



Brand Guidelines



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Introduction



Brand Mission

The La Porte County Health Department is committed to the health and welfare of the citizens of La Porte County. They exist to serve, inspire, and uplift the citizens of the county, as well as educate them on the importance of leading a healthy lifestyle.

Logo Usage



Logo Variations

The La Porte County Health Department utilizes three different logo variations. The primary logo variation is the non-abbreviated version. This should be used most prominently throughout marketing materials to identify the La Porte County Health Department brand.

The secondary variations include abbreviated versions of the logo and can be used in cases where the logo needs to be a smaller size.

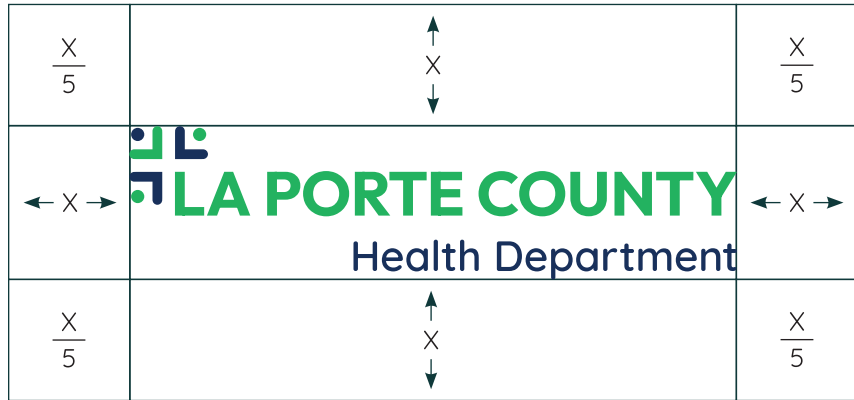
Primary (Non-Abbreviated La Porte County) Variation



Secondary (Abbreviated) Variations

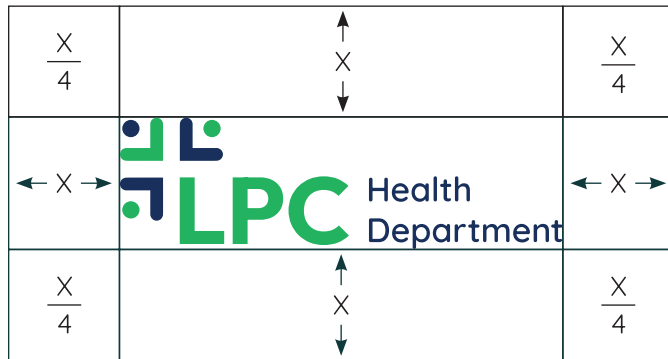


Live Area & Minimum Use



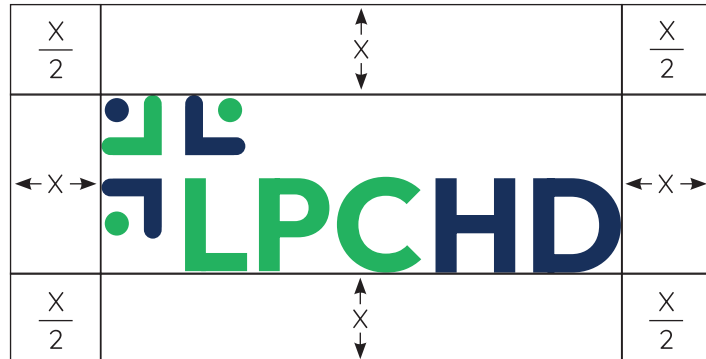
Live area = 1/5 when X is equal to the width of the logo

Minimum Use: 1.5 inches wide



Live area = 1/4 when X is equal to the width of the logo

Minimum Use: 1.25 inches wide



Live area = 1/2 when X is equal to the height of the logo

Minimum Use: 0.75 inches wide

Color Usage

Here are some different examples of how the logo can be used in different color variations.

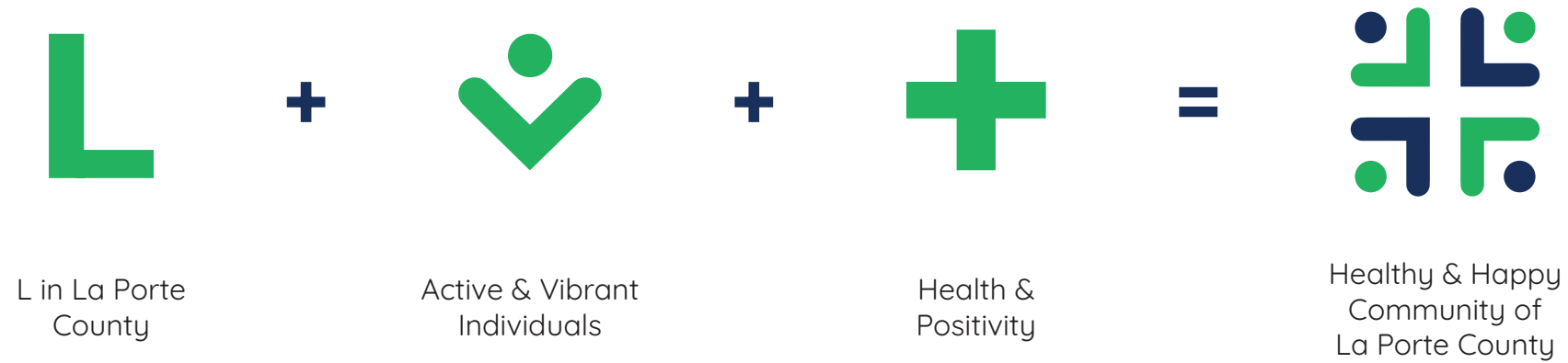
The full color version of the logo can ONLY be used against a white or a very light gray background. If the background is dark or a bold color, it must be the all-white color variation.



Icon

The icon for the La Porte County Health Department was designed with a fourth piece of the community that takes the place of the words La Porte County. This design idea is meant to convey that the health department is a key component to the community of La Porte County.

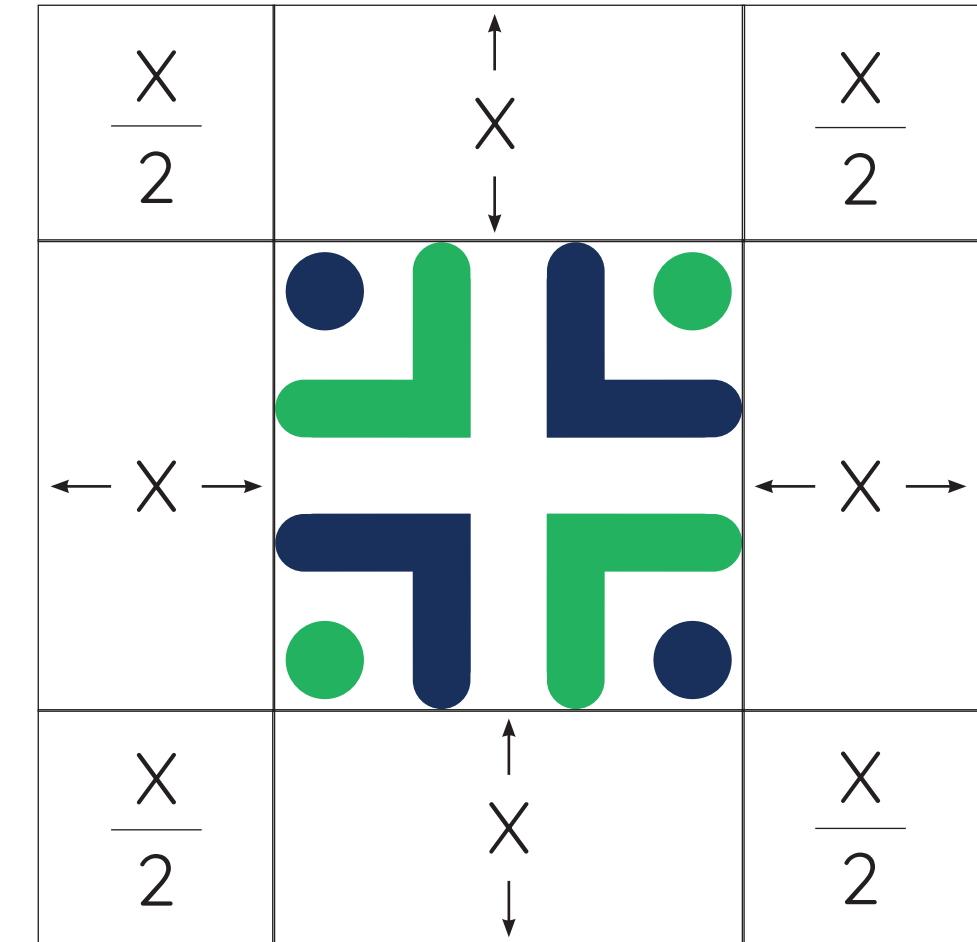
The icon includes elements that combine the concepts of health, positivity, and community.



Live Area & Minimum Use

Live area = 1/2 when X is equal to the width of the logo

Minimum Use: 0.25 inches wide



Logo Misuse

Here are a few general guidelines on how the logo should NOT be used.

In order to remain a consistent brand, the identity of the health department should never be altered in any of the following ways.

NEVER change the color, shape, layout, hierarchy or design elements of any of the logos/icons.



Do NOT change the colors of the logo. It should only be the original colors or all white.



Do NOT stretch or manipulate the logo in any way.



Do NOT change the orientation of the logo in any way.



Do NOT skew or transform the logo in any way.



Do NOT change the scale or position of logo elements.



Do NOT add drop shadows or effects to the logo.

Typography

Brand Typefaces

The La Porte County Health Department utilizes three different typefaces in their branding.

Outfit (bold) should be used for headings in any marketing materials or advertisements.

Quicksand (medium) can be used for any subheadings and the regular font weight should be used for paragraphs of text.



Outfit (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Quicksand (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Quicksand (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Type Examples

Here are some examples of how the brand typefaces should be utilized and what their hierarchy looks like.

Also shown are recommended color variations that can be used throughout marketing materials.

Outfit (Bold) is used for headings 

Quicksand (Medium) is used for subheadings 

Quicksand (Regular) is used for paragraphs 

Heading

This is a subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading

This is a subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading

This is a subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading

This is a subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading

This is a subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Heading

This is a subheading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Color Palette



Primary Colors

These colors are the brand's primary colors and should be used the most throughout branding and marketing materials.

Please Note:

- Hexidecimal (HEX) code is for web use
- CMYK is for print use

HEX: #614C89

CMYK: 100, 88, 36, 28

HEX: #244583

CMYK: 98, 83, 19, 5

HEX: #3EB559

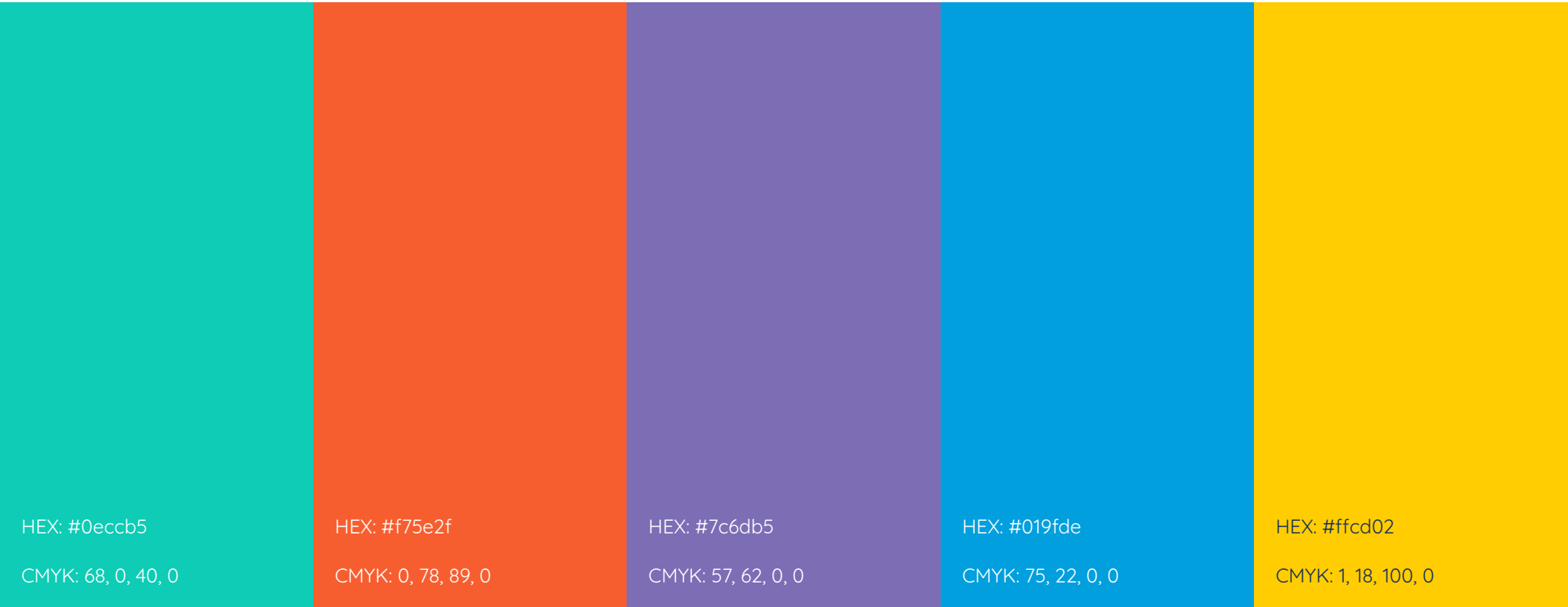
CMYK: 73, 0, 89, 0

HEX: #F2F2F2

CMYK: 4, 2, 2, 0

Secondary Colors

Below is the secondary color palette that can be used sparingly throughout marketing materials. Refrain from using more than one of these colors in a design unless the content is meant to be targeted towards children. Be sure to reference the color pairings and combinations on the following page when deciding which colors to use in a design.



Color Pairings

To the right are displayed the recommended color pairings and combinations that can be used throughout the health department's branding and marketing.

Color pairings and combinations should ALWAYS include the primary navy blue color in any design.

For marketing materials targeted to a more general audience, stick with the primary color pairing (the navy blue and green colors used in the logo).

If something is meant to be targeted towards children, this is where you could begin to utilize several different colors in a design in order to appeal to children.

Use These Color Pairings Throughout Marketing Materials:



Recommended Color Combinations For Marketing Materials Targeted To Children:



Design Examples



Billboard Examples

Displayed to the right are just a couple of example billboard design templates that showcase how to utilize the elements of the brand together.

These design templates can be used for brand awareness and for other marketing campaigns/initiatives that the La Porte County Health Department might do in the future.



Brand Voice



Brand Voice & Tone

The key words to describe the La Porte County Health Department's brand include compassionate, educational, and uplifting.

Marketing materials should be able to address citizens's questions and concerns with an authoritative and educational, but compassionate tone.

The verbiage should inspire and uplift citizens of the community to lead active and healthy lifestyles.

Compassionate

Convey that the La Porte County Health Department understands and cares about the needs and concerns of the citizens of the county.

Educational

Messaging should be educational and easy to understand without being condescending. Inform citizens about the services they can receive.

Uplifting

Inspire and uplift individuals and families throughout the county to lead healthy lifestyles through both verbiage and imagery.

Photography



Recommended Imagery

Displayed to the right is a sample gallery of different types of imagery and photos that should be used throughout the health department's branding and marketing materials.

Photos should include imagery of people who are happy, lead healthy lifestyles, and the mood of the photos should be uplifting.


- Do NOT use photos that include a vaccination needle
- Do NOT use photos that look too much like a stock photo.

Recommended Stock Photo Sites:

- Envato Elements
- Shutterstock



For any questions regarding the logo or branding of the La Porte County Health Department, please contact Sera Group.

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 sera-group.com

