

SPRING | **2019**

Brand Standards & Guidelines

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Agreement for logo usage

Logo art & colors

In order to maintain the quality of the brand, the Department of Health has specific rules for using the graphic materials included in this usage guide.

The Louisiana Department of Health (LDH) owns all right, title, and interest in and to any other logo and/or related marks (such as the Well-Ahead logos) - currently in use or developed in the future - that are associated with the agency. In consideration for non-exclusive, royalty-free use of any and all LDH logos, upon the first and any subsequent or continuing use, Logo User explicitly agrees to the following terms:

- A. Logo User shall only use the logo provided to it by LDH in the exact forms, colors, and styles provided. Logo use shall follow the standards outlined by the included style guide.
- B. All materials that utilize any LDH or related logos must be sent to LDH for approval prior to distribution or posting.
- C. Nothing contained in this agreement shall be construed as creating any legal relationship between the parties. Neither party shall have authority to contract for or bind the other in any manner.

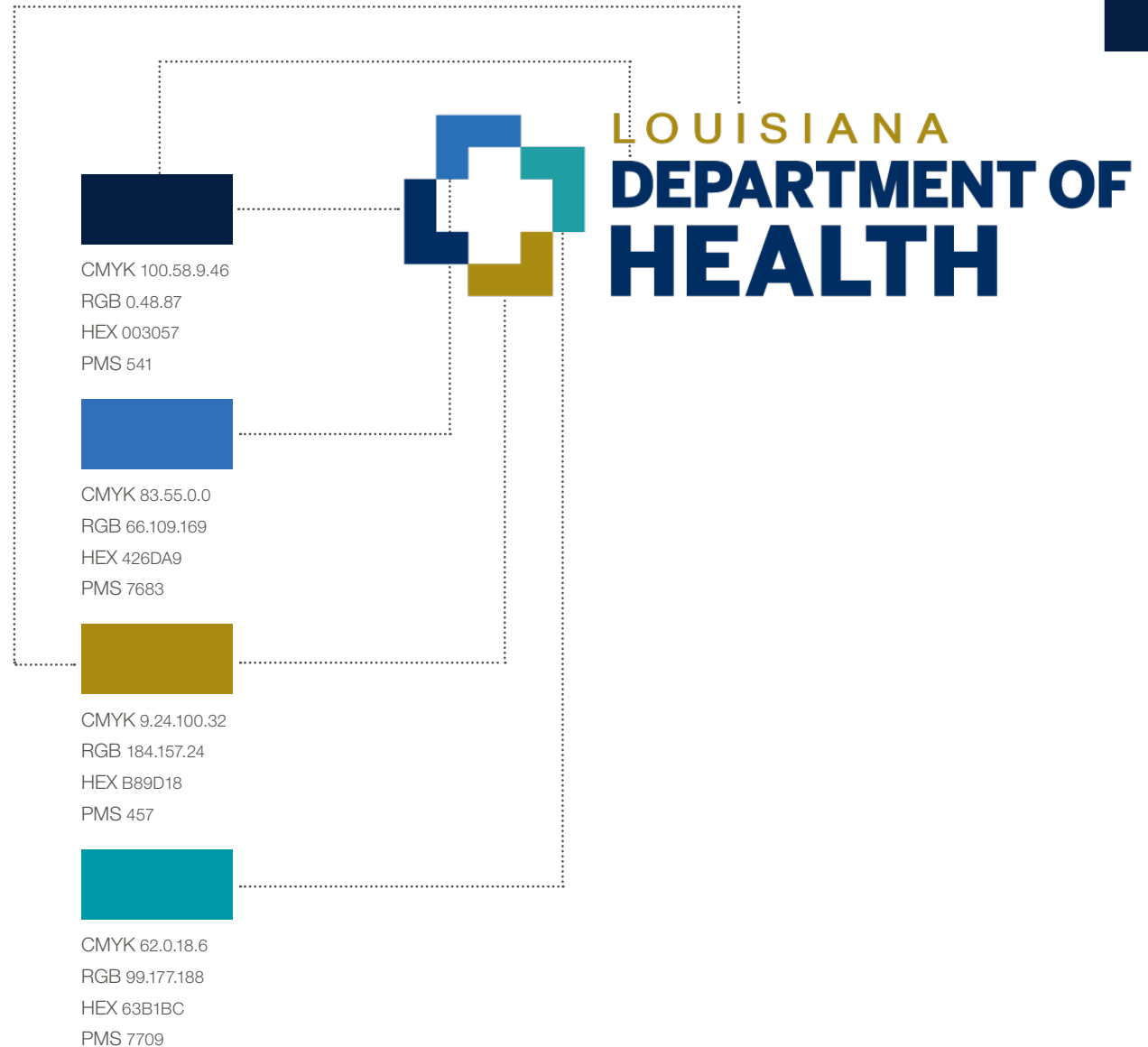
Elements of the brand

Logo art & colors

When considering the color output for the logo, please use the appropriate logo art for that particular output.

Print applications: When producing materials that require printing (office documents, reports, brochures, signage, etc.) use CMYK or PMS logo art.

Digital applications: When producing materials to be viewed only on screen (PowerPoint presentations, Web graphics, etc.) use RGB (HEX) logo art.



Elements of the brand

Logo art

The Louisiana Department of Health logo consists of a word-mark and custom icon. The icon/logo mark consists of multi-colored "L" letter forms interlocking and creating a medical cross within the negative area in the center.

Logo art file variations

The Louisiana Department of Health logo must only be used in the approved colors indicated on page 8. The full color logo must always appear on a mostly white or light background to keep a consistently clean and vibrant look and allow the negative cross shape within the icon to be clearly visible.

For internal communications or reproduction on media where only black and white is used, please use the black & white or grayscale versions of the logo.

When it is necessary to reproduce a one color logo over a dark color or image, use the knock-out to white version.

Full Color (available art in these color formats CMYK, RGB, PMS)



Grayscale



Black



Knock-out to White



Elements of the brand

Logo art usage guidelines

The following usage guidelines apply to all communications, both on-line and print applications.

Area of isolation/margins

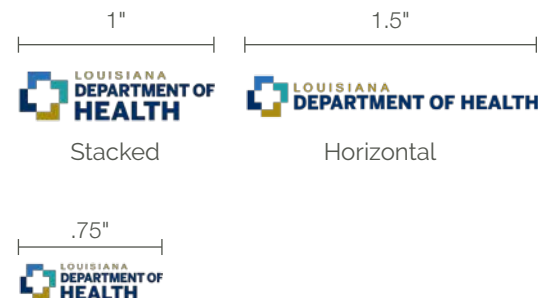
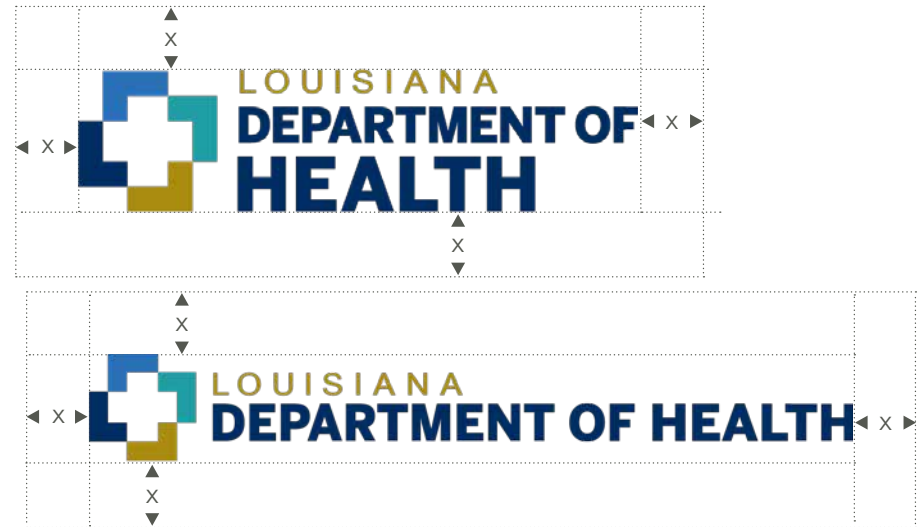
The Louisiana Department of Health logo should always be afforded a predetermined area of breathing space, referred to as an area of isolation. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. The area of isolation can be calculated as a margin of clear space equivalent to the x height of the cap "H" as indicated here in the stacked logo, and equivalent to the x height of both "L and D" as indicated here in the horizontal logo.

Always try to work with a broad white space around the logo and other elements.

Minimum size

On all materials, the logo must always be reproduced so the width of the stacked logo measures a minimum of 1" wide and 1.5 wide for the horizontal logo to ensure all elements of the identity are legible.

EXCEPTION: When it is necessary to reproduce on marketing specialty items, where smaller sized logos are necessary, such as pens, USB drives, or similar products, you may size it to fit, allowing for no smaller than .75" width of the stacked logo only. **NOTE: This logo art can only be used for extra small specialty applications and should never be used for any large logo applications.**



Elements of the brand

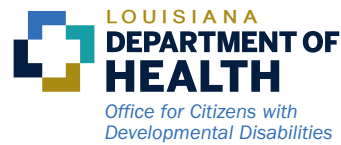
Dos and Don'ts for department name use

Below are the Dos and the Don'ts for usage of the brand. The examples show how the brand can be used properly and how it is not to be used. (These are all examples that have been attempted in the past!)

Note that there are two acceptable uses; stacked and horizontal.

If you have questions, or need help, please contact the Bureau of Media and Communications at 225-342-0152.

Dos



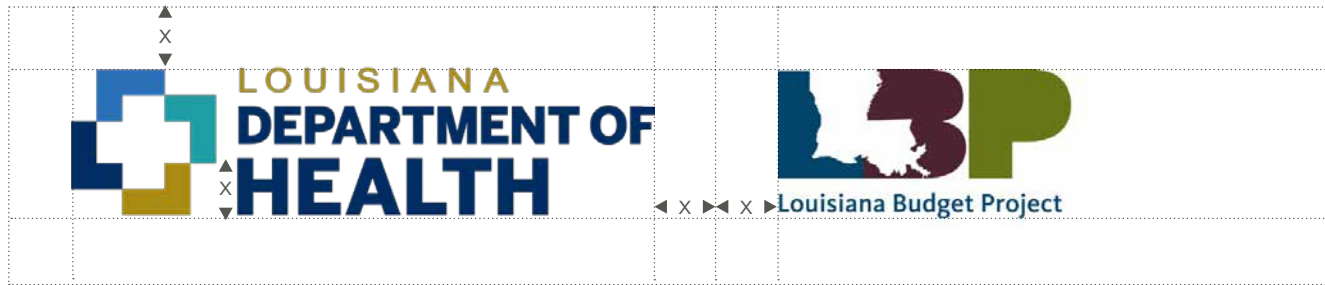
Don'ts



Elements of the brand

Co-branding with other partner's brands

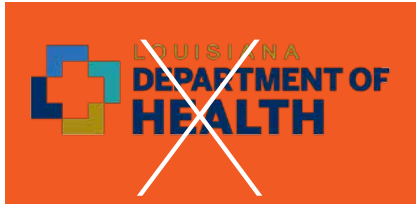
The Louisiana Department of Health logo can be co-branded with other partner logos as shown below. The distance between the two logos should be double the area of isolation and the space around the lock-up should be determined by the same calculations outlined on page 5. The Louisiana Department of Health logo should always appear to the left, or first, with any co-branded logo. The partner logo should be sized appropriately to not overshadow the Louisiana Department of Health logo.



Elements of the brand

Improper use of logo art

When placing the logo, please make sure you don't make the following mistakes:



NEVER place the logo on any color backgrounds. The logo should always be placed on a mostly white or light color background to maximum contrast and readability for the negative area cross in the icon/logo mark.



NEVER place the logo on highly textured or photo image background. The logo should always be placed on a mostly white or light color background to maximum contrast and readability for the negative area cross in the icon/logo mark.



NEVER change the colors of the logo.



NEVER change or move the logo elements, their position or their relative proportions.



NEVER position the logo at an angle or on its side.



NEVER add any effects to the logo. This includes drop shadows, glows, etc.

Color

Color palette

One of the most powerful ways to help build consistency in the Louisiana Department of Health brand is through color. The primary palette is recommended for use on all materials. The secondary palette provides flexibility and should be used as accents to complement the primary palette. Tints of all the colors can also be used when lighter versions of the colors are needed.

Print applications: When producing materials that require printing (office documents, reports, brochures, signage, etc.) apply CMYK or PMS.

Digital applications: When producing materials to be viewed only on screen (PowerPoint presentations, Web graphics, etc.) apply RGB or HEX values.

Primary palette



CMYK 100.87.42.52
RGB 4.30.65
HEX TO COME
PMS 282



CMYK 83.55.0.0
RGB 66.109.169
HEX 426DA9
PMS 7683



CMYK 9.24.100.32
RGB 184.157.24
HEX B89D18
PMS 457



CMYK 100.11.38.0
RGB 0.153.168
HEX TO COME
PMS 320



Secondary palette



CMYK 19.12.13.34
RGB 158.162.162
HEX 9EA2A2
PMS 422



CMYK 6.8.35.12
RGB 207.196.147
HEX CFC493
PMS 4535



CMYK 35.3.8.7
RGB 163.199.210
HEX A3C7D2
PMS 551



CMYK 49.44.0.0
RGB 149.149.210
HEX 9595D2
PMS 271

Color

Weight of color

The main colors of the brand define its identity, so they should be used together with the secondary colors in the proportion illustrated in this diagram.

Another way to look at it is by thinking all materials will concentrate their use of color with the top two shown here, the main logo colors of navy and aqua. All other colors should be used sparingly for accent and support color and not be used in large areas of coverage. It is all about using the right proportions and combinations of the brand color palette to maintain an overall visual brand consistency.



Elements of the brand

Type styles/fonts

To maintain the quality of the brand, the Department of Health requires that all publications or materials use the following typestyles and fonts.

Headers: **ITC Franklin Gothic Demi**
ITC Franklin Gothic Demi Condensed

Headers should be between 18 pt and 24 pt depending on the publication. **Arial** is acceptable if ITC Franklin Gothic Demi or ITC Franklin Gothic Demi Condensed are unavailable.

If a subheader is needed, use **ITC Franklin Gothic Medium** or **ITC Franklin Gothic Medium Condensed**.

Body copy: Cambria

Body copy should be between 11 pt and 15 pt depending on the publication. Body copy should not be bolded or italicized.