE:	SCHD Branding Policy
Distributed to:	Health Commissioner, Staff, Board Members
HEALTH COMMISSIONER	Dr. Michael E. Martin, M.D.
REVISED DATE:	02/19/2020
REVIEW FREQUENCY:	5 years
BOARD APPROVAL DATE:	01/15/2016
REFERENCE NUMBER:	G-9

The Scioto County Health Department (SCHD) Branding Strategy was originally developed on January 15, 2016 to better communicate the value of its products, services, and practices to external audiences. The Branding Strategy has been revised on February 19, 2020 as part of the SCHD Strategic Plan update.

This strategy serves as a guide to provide a consistent design and look to all external departmental communications and publications, while allowing flexibility to meet the communication needs of the department and intended external audiences.

This strategy has a rolling implementation and printed collateral, will be updated when replenished.

The purpose of this strategy is to:

- Raise awareness of the value of public health
- Increase the health department's visibility and credibility in the community
- Establish the SCHD as a public health resource for the county
- Improve community stakeholder relationships.

This strategy is referenced in The Scioto County Health Department Strategic Plan to raise awareness and create a positive identity for the health department. This strategy provides guidance to deliver messages and other written documents in a standard format, which may result in a better understanding and identification of the SCHD's role, activities, and the value of public health. A consistent use of the health department's brand brings together the efforts of all who work and support The Scioto County Health Department. It can strengthen and provides credibility to the health department's reputation. It can help set the health department apart from others who meet the health needs of our communities.

An overarching focus of the SCHD 2020-2022 Strategic Plan is to be recognized as the public health resource for Scioto County and surrounding areas. The use of the brand communicates who we are a public health department. The intent of the branding is to compliment and support strategic initiatives and goals of the department. Whenever there is a need for public health education, services or response, The Scioto County Health Department should be a highly recognized source. The branding will communicate our credibility in serving in that role. Our vision, mission and values are to be reflected in branding and in how staff represents the brand in the community.

Branding Guidelines

1. The tag line for published materials will be the Public Health Indicia with the slogan “Prevent, Promote, Protect” and will be used at the discretion of the Health Commissioner.
2. All branding will support the department’s vision, mission, and values.
3. Staff are to use the department’s logo, letterhead and other branding elements and brochures, pamphlets, and other printed materials for external audiences will meet the guidelines and follow the templates.

Branding Elements

Branding elements include but are not limited to logo’s banner’s and tag lines. They are to be displayed according to the attached templates for the following

- Press Releases
- Department Letterhead
- Fax Cover Sheets
- Emails
- SCHD Website
- PowerPoint presentations
- Reports
- Business Cards
- Social Media

Branding Standards

There is no required font or margins for documents. In general reports, and other documents using an 8 ½ by 11 pages will use a size 12 font usually Times New Roman or Ariel with 1-1½ inch margins. 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.

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 or endorsement of a point of view, personal or political opinion, business, activity, movement, or program that is not official health department business.

If materials generated for use for external audiences do not comply with SCHD Branding Standards, staff may be required to work with the Health Commissioner to redesign the print and/or electronic materials.

Guidance for Letterhead

Letterhead will have SCHD logo and address inserted in the header. The banner font is Monotype Corsiva. Color specifications will be tan (#CCB081) and Blue (#042752), and text below the banner will be Monotype Corsiva. Letters will be dated and signed or initialed by the issuer with name, professional credentials and title below. Official responses to inquiries shall be sent on health department letterhead. Press releases are on SCHD letterhead using the format Attachment 3 – press release. Press releases are issued by the Health Commissioner or their designee. No press release is issued until approved by the Health Commissioner.

Guidance for Reports and Publications

A report, or other document, using an 8½ by 11 inch page setting will have a cover page. This could include grant requests, plans, whitepapers, program reports, or information for the Board of Health or Commissioner. 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, the date and the author, if needed. If a unique cover is being created, the health department logo, name, title of the document, the date and author if needed will be included. Use a font of 12 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. Margins are from 1 inch up to 1½ inches. Headers and footers may be used and shall include page numbers.

Guidance for Signage

External Signage – The Scioto County Court House is the main external signage for the building housing SCHD.

Internal Directional Signage - Inside the Scioto County Court House there are signs by the elevator that states the health department is on the 2nd floor and signage on the doors. Inside the department on each doorway there is signage-directing visitors to various program offices.

Internal Signage Identifying Health Department - There is a sign on the front desk indicating the departments of the health department.

Guidance for Internal Policies and Procedures

Policies and Procedures are internal communications to SCHD and are not required to follow the Branding Guidelines. A template is included in the attachments, and may be used as a guidance for formatting policies and procedures at the point of updating or revisions.

Guidance for Health Department Webpage

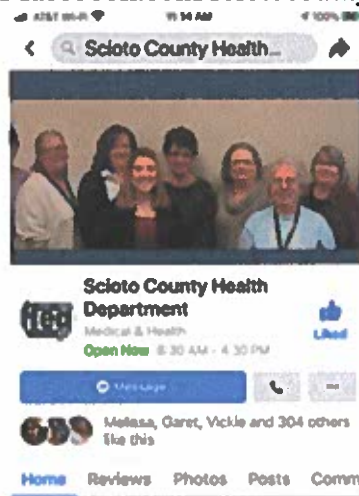
The website shall include the health department logo and our mission. The navigation bar includes links to the programs, and staff contact information.

The SCHD website address: www.sciotocountyhealth.com



Guidance for Social Media

The SCHD Facebook account is facebook.com/sciotocountyhealthdepartment



The Environmental director and two of our public health nurses are administrators for the account and can enter information into the Facebook account.

References

NACCHO – <http://www.naccho.org/communications/hd-communications/brand.cfm>

Scioto County Health Department Strategic Plan 2020 - 2022

Scioto County Health Department Employee Handbook

L. Attachments

Attachment 1 – Letterhead with Logo

Attachment 2 - Logo

Attachment 3 - Press Releases

Attachment 4 - Fax Cover Sheet

Attachment 5 - Policy Format

Attachment 6 - Email

Attachment 7- PowerPoint

Attachment 8 - Business Cards

Attachment 1 – Letterhead with Logo Design Template



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Name and Address of Receiver

Date

Greeting

Body

Sincerely,

Signed name

Printed name, credentials, title

Direct phone line

Email address

Attachment 2 – Logo Template



Attachment 3 – Press Release



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PRESS RELEASE

Scioto County Health Department

Date:

Contact:

Body of text

Attachment 4 – Fax Form



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FAX

To: _____ FROM: _____

ATTENTION: _____

FAX NUMBER: _____ Date: _____

This cover is page 1 of ___ pages of this fax transmission.

COMMENTS:

CONFIDENTIALITY NOTICE

The documents accompanying this fax transmission contain legally privileged, confidential information which belongs to the sender. Only the individual or entity named above may use this information. If the reader of this message is not the intended recipient, or the employee or agent responsible for delivering it to the intended recipient, you are hereby notified that you have received this document in error and any communication regarding this document is strictly prohibited. The authorized recipient of this information is prohibited from disclosing this information to any other party. Any re-disclosure of this information without the client's release would be a violation of the Ohio Revised code 3701.4

If you have received this communication in error, please call us to arrange for the destruction or return



Public Health
Prevent. Promote. Protect.



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- I. **PURPOSE:** The purpose of the policy is to....
- II. **POLICY:** It is the policy of the Scioto County Health Department that...
- III. **PROCEDURE:**

Attachment 6 – Email Format

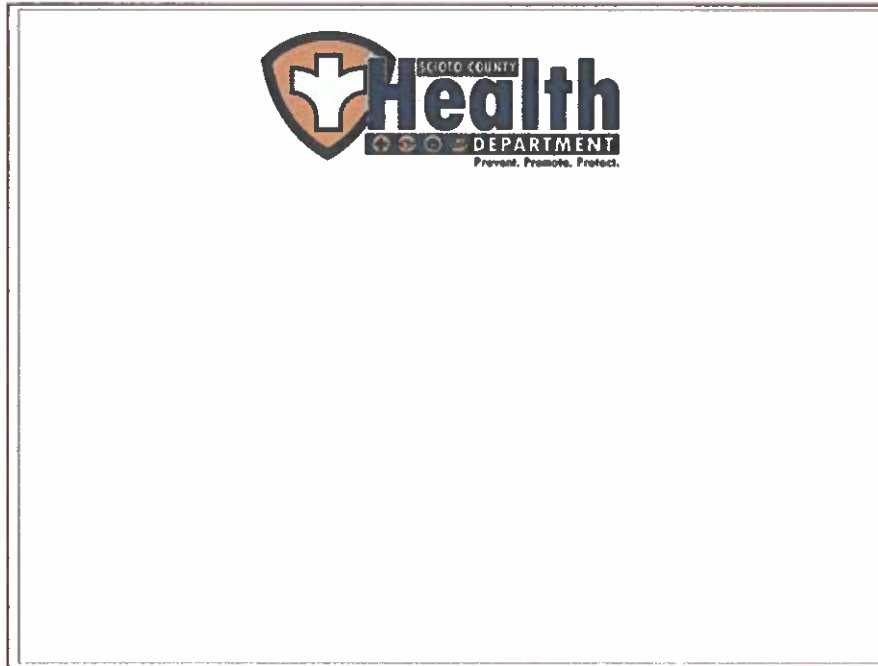
1. Always include a subject.
2. If including attachments, make sure documents have been attached before sending.
3. Body of email will be in black font.
4. Include a signature with all emails: Signature may be custom font and color
5. A moto or saying may be attached at discretion of the Health Commissioner

Name, credentials, title
Scioto County Health Department
Work address
Work email
Work phone number and extension
Fax number
Website URL

Attachment 7 - PowerPoint Slide Template

The following PowerPoint design shall be used for all presentations given outside the health department – meetings, conferences and presentations.

The template file is kept by the Health Commissioner, Director of Nursing (DON), and Environmental Health Director.



Attachment 8 - Business Cards

Business cards for employees are provided by the office manager. All business cards for The Scioto County Health Department have the same format and use the logo. Business cards are generally provided to the health commissioner, environmental health director, director of nursing, and other staff members.

Any employee of The Scioto County Health Department who would like to request business cards should do so by contacting the office manager.

The information provided on the business card is as follows:



Scioto County Health Department

Name, credentials

Title

Address

phone number and fax number

Email

The telephone number shall be the main health department number with extension.

02/21/2020

Email sent to staff and county health commissioner

All,

The Department recently adopted a branding policy. It was also adopted by the Board of Health confirming their support. This policy, attached will define the way that our department presents itself to our stakeholders, partners, clients and the public. We have a new logo, website and Facebook page. We feel this is an exciting opportunity for us to let the public know about us and build awareness of the important services we provide.

We ask for your support in implementing the policy and in the timely revision of materials that are branded with the logo and health department information. Your commitment is what will make this successful.

The policy will be posted on our employee intranet website. Please let me know if you have any questions.

Thank you,
Traci

Traci Maloney
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