AZ HEALTH ZONE BRAND STANDARDS
LOGOS MUST NOT BE ALTERED OR AMENDED IN ANY WAY.

PRIMARY LOGOS

The full-color logo is the preferred variant for all uses. It is available in 4-color process and 2 PMS spot colors. Secondary options are available for use only when the reproduction methods prevent the use for full color.

SECONDARY LOGOS

1-color variants are available for reproduction that are limited to one solid color, such as embroidery and promotional materials.
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SECONDARY LOGOS (CONTINUED)
Horizontal logos, with and without taglines have been added to family of approved logos. These logos follow the same principal as the standard logos as it relates to color, size and font size.

(ALT) TAGLINE AND COUNTY LOGO FULL COLOR, AND 1-COLOR.

(ALT) COUNTY LOGO (NO TAGLINE) FULL COLOR, AND 1-COLOR.
LEVERAGE PARTNERSHIP’S OFFICIAL NAME AND DON’T USE PARTNER’S LOGO.
WHITE LOGO VERSIONS ARE AVAILABLE UPON REQUEST.

TYPOGRAPHY

Primary Type
Avenir Black
Avenir Medium
Avenir Book

Secondary Type
Arial Bold
Arial Regular
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PRIMARY COLORS

<table>
<thead>
<tr>
<th>PANTONE: 299</th>
<th>CMYK: 80.18-0.0</th>
<th>RGB: 0.161-273</th>
<th>HEX: 00A1DF</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE: 426</td>
<td>CMYK: 73.66-62.67</td>
<td>RGB: 38.39-41</td>
<td>HEX: 262729</td>
</tr>
</tbody>
</table>

These colors are reserved for black and white variants.

SECONDARY COLORS

| PANTONE: 668 | CMYK: 73.75-24.7 | RGB: 98.76-121 | HEX: 5E581 |
| PANTONE: 107 | CMYK: 2.6-99.0 | RGB: 255.227 | HEX: E4E5E4 |
| PANTONE: 663 | CMYK: 9.6-7.0 | RGB: 235.227 | HEX: E5E5E5 |
| PANTONE: 1645 | CMYK: 0.8-93.0 | RGB: 241.91 | HEX: F1582A |

SIZING REQUIREMENTS AND SPECIAL USE FORMAT

The tagline should be used whenever space allows, but there will be instances when the font will be too small to read.

Most publications will not guarantee font legibility below 6 points, if the format requires the logo be scaled below 6 points, it is recommended that the tagline be removed. Minimum size 21W x 27.5H pixels.
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GUIDELINES - THE DO’S AND DON’TS

All uses of the AZ Health Zone logo should maintain a consistent spacing equal to the dimensions of the “A” in “AZ” around the mark to separate the mark from surrounding elements. If the logo placement lacks sufficient space to achieve this separation, remove the tagline and use the AZ Health Zone mark.

- Don’t crowd the tagline
- Don’t alter logo colors
- Don’t angle logo
- Don’t place color logo on dark backgrounds
- Don’t alter icon colors
- Don’t place logo on photos without sufficient contrast
Effective October 1, 2017, a brand identity including name, logo, and tagline will be used for SNAP-Ed programs throughout Arizona. The new name, AZ Health Zone reflects the comprehensive services and programs included in SNAP-Ed including, direct education, comprehensive and multi-level interventions, community and public health approaches. Social marketing methods will be used to identify common messages used in all efforts.

AZ Health Zone - Healthy Starts Here is an aspirational new brand identity, broad enough to be appealing to target audiences and also be motivating and inspirational.

All materials developed prior to October 1, 2017 can still be used until stock runs out. All new materials will be branded with AZ Health Zone - Healthy Starts Here. All materials paid for with SNAP-Ed funds will include the AZ Health Zone logo or the LIA-specific AZ Health Zone logo provided by the SIT.

Materials developed for collaborative efforts, will require joint funding for the materials when carrying additional organizational logos.

All LIA-developed materials require review and approval by the SIT before printing.

**AZ HEALTH ZONE BRAND STANDARDS**

**LOGOS MUST NOT BE ALTERED OR AMENDED IN ANY WAY.**

**REQUIRED DISCLAIMER**

Documents developed, adapted, or reprinted by State and Implementing Agencies receiving financial assistance from FNS must have the following shortened nondiscrimination statement:

**English:**
This material was funded by USDA's Supplemental Nutrition Assistance Program - SNAP through the AZ Health Zone. This institution is an equal opportunity provider.

**Spanish:**
Este material fue financiado por el Programa de Ayuda de Nutrición Suplementaria de USDA-SNAP a través de la Zona de Salud AZ. Esta institución ofrece igualdad de oportunidades.

**POLICY**

**Effective October 1, 2017,** a brand identity including name, logo, and tagline will be used for SNAP-Ed programs throughout Arizona. The new name, AZ Health Zone reflects the comprehensive services and programs included in SNAP-Ed including, direct education, comprehensive and multi-level interventions, community and public health approaches. Social marketing methods will be used to identify common messages used in all efforts.

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