



**Healthy People
Healthy Carolinas**

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BRAND PLATFORM

HEALTHY PEOPLE, HEALTHY CAROLINAS IS:

An initiative of The Duke Endowment. It takes a bold community-based approach to addressing chronic health issues, such as unhealthy weight, diabetes and heart disease. Grantees are coalitions of local leaders from a wide spectrum of community organizations that are developing ways to engage residents in improving their health.

WE BELIEVE THAT:

Millions of Carolinians can improve their health, and to do so we must expand our thinking.

TO BE SUCCESSFUL:

- We are focusing on communities that have great need and potential.
- Everyone must get involved because the challenges cannot be solved by individuals and organizations alone.
- We must monitor and track progress on a number of explicitly stated health indicators — from body mass index to behaviors that improve health.
- Participating communities will share and learn from each other as they develop best practices.

TO HELP COALITIONS COMMUNICATE ABOUT THEIR PROGRAMS:

The Duke Endowment has created a Healthy People, Healthy Carolinas logo and brand guidelines to serve as a common visual thread that connects all community efforts. Because coalitions are as diverse as the communities they aim to serve, numerous branding options are available.

Prior to use, all materials that incorporate the Healthy People, Healthy Carolinas logo must be approved by the Technical Assistance Centers and The Duke Endowment.

LOGO ELEMENTS

THE ICON

The icon (or blossom) is the main visual element of Healthy People, Healthy Carolinas identity. As a geometric shape, the blossom features a center point where all individual pieces meet, suggesting community, partnership and connectedness. As an organic blossom, it is also intended to create a sense of growth, health and vibrancy. The bright color palette is intended to convey vibrancy and diversity.

THE NAME

In the broadest sense, the name of the initiative is Healthy People, Healthy Carolinas. In terms of the identity, the name also includes the treatment of those words, which is to say the Gotham font, initial caps, absence of the comma between “People” and “Healthy” and size/placement relative to each other and to the icon.

THE LOGO

The logo includes both the icon and the name. Horizontal and vertical versions of the logo exist, but in both, the icon and title are present. The absence of either implies that it is not a Healthy People, Healthy Carolinas logo.

VERTICAL LOGO



**Healthy People
Healthy Carolinas**

HORIZONTAL LOGO



Healthy People, Healthy Carolinas

STATEMENT OF AFFILIATION

Unlike the logo, in which both the name and icon must appear together, the statement of affiliation is made up of components that can be used separate from one another.

FULL DESIGN

A fully designed statement of affiliation includes, the icon, the title, “With support from” and “An Initiative of The Duke Endowment,” all displaying the font, treatment, size and location relative to each other as shown here.

PARTIAL DESIGN

A partially designed statement of affiliation is the same as a fully-designed version, but with the icon and/or “With support from” removed.

TEXT-ONLY

A text-only statement of affiliation allows for acknowledgment of participation in the Healthy People, Healthy Carolinas initiative without using the icon, or stylized type treatment.

FULL DESIGN



With support from

Healthy People, Healthy Carolinas

An Initiative of The Duke Endowment

PARTIAL DESIGN



Healthy People, Healthy Carolinas

An Initiative of The Duke Endowment



Healthy People, Healthy Carolinas

An Initiative of The Duke Endowment

TEXT-ONLY

*With support from Healthy People,
Healthy Carolinas, an initiative
of The Duke Endowment.*

APPLYING HEALTHY PEOPLE, HEALTHY CAROLINAS TO MATERIALS

USING HEALTHY PEOPLE, HEALTHY CAROLINAS AS PRIMARY BRAND

Common scenarios for using Healthy People, Healthy Carolinas as primary brand:

- A coalition is new and has no existing name or brand
- A coalition has limited access to graphic design resources
- A coalition has an existing brand, but prefers Healthy People, Healthy Carolinas to maintain a distinct look from other work

In addition to the identity, Healthy People, Healthy Carolinas has developed branded templates to allow for “turn-key” communications to partners and external audiences. Coalitions may use HPHC as its primary brand when communicating local messages, information, activities/events, etc., including logo, statement of affiliation, color palette, font families, image/illustration assets and layouts.

*When using HPHC as the primary brand, a coalition **must**:*

- Retain all HPHC logo and/or statement of affiliation where and as provided
- Include the icon and “An Initiative of...” statement whenever other funder logos are present
- Preserve integrity and consistency of font hierarchy
- Include a comma in the HPHC name between “People” and “Healthy” in all body copy

*When using HPHC as the primary brand, a coalition **may**:*

- Apply its own words to the templates
- Change or mix and match colors within the HPHC palette
- Adjust layouts to better meet content
- Remove/replace images to create a custom feel that is more “true” to its community
- Include (or not) its own logo
- Refer to Healthy People, Healthy Carolinas as “HPHC” after the first usage

*When using HPHC as the primary brand, a coalition **must not**:*

- Remove the HPHC logo and/or statement of affiliation from the materials
- Use The Duke Endowment logo in place of the HPHC logo
- Select alternative font families
- Shorten or modify The Duke Endowment name in any way
- Include the logo of another funder(s) unless it is auxiliary support for the HPHC work. In such a case, the other funder(s) logo must appear secondary to the HPHC logo.

If a coalition plans to leverage the Healthy People, Healthy Carolinas identity, but prefers that it reflect the local region being served, The Duke Endowment will provide a customized logo that includes a geographic descriptor. See page 19 for usage guidelines.

USING HEALTHY PEOPLE, HEALTHY CAROLINAS AS PRIMARY BRAND: BROCHURE TEMPLATE



USING HEALTHY PEOPLE, HEALTHY CAROLINAS AS PRIMARY BRAND: POSTER/FLYER EXAMPLE



INTEGRATING HEALTHY PEOPLE, HEALTHY CAROLINAS BRAND INTO AN EXISTING BRAND

Common scenarios for integrating Healthy People, Healthy Carolinas brand into an existing brand:

- A coalition has a well established existing name and brand
- A coalition has ready access to graphic design resources
- A coalition believes a different brand better reflects the Healthy People, Healthy Carolinas work being done in their community

For many coalitions, implementing the Healthy People, Healthy Carolinas as primary is undesirable. A coalition is welcome to use its own brand as primary when communicating local messages, information, activities/events, etc.

*When integrating the HPHC brand into an existing one (to any degree), a coalition **must**:*

- Include reference to HPHC statement of affiliation
- Include a comma in the HPHC name between “People” and “Healthy” in all body copy

*When integrating the HPHC brand into an existing one, a coalition **may**:*

- Use colors outside the HPHC palette, and may not apply them to the HPHC logo
- Use The Duke Endowment supplied images to advance the effectiveness of the communication
- Refer to Healthy People, Healthy Carolinas as “HPHC” after the first usage

*When integrating the HPHC brand into an existing one, a coalition **must not**:*

- Develop materials without an HPHC logo and/or statement of affiliation with HPHC
- Use The Duke Endowment logo in place of the HPHC logo
- Shorten or modify The Duke Endowment name in any way
- Display the statement of affiliation in copy only when other funder logos are displayed
- Display the HPHC logo secondary where other funder logos are displayed

INTEGRATING HEALTHY PEOPLE, HEALTHY CAROLINAS BRAND INTO AN EXISTING BRAND: TRI-FOLD BROCHURE EXAMPLE

Migas tousled franzen, iPhone flexitarian typewriter vegan. Waistcoat try-hard glossier williamsburg. Tilde jean shorts plaid chambray tumeric copper mug. Moused franzen, iPhone flexitarian typewriter vegan. Waistcoat try-hard glossier williamsburg. Tilde jean shorts plaid chambray tumeric copper mug.



CHATHAM
HEALTH ALLIANCE
BUILDING COMMUNITY THROUGH COLLABORATION



**LEAD THE
WAY TO
HEALTHY
LIVING.**

Migas tousled franzen, iPhone flexitarian typewriter vegan. Waistcoat try-hard glossier williamsburg. Tilde jean shorts plaid chambray tumeric copper mug.

With support from
Healthy People, Healthy Carolinas
An Initiative of The Duke Endowment



INTEGRATING HEALTHY PEOPLE, HEALTHY CAROLINAS BRAND INTO AN EXISTING BRAND: POSTER/FLYER EXAMPLE

HEALTHY HABITS TAKE PRACTICE

Migas tousled franzen,
iPhone flexitarian typewriter
vegan. Waistcoat try-hard
glossier williamsburg. Tilde
jean shorts plaid chambray
tumeric copper mug.



CHATHAM
HEALTH ALLIANCE



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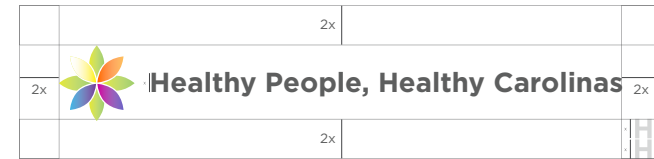
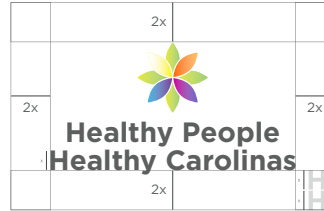
LOGO USAGE

LOGO USAGE CLEAR SPACE

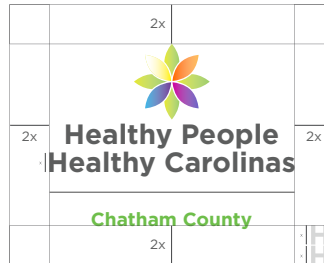
The proper use of white space ensures maximum visibility and readability across Healthy People, Healthy Carolinas communications. The minimum white space around the logo must be at least two times the height of the letter “H” in the logo on all sides. All other text and visual elements must be placed outside of this area.

Prior to use, all materials that incorporate the Healthy People, Healthy Carolinas logo must be approved by the Technology Assistance Center and The Duke Endowment.

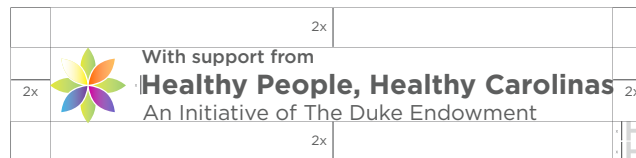
CORE BRAND



CORE BRAND WITH GEOGRAPHIC DESCRIPTOR



STATEMENT OF AFFILIATION



LOGO USAGE

MINIMUM SIZE

The minimum size that the core brand logo may be printed is 1.25 inches wide.

The minimum size that the core brand logo may be displayed on the web is 100 pixels wide.

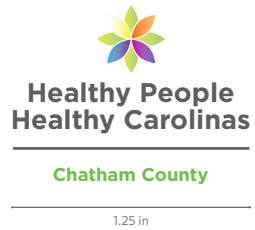
The minimum size that the statement of affiliation may be printed is 2.75 inches wide.

The minimum size that the statement of affiliation may be displayed on the web is 200 pixels wide.

CORE BRAND



CORE BRAND WITH GEOGRAPHIC DESCRIPTOR



STATEMENT OF AFFILIATION



LOGO USAGE INCORRECT USE

DO NOT duplicate the renderings to the right.

DO use the artwork supplied to help create a consistent brand.

Any distortion to the identity, however slight, will give the logo a different appearance, thereby hampering its legal protectability and underlying function within the Brand Identity Guidelines.

STRETCHED



**Healthy People
Healthy Carolinas**

NON-APPROVED COLORS



**Healthy People
Healthy Carolinas**

VIOLATING CLEAR SPACE



**Healthy People
Healthy Carolinas**
Communities

WRONG TYPEFACE



Healthy People
Healthy Carolinas

SMALL



COLOR LOGO ON COLOR BACKGROUND



LOGO USAGE

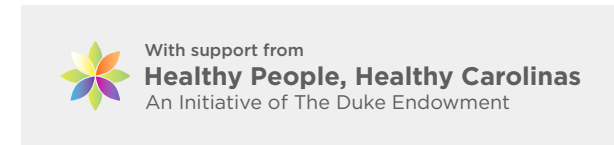
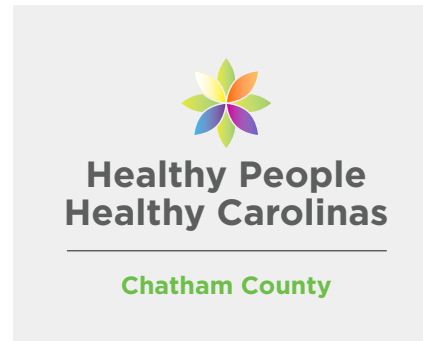
CORRECT USE

Our identity can be used in full color, all black or all white.

To achieve optimum readability in a grayscale or black and white application, use the black logo.

Use the logo application that creates the highest contrast with the background color. In other words, if the photo or color block is light in color, use the black identity. If the photo or color block is dark in color, use the white identity.

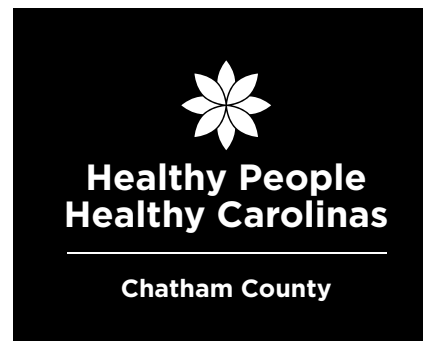
COLOR



BLACK



WHITE



LOGO USAGE ART FILES AND APPLICATION

Please use this matrix to help identify which logo formats matches best with your application. Logo art files are available for download here:

dukeendowment.org/hphc-resources

Application	.ai	.jpg	.png
Banners/signs	x		
Embroidery	x		
Excel documents		x	x
Online & emails		x	x
PowerPoint		x	x
Promotional items	x		
Publisher documents		x	x
Silkscreening	x		
Vehicle graphics	x		
Video/Quicktime Movie	x	x	x
Word documents		x	x
Software	.ai	.jpg	.png
Adobe Illustrator	x	x	x
Adobe InDesign	x	x	x
Adobe Photoshop	x	x	x
Dreamweaver		x	x
Microsoft Excel		x	x
Microsoft PowerPoint		x	x
Microsoft Word		x	x



**Healthy People
Healthy Carolinas**



**Healthy People
Healthy Carolinas**

Chatham County



Healthy People, Healthy Carolinas



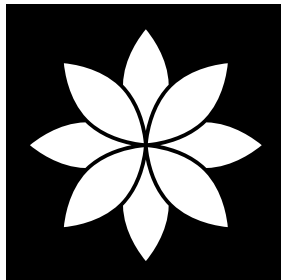
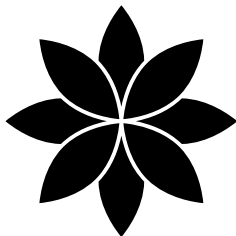
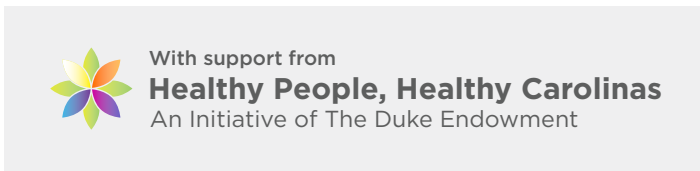
Healthy People, Healthy Carolinas
Chatham County



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LOGO USAGE

ART FILES NAMING CONVENTION



CENTERED LOGO

	.ai	.jpg	.png
COLOR	HPHC-C-LOGO-CMYK.ai	HPHC-C-LOGO-RGB.jpg	HPHC-C-LOGO-RGB.png
BLACK	HPHC-C-LOGO-black.ai	HPHC-C-LOGO-black.jpg	HPHC-C-LOGO-black.png
WHITE	HPHC-C-LOGO-white.ai	HPHC-C-LOGO-white.jpg	HPHC-C-LOGO-white.png

HORIZONTAL LOGO

	.ai	.jpg	.png
COLOR	HPHC-H-LOGO-CMYK.ai	HPHC-H-LOGO-RGB.jpg	HPHC-H-LOGO-RGB.png
BLACK	HPHC-H-LOGO-black.ai	HPHC-H-LOGO-black.jpg	HPHC-H-LOGO-black.png
WHITE	HPHC-H-LOGO-white.ai	HPHC-H-LOGO-white.jpg	HPHC-H-LOGO-white.png

AFFILIATION STATEMENT

	.ai	.jpg	.png
COLOR	HPHC-AFFILIATION-CMYK.ai	HPHC-AFFILIATION-RGB.jpg	HPHC-AFFILIATION-RGB.png
BLACK	HPHC-AFFILIATION-black.ai	HPHC-AFFILIATION-black.jpg	HPHC-AFFILIATION-black.png
WHITE	HPHC-AFFILIATION-white.ai	HPHC-AFFILIATION-white.jpg	HPHC-AFFILIATION-white.png

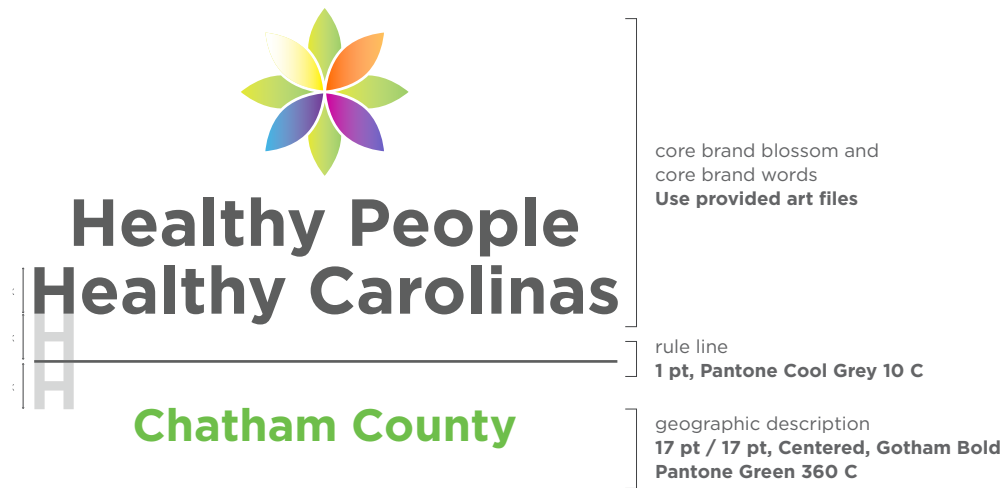
BLOSSOM

	.ai	.jpg	.png
COLOR	blossom-CMYK.ai	blossom-RGB.jpg	blossom-RGB.png
BLACK	blossom-black.ai	blossom-black.jpg	blossom-black.png
WHITE	blossom-white.ai	blossom-white.jpg	blossom-white.png

LOGO USAGE

ADDING LOCATION

Use the provided art files along with these guides and specifications to create your coalitions logo. If you need assistance in creating logo art files, please contact cperkins@tde.org.



PRINT TYPEFACES

Gotham, Times and Arial fonts are approved for usage on our communication materials.

Typography is an important part of reflecting our brand personality in professionally designed applications and creates a consistent look and feel between materials.

The Gotham font family is the primary headline font for printed materials, and is used in our logo. Gotham is a geometric sans-serif digital typeface created by American type designer Tobias Frere-Jones in 2000. Gotham is a quintessential “American” typeface; the letterforms are inspired by architectural signage that achieved popularity in midtwentieth century New York City.

Gotham is available for purchase from the Hoefler & Co. font foundry.

Times and Arial are preloaded fonts available on both MAC and Windows operating systems.

GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TIMES

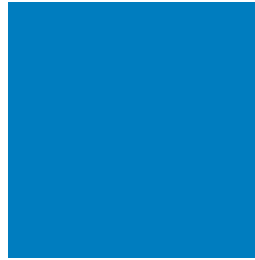
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL

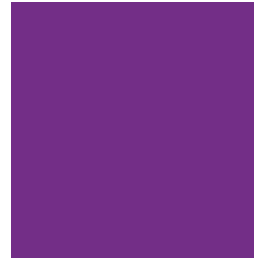
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOR

Color is an essential part of the Healthy People, Healthy Carolinas brand identity. Our brand's primary color palette is composed of the six colors. Use these color value conversions to ensure consistency across print and digital platforms.



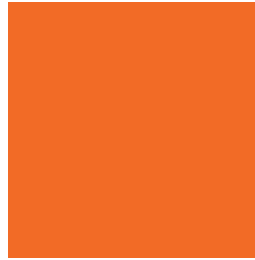
PANTONE 7461 C
RGB: 0.130.192
CMYK: 95.41.3.0
HEX: #007CBA



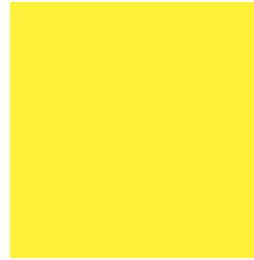
PANTONE 526 C
RGB: 116.47.138
CMYK: 67.8.6.1
HEX: #5E1E6E



PANTONE 360 C
RGB: 92.193.81
CMYK: 61.0.96.0
HEX: #6CC049



PANTONE 158 C
RGB: 240.104.38
CMYK: 0.73.97.0
HEX: #EE6825



PANTONE 123 C
RGB: 245.195.0
CMYK: 4.22.100.0
HEX: #F4C300



COOL GREY 10 C
RGB: 100.100.100
CMYK: 60.50.50.20
HEX: #636466

EMAIL SIGNATURE

TEXT: Arial Regular

NAME/ORGANIZATION: Arial Bold

SIZE: 10 pt

COLOR: Black

