



HOUSTON HEALTH  
DEPARTMENT

# BRAND MANUAL

and  
**Brand Strategy**

POSITION OUR  
BRAND AND SERVICES TO ACHIEVE OUR  
**STRATEGIC GOALS**

Updated: Aug. 16, 2019

HHD\_081619

## POSITIONING THE BRAND TO ENHANCE

### OUR VISION

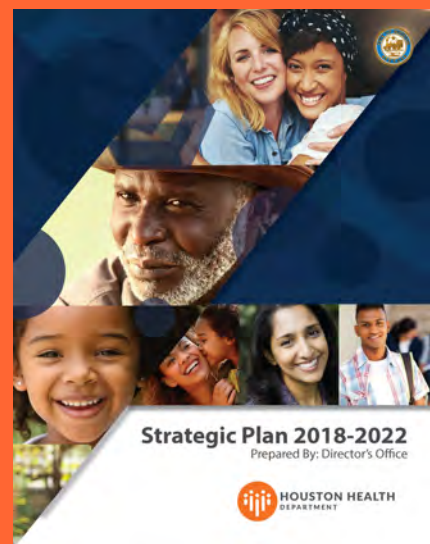
Self-sufficient families and individuals in safe and healthy communities.

### OUR MISSION

To work in partnership with the community to promote and protect the health and social well-being of Houstonians and the environment in which they live.

### OUR STRATEGIC PRIORITIES

1. Access to Care
2. Infectious Diseases
3. Chronic Diseases
4. Environmental Health
5. Human Services
6. Maternal and Child Health
7. Preparedness
8. Culture of Excellence



**HOUSTON HEALTH**  
**DEPARTMENT**8000 Stadium Drive  
Houston, Texas 77054

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houstonhealth.org

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**Appendix A** Brand Strategy**Appendix B** Email Style Guidelines

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## Logo

# 1.01 Logo

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### DESCRIPTION

Here is the primary Houston Health Department logo and a secondary version.

The primary logo should be used in the majority of situations. However, in situations where horizontal space is prohibitive, the secondary version is permissible.

Logos may not be cropped or adjusted in any way. For example, cutting out the words to just use the orange circle is unacceptable

The text within the logo shall not be translated. However, the phrase "Houston Health Department" may be translated within the content of collateral. The translation may also be added below the logo but not attached to it.

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### PRIMARY LOGO



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### SECONDARY LOGO



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Logo

# 1.02

## Logo Variations

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### DESCRIPTION

Background color can affect the visibility of the logo, so there is a version for light backgrounds and a version for dark backgrounds.

---

### LOGO MARQUE COL 1



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### LOGO MARQUE COL 2



## 1.03 Logo Clearspace

### DESCRIPTION

Clearspace is the minimum amount of space around the logo into which no other object should infringe.

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2)

### MINIMUM CLEARANCE



The clearspace is 50% the height of the logo.

# 1.04

## Seal

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DESCRIPTION

Use of the seal is restricted to formal applications such as official documents, permits, certificates, ceremonial materials and the department director.

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SEAL



# 1.05

## Seal Variations

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DESCRIPTION

Background color can affect the visibility of the seal, so a greyscale version may be used when needed.

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SEAL GREYSCAL VARIATIONS



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Color

# 2.01

## Color Palette

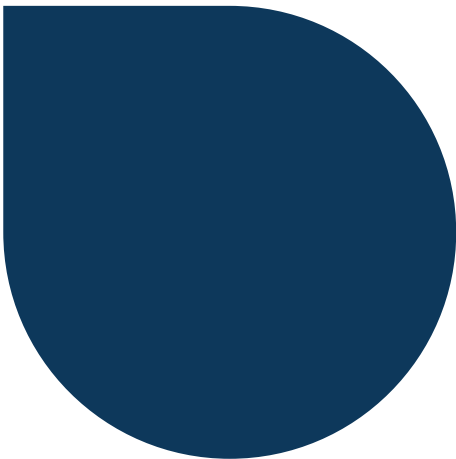
---

DESCRIPTION

The palette consists of three main colors.  
The primary color is orange.

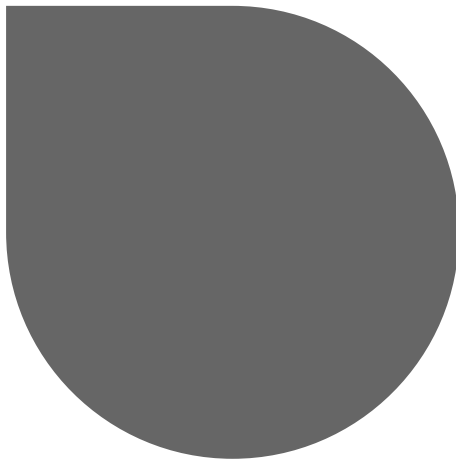
---

Pantone 2767c  
CMYK 100%85%41%41%  
RGB 16 42 75  
Web #102A4C



---

Pantone 428c  
CMYK 28%18%19%0%  
RGB 184 192 194  
Web #B8C0C2



---

Pantone 158C  
CMYK 0%70%100%0%  
RGB 243 112 33  
Web #F37021



\*  
Web Safe, or Browser Safe palettes as they are also referred to, consist of 216 colors that display solid, non-dithered, and consistent on any computer monitor, or web browser.

## 2.02

# Color Tints

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DESCRIPTION

Tints are useful in printing as they reduce costs by negating the need for additional color plates.

In color theory, a tint is the mixture of a color with white, which increases lightness.



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## Typography

# 3.01

## Myriad Pro Font

GLYPHS

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### Font Name

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Myriad Pro

### Classification

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Sans Serif - Humanist

### About

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A “contemporary” An Adobe Originals design first released in 1992, Myriad has become popular for both text and display composition.

Myriad Pro’s clean open shapes, precise letter fit, and extensive kerning pairs make this unified family of roman and italic an excellent choice for text typography that is comfortable to read, while the wide variety of weights and widths in the family provide a generous creative palette for even the most demanding display typography. accentuated by the serifs that are as thick as strokes with square terminals.

MYRIAD PRO REGULAR

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# Regular

MYRIAD PRO ITALIC

---

# *Italic*

MYRIAD PRO BOLD

---

# Bold

---

## Typography

# 3.02 Time New Roman Font

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### GLYPHS

---

#### Font Name

Times New Roman

---

#### Classification

Serif - Transitional

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#### About

Steeped in tradition, the Times New Roman family has been described as one of the most familiar and successful typefaces in the world – and has been used for just about every typographic application imaginable. Times New Roman is considered an exceptionally legible design that translates well to hard copy and on-screen environments.

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#### TIMES NEW ROMAN REGULAR

Light

---

#### TIMES NEW ROMAN ITALIC

*Medium*

---

#### TIMES NEW ROMAN BOLD

**Bold**

---

## Typography

# 3.03 Type Hierarchy

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### DESCRIPTION

#### BC — Body Copy

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The main font-size used in any printed document will be 11pt. This is known as the body-copy. Do not write overly long lines, aim for around 45–90 characters.

#### H2 — Headline 2

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This is a versatile font-size. It can be used for page headers, section headers and even small sections of type. (I.e. indents & quotes).

#### H1 — Headline

---

H1 is the largest header font-size. It's great for short lined page headers.

#### T4 — Title 4

---

This is the most versatile title font-size. At 40pt it can be used on a range of media. It is square set meaning the line-spacing and font-size are equal making it ideal when running across 1 or more lines.

#### T1 — Title

---

This is the largest of the title font-sizes. Use sparingly — only a couple of words/page.

Houston Health Department

**C**  
Fira Sans Regular  
10pt Type / 12pt Leading

Houston Health Department

**BC**  
Fira Sans Regular  
10pt Type / 12pt Leading

Houston Health Department

**H1**  
Bitter Regular  
20pt Type / 24pt Leading

Houston Health Department

**T5**  
Bitter Regular  
30pt Type / 36pt Leading

Houston Health Depart

**T4**  
Bitter Regular  
40pt Type / 48pt Leading

Houston He

**T1**  
Bitter Regular  
80pt Type / 70pt Leading

## Identity

# 4.01 Imagery & Mood

### DESCRIPTION

When using imagery, it should feel real. The images should be vibrant, bright and promote healthy living.



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Identity

## 4.02 Background Graphics

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DESCRIPTION

Background graphics can be built up to create interesting visuals.

# Identity

# 4.03 Flyer, Brochure, Presentation Templates

## DESCRIPTION

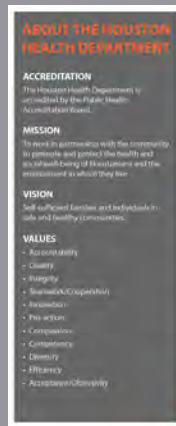


One page / posters

Example of layouts for one page documents and posters

## Trifold brochures

Example of layouts for trifold brochures



## Presentation examples

Examples of PowerPoint slides



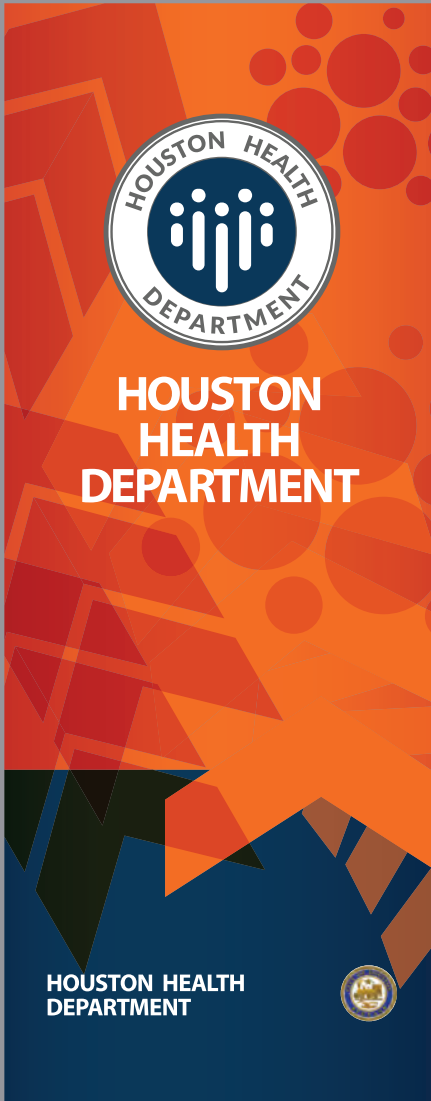
Identity

# 4.04 Pop-up Banners

DESCRIPTION

Pop-up banners

Example of layouts for pop-up banners using the orange and blue color ways



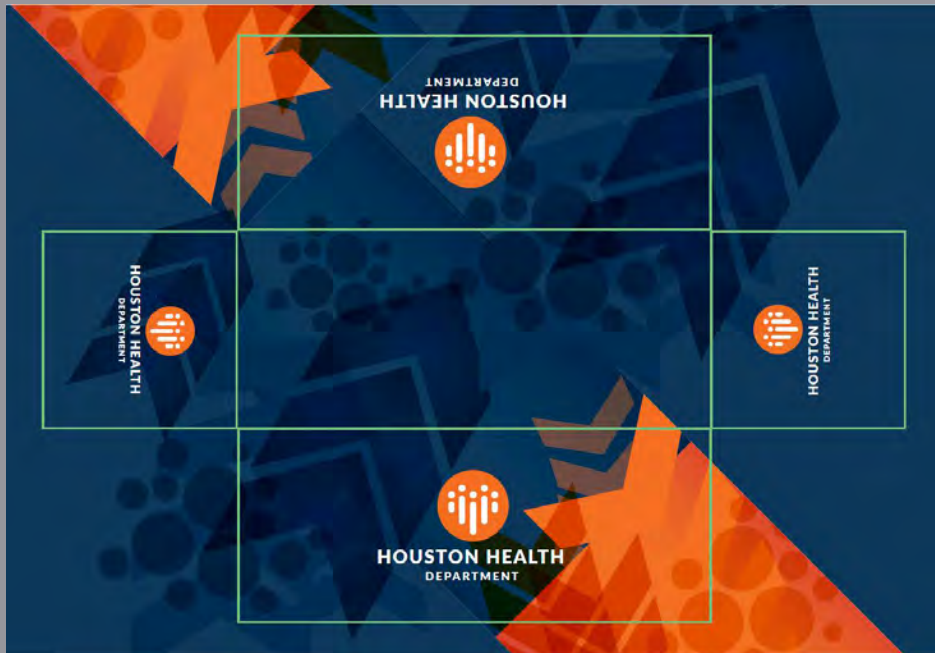
## Identity

# 4.05 Table Covers

### DESCRIPTION

#### Table cover version 1

Version 1 shows how the blue colorway can be used



#### Table cover version 2

Version 2 shows how the grey colorway can be used



## Identity

# 4.06 Step and Repeat Backdrop

### DESCRIPTION

#### Step and Repeat

Example of a step and repeat backdrop banner



## Identity

# 4.07 Other Collateral

### DESCRIPTION



Left: An example of a backdrop banner.

Above: Examples of a certificate.

---

Identity

# Appendix A Brand Strategy



# BRAND STRATEGY

## BRAND VISION

Everything we do at the Houston Health Department centers on our vision of self-sufficient families and individuals in safe and healthy communities, and our brand reflects it. We are caring, compassionate and go beyond the call of duty.

Every day we provide services to:

- Protect the community from disease.
- Increase opportunities for healthy living.
- Prepare for and respond to disasters.
- Give children a healthy start.

At its core, our brand emphasizes the promotion of health equity by working in partnership with the community to promote and protect the health and social well-being of Houstonians and the environment in which they live.

## CORE VALUES

- Accountability
- Quality
- Integrity
- Teamwork/Cooperation
- Innovation
- Pro-action
- Compassion
- Competency
- Diversity
- Efficiency
- Acceptance/Objectivity



## **POSITIONING THE BRAND**

The Houston Health Department is the legally recognized health authority for Houston our brand positions us as accessible, accurate, timely, appropriate, concise, credible and relevant in routine and crisis scenarios.

We are proactive in frequently communicating with the public and our factual, no-hype messaging demonstrates our department as a valued, effective and trusted leader in the community.

We differ from other agencies, organizations and service providers because our work centers on protecting and improving the health of our community, not profit or ego. We do not deny services due to inability to pay. Even when a person's needs are outside our scope, we diligently work to connect them with agencies that can help. Our brand positions our department as a compassionate agency that will offer help when others won't.

Much of our work occurs relatively unnoticed in the background, as intended. However, when public health threats emerge, or disasters occur, we are on prominently the front lines. Whether in routine or crisis situations, our brand positions our department as an agency that's always working to protect the community's health and well-being.



## BRAND PROMISE

“Healthy People. Healthy Houston.”

Our brand promise emphasizes that healthy individuals are the building blocks of a healthy city. Health equality and healthy living directly relate to our overall well-being. Houston can be a place where healthy people live, work, worship and play. A healthy Houston starts with healthy people.

## AUDIENCE

Our services touch all Houstonians, with a programmatic focus on people experiencing health inequality.

Houston is the fourth largest city in the nation and growing. Our city is home to a very diverse population of approximately 2.3 million people. The 2016 American Community Survey indicates the racial/ethnic proportions for Houston are: white 24.1%, black 22.0%, Hispanic 44.8%, and Asian 7.4%. A large portion of the population, 22.2%, lacks health insurance, which is higher than the U.S. rate of 8.6%. In Houston, 20.8% of residents live below the Federal Poverty Level (FPL) compared to 14.0% of U.S. residents.

Poverty is highest among children under 18 years of age; 32.8% of Houston children live under the FPL. Both poverty and lack of health insurance are highest among minority populations.



## BRAND STRATEGY

### COMMUNICATING THE BRAND

According to our FordMomentum! Communications Consultation, 56% of our audience prefers non-traditional communication platforms such as websites and social media. The remainder prefer traditional platforms such as TV, radio, print media and direct outreach. The consultation also indicates 75% of our audience prefers outbound communication over having to come to us for information.

Based on this information, we developed our Communications-Public Affairs Policy and Communications-Public Affairs Standard Operating Procedure to establish the framework for how we communicate our programs and services to meet the needs of our community.

Since there is no one method to effectively communicate with our diverse audiences, we utilize a variety of inbound and outbound messaging platforms including:

- **News media:** Traditional news and entertainment outlets such as television, radio, newspaper, newsletters and magazines, and non-traditional outlets such as blogs, online news sources and podcasts
- **Mass messaging systems:** Platforms that send electronic messages to groups of recipients (i.e. MailChimp, Smore, Everbridge, Alert Houston, text messages)
- **Websites:** Related webpages and data files accessible through an internet browser (i.e. [houstontx.gov/health](http://houstontx.gov/health), [houstonhealth.org](http://houstonhealth.org), [mbkhouston.org](http://mbkhouston.org), [houstonstateofhealth.com](http://houstonstateofhealth.com))

## BRAND STRATEGY

- **Social media:** Websites and applications that enable users to create and share content or participate in social networking (i.e. Facebook, Twitter, Instagram, Pinterest, Snapchat)
- **Marketing collateral:** Items that support department programs, services or initiatives (i.e. flyers, posters, signs, mailers, brochures, apparel, videos, promotional items, giveaways)
- **Advertising:** Paid placements on or at commercial properties (i.e. print ads, television ads, radio ads, online ads, videos, billboards, movie theater ads, banner ads, poster ads)
- **Outreach:** Opportunities for direct in-person communication (i.e. meetings, forums, classes, events, health fairs, community assessments)
- **Partnerships:** Use stakeholders to establish or expanded communication. (i.e. METRO, schools, law enforcement, city departments, community organizations, associations)

Our brand is targeted to different audiences in several ways, including providing communication in the languages preferred by our audiences through our Language Access Plan. The plan offers instructions document translation and use of Language Line, which offers real-time interpretation services through audio and video.

We also target various audiences by focusing communication on the message platforms most utilized by specific demographics. For example, social media use decreases with age, thus we focus more on news media, marketing collateral, advertising and direct outreach to reach older adults. Since few young people receive most of their information through traditional media, our communication to younger audiences focuses on online platforms such as social media and websites.

## BRAND STRATEGY

Our promotional materials reflect our brand vision, using vibrant and bright imagery that promotes healthy living and diversity. We tailor our materials to be culturally sensitive by using imagery and language that matches the demographics of the targeted audiences.

We also target ethnically, immigrant, LGBT, non-English and community focused traditional media outlets with our news releases, news conferences and advertising.

We rely on our brand manual for name, logo, color and design consistency, ensuring a recognizable presentation on our websites, social media platforms, news releases and public service announcements, speeches, documents and grant applications.

The importance is communicating our brand in highlighted in our Strategic Plan 2018-2022, including the opening letter from the director and goal 3.

### REFERENCES

- FordMomentum!  
Communications Consultation
- Brand Manual
- Communications-Public Affairs  
Policy
- Communications-Public Affairs  
Standard Operating Procedure
- Language Access Plan
- Strategic Health Plan  
2018-2022



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Identity

# Appendix B Email Style Guidelines



## Email Guidelines

Emails are an official representation of the department and shall have a visually coherent look that meets brand standards. The following guidelines apply to all Houston Health Department emails using an @houstontx.gov email account.

- **Font:** 11-point Calibri or Times New Roman since these fonts are standard on Mac and PCs and works in all email clients. Other sizes are permissible to emphasize portions of text but not for the majority of text.
- **Color:** Black or dark grey are the primary font colors. Other colors are permissible to emphasize portions of text but not for the majority of text.
- **Background:** Do not use watermarked, colored or photographic backgrounds. These often make emails difficult to read and are not always compatible with other email clients.
- **Signatures:** Emails shall have a signature that meets the following criteria.
  - **Length:** Email signatures shall be ten lines or less. If you feel you need to add more information, use pipes (|) to separate components. (The fewer lines, the better.)
  - **Phone numbers:** Include the phone and/or fax numbers you use regularly. Don't include a cell or fax number if it's not something you often use or want to share broadly.
  - **Logos:** The Houston Health Department logo and Public Health Accreditation Board seal (in that order from left to right) are to be included in all email signatures. Other previously approved department logos for programs, divisions, etc. may be included but must be below the HHD logo and PHAB seal. (The only exception is the Harris County Area Agency on Aging, which may place its logo above the HHD logo and PHAB seal.)
  - **Social Media:** Hyperlinks to the department's central Facebook, Twitter, Instagram, YouTube and website are to be included in all email signatures. Programs with previously approved social media platforms and/or websites may also include hyperlinks to each. The department's central platforms must be placed above any others.
  - **Quotes:** Do not use quotes or epigraphs. Doing so may lead some to believe the statement represents the department.
  - **Confidentiality Statement:** At minimum, the following confidentiality statement must be included in all email signatures. If the scope of your job or division includes the handling of sensitive information, please continue to use your previous more stringent confidentiality statement. When in doubt, seek the advice of your supervisor.
    - *This message, as well as any attached documents, may contain information from the Houston Health Department (HHD) that is confidential and/or privileged, or may contain Client/Patient privileged information. If you are not the intended recipient, you are hereby notified that reading, disseminating, distributing or copying this message is strictly prohibited.*
  - **Exceptions:** Employees are only required to use a full signature on their first correspondence in a chain of emails. Subsequent replies can use an abbreviated signature. For example, an abbreviated signature may consist of just a name and phone number.

## Standard Email Signature Format

**Name** (bold)

*Job Title* (italicized)

Houston Health Department (Do not include City of Houston. Aging is only program that may put its name above Houston Health Department.)

Program, Bureau, Division or Office (The level of description is up to you as long as guidelines are followed.)

832-393-5045 (office) | 281-254-6403 (cell) (Phone numbers are up to you as long as guidelines are followed.)

8000 N. Stadium Drive | Houston, TX 77054 (Addresses are up to you as long as guidelines are followed.)

[houstonhealth.org](http://houstonhealth.org) | [facebook](https://www.facebook.com/houstonhealth) | [twitter](https://twitter.com/houstonhealth) | [instagram](https://www.instagram.com/houstonhealth) | [youtube](https://www.youtube.com/houstonhealth) (Primary department website and social media must be included. Previously approved program social media and websites may be included as long as guidelines are followed.)



(HHD logo and PHAB seal. Other approved logos may be placed below these.)

**CONFIDENTIALITY STATEMENT:** This message, as well as any attached document, may contain information from the Houston Health Department (HHD) that is confidential and/or privileged, or may contain Client/Patient privileged information. If you are not the intended recipient, you are hereby notified that reading, disseminating, distributing or copying this message is strictly prohibited. (See guidance above.)

## Sample Email Signature

**Scott Packard**

*Chief Communications & Public Affairs Officer*

Houston Health Department

832-393-5045 (office) | 281-254-6403 (cell)

[houstonhealth.org](http://houstonhealth.org) | [facebook](https://www.facebook.com/houstonhealth) | [twitter](https://twitter.com/houstonhealth) | [instagram](https://www.instagram.com/houstonhealth) | [youtube](https://www.youtube.com/houstonhealth)



**CONFIDENTIALITY STATEMENT:** This message, as well as any attached document, may contain information from the Houston Health Department (HHD) that is confidential and/or privileged, or may contain Client/Patient privileged information. If you are not the intended recipient, you are hereby notified that reading, disseminating, distributing or copying this message is strictly prohibited.

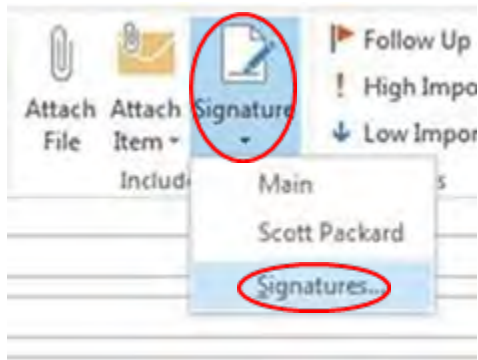
## How to Update Your Signature

1. Copy the example above onto your computer's clipboard by highlighting it and pressing the "ctrl" and "c" keys at the same time or right clicking and selecting "copy."

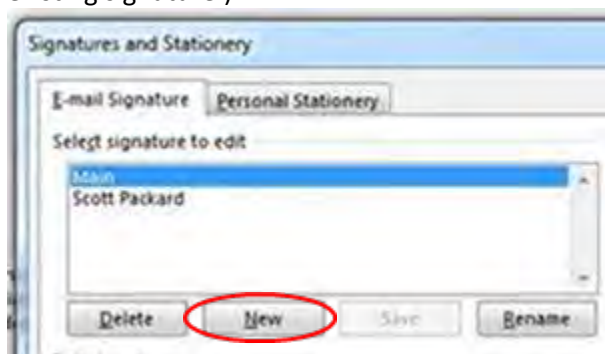
2. Select "new e-mail" from top left of Outlook home screen.



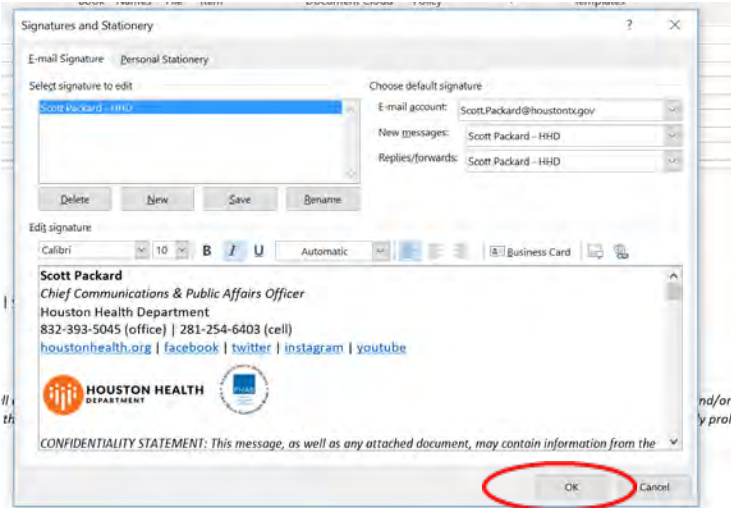
3. Click "signature" and select "signatures" from the bottom of the drop-down.



4. Click "new" and create a name for your new signature. (You alternately may choose to edit your existing signature.)



5. Paste the info copied from step one into the text box by pressing the "ctrl" and "v" keys at the same time or right clicking and selecting "paste." Type your information in over the example. When finished, save by clicking "ok."



**You're done! Congrats on your new e-mail signature!**



# HOUSTON HEALTH DEPARTMENT



HOUSTON HEALTH DEPARTMENT

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[HOUSTONHEALTH.ORG](http://HOUSTONHEALTH.ORG)



HOUSTON HEALTH  
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