



H E A L T H Y S T A R T S H E R E

Brand Standards

September 2018

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.



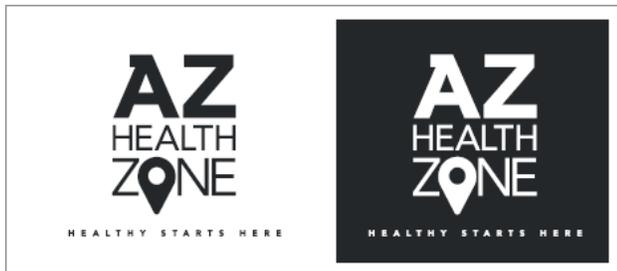
HEALTHY STARTS HERE



LO SALUDABLE COMIENZA AQUÍ

SECONDARY LOGOS

1-color variants are available for reproduction that are limited to one solid color, such as embroidery and promotional materials.



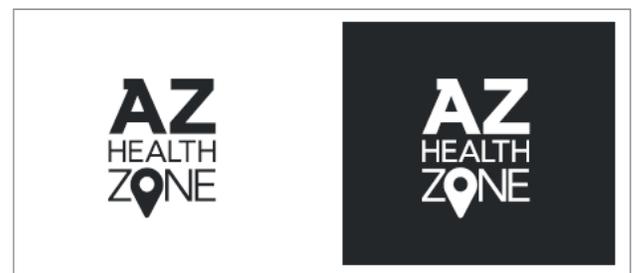
(ENGLISH) LOGO ON LIGHT AND DARK BACKGROUND



(SPANISH) LOGO ON LIGHT AND DARK BACKGROUND



FULL COLOR (ENGLISH AND SPANISH) NO TAGLINE



(ENGLISH) LOGO ON LIGHT AND DARK BACKGROUND NO TAGLINE

AZ HEALTH ZONE BRAND STANDARDS

LOGOS MUST NOT BE ALTERED OR AMENDED IN ANY WAY.

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 PARTNERS LOGO.
WHITE LOGO VERSIONS ARE AVAILABLE UPON REQUEST.

TYPOGRAPHY

Primary Type

Avenir Black
Avenir Medium
Avenir Book

Secondary Type

Arial Bold
Arial Regular

AZ HEALTH ZONE BRAND STANDARDS

LOGOS MUST NOT BE ALTERED OR AMENDED IN ANY WAY.

PRIMARY COLORS



PANTONE: 299
CMYK: 80-18-0-0
RGB: 0-161-223
HEX: 00A1DF

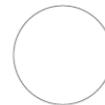


PANTONE: 426
CMYK: 73-66-62-67
RGB: 38-39-41
HEX: 262729

THESE COLORS ARE RESERVED FOR BLACK AND WHITE VARIANTS



PANTONE: BLACK 6C
CMYK: 0-0-0-100
RGB: 35-31-32
HEX: 231F20



PANTONE: WHT
CMYK: 0-0-0-0
RGB: 255-255-255
HEX: FFFFFFFF

SECONDARY COLORS



PANTONE: 668
CMYK: 73-75-24-7
RGB: 98-76-121
HEX: 5E5181



PANTONE: 107
CMYK: 2-6-99-0
RGB: 255-227-0
HEX: FFE300



PANTONE: 663
CMYK: 9-6-7-0
RGB: 228-229-228
HEX: E4E5E4



PANTONE: 1645
CMYK: 0-80-93-0
RGB: 241-91-42
HEX: F15B2A



PANTONE: 710
CMYK: 0-80-56-0
RGB: 241-89-96
HEX: F15960



PANTONE: 367
CMYK: 48-6-99-0
RGB: 147-190-62
HEX: 93BE3E



PANTONE: 602
CMYK: 10-3-70-0
RGB: 235-227-112
HEX: EBE370

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.

AZ HEALTH ZONE BRAND STANDARDS

LOGOS MUST NOT BE ALTERED OR AMENDED IN ANY WAY.

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.



CENTER ON TEXT IN IMAGE CONTAINER.



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

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.

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.--