



Community Health Toolkit App Branding: An Overview

Summary

The Community Health Toolkit is a collection of open source technologies and open access design, technical, and implementer resources. Digital health apps built with the Core Framework of the Community Health Toolkit can have a number of underlying technical components, and can be packaged with a custom name or brand.

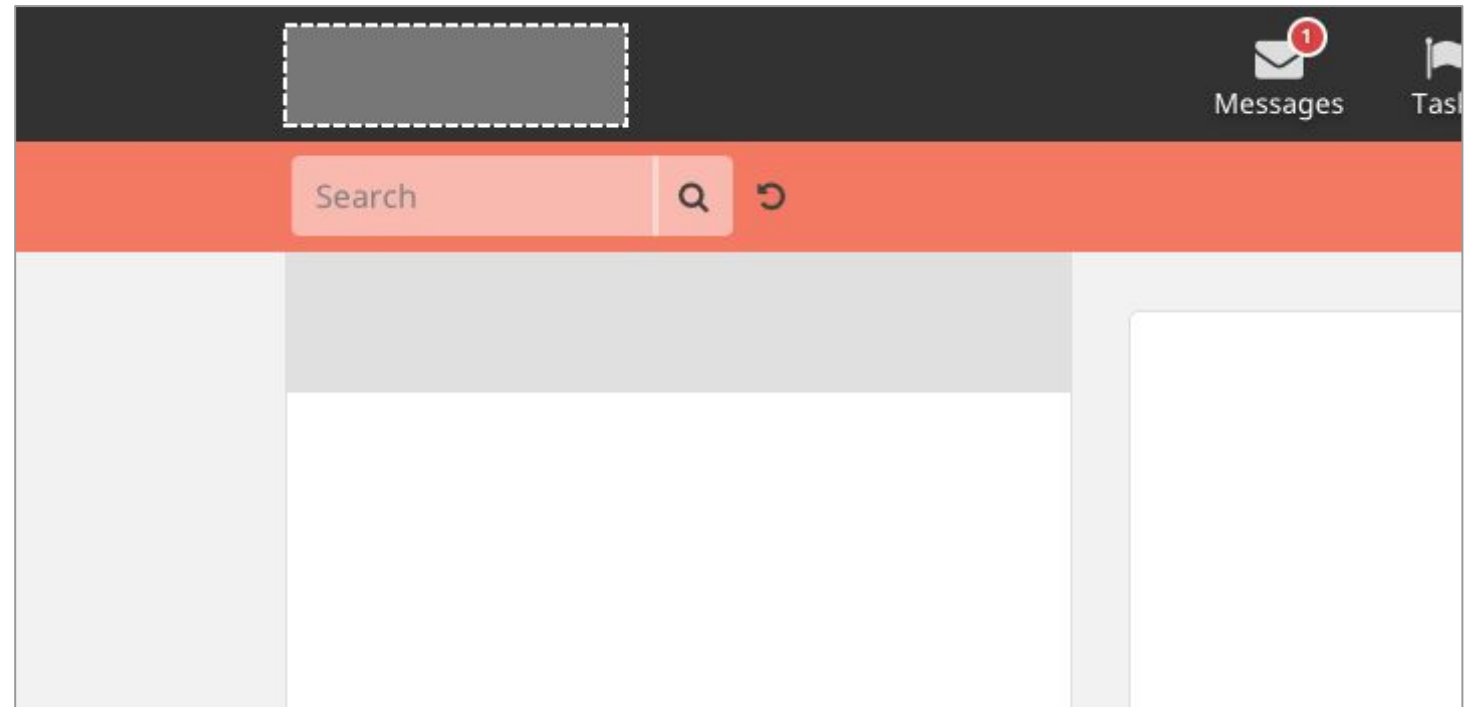
The Core Framework supports extensive customization, and makes the development process dramatically faster, more reliable, more interoperable, and more secure than coding a digital health app from scratch. This guide deck explains the easiest ways to customize the branding of apps built using the Core Framework. Read more about this global public good at communityhealthtoolkit.org.

Customizing The Upper Left Corner

Implementers can easily customize the upper left corner of apps built using the Core Framework

The upper left corner of any website is the first place users look for clues about what site they are on and what its purpose is. It is a well-known design pattern that this space serves as a key orienting and identifying landmark. Whatever is in this space essentially names the website or app.

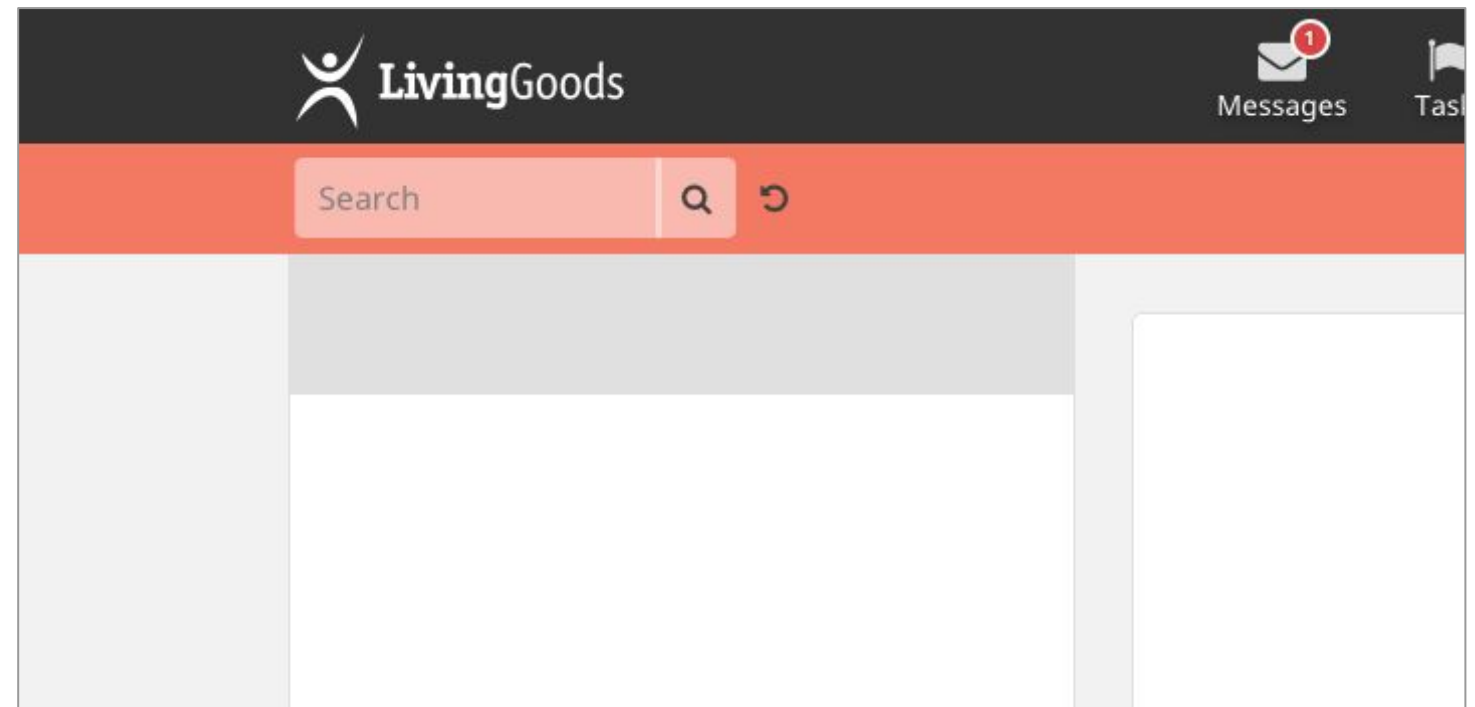
We have now made this space customizable so that app developers can determine the content displayed here in place of the default Medic Mobile logo.



Customizing The Upper Left Corner: Using One Organization's Logo

The most obvious use of this space is to replace the default Medic Mobile logo with the logo of a single organization.

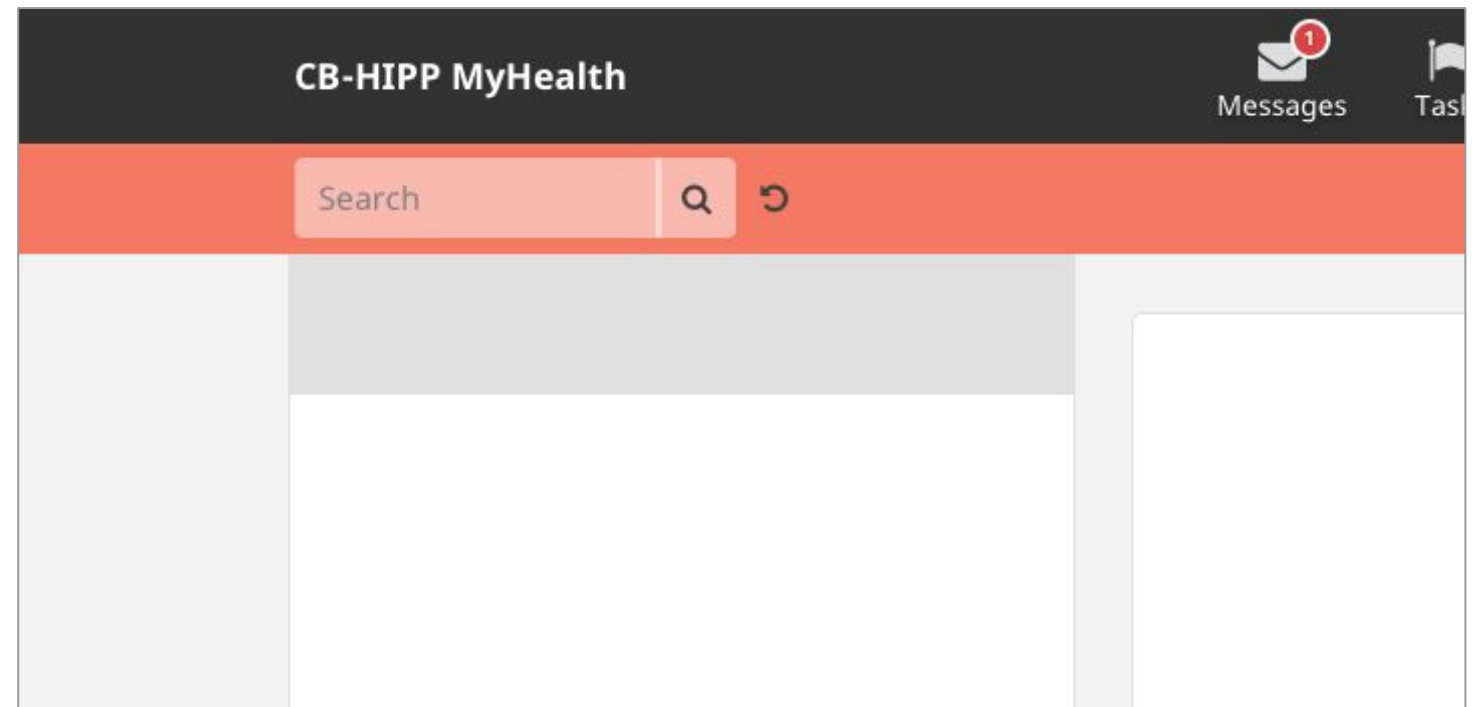
This approach works best when there is one organization that is the clear lead of a project. It doesn't work as well when there are multiple organizations who are equally involved in a project. It also doesn't work well when the organization is very large (e.g. USAID or UNICEF) and has various initiatives around the world, not all of which relate directly to the purpose of this particular app. See our design tips for more details.



Customizing The Upper Left Corner: With the Name of the App

In cases of multiple partners working together on a project or in cases of very large global organizations, where one logo alone is not sufficient to name the app, one option is for partners to come up with a unique project / app name and display that name in this space.

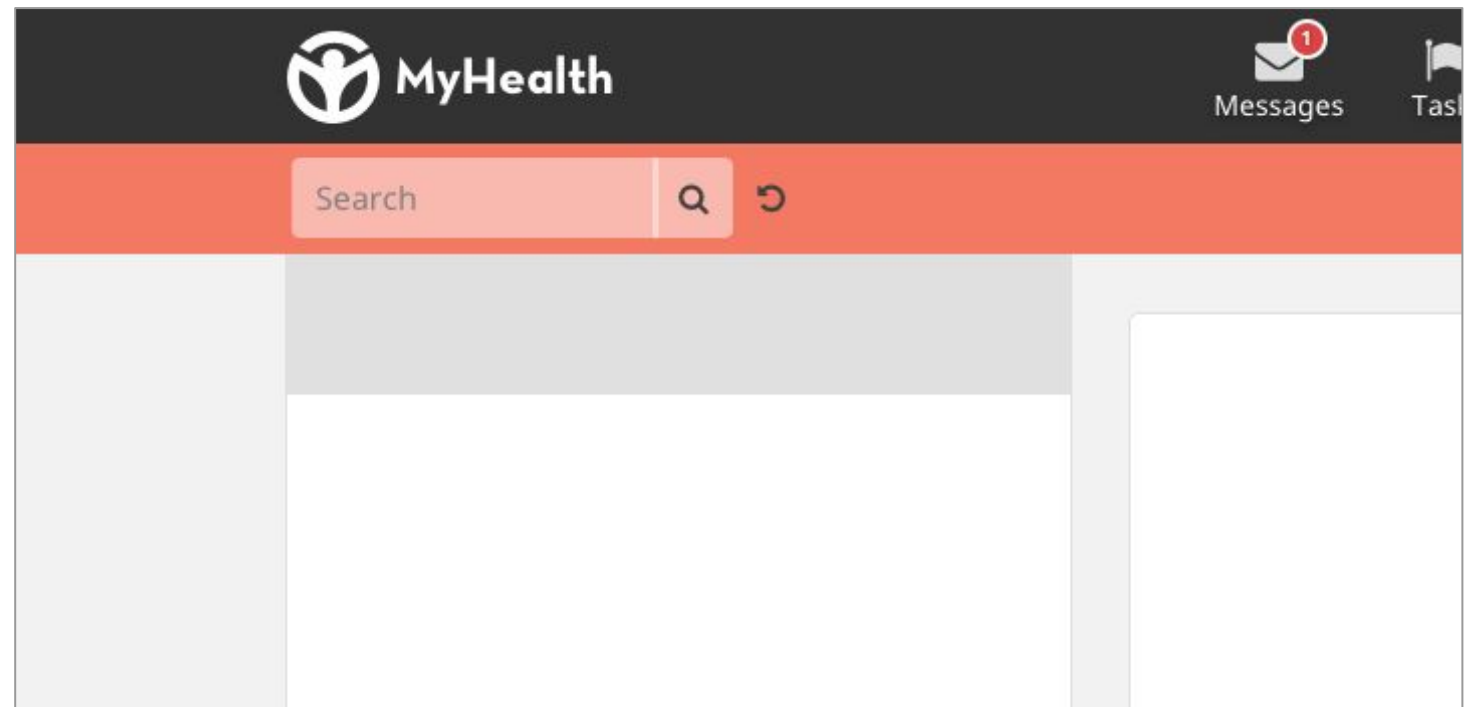
This works best with brief descriptive names that summarize what the app does e.g. “SmartHealth”, or “HealthConnect”. To aid in legibility, it is advisable to keep the name as short as possible, avoid very small text, avoid multiple lines of text, and select a typeface that is simple and easy to read. See our design tips for more details.



Customizing The Upper Left Corner: With a Custom Logo for the App

In cases of multiple organizations working together on a project, another option is for organizations to go one step further and create a unique logo design to represent their project / app.

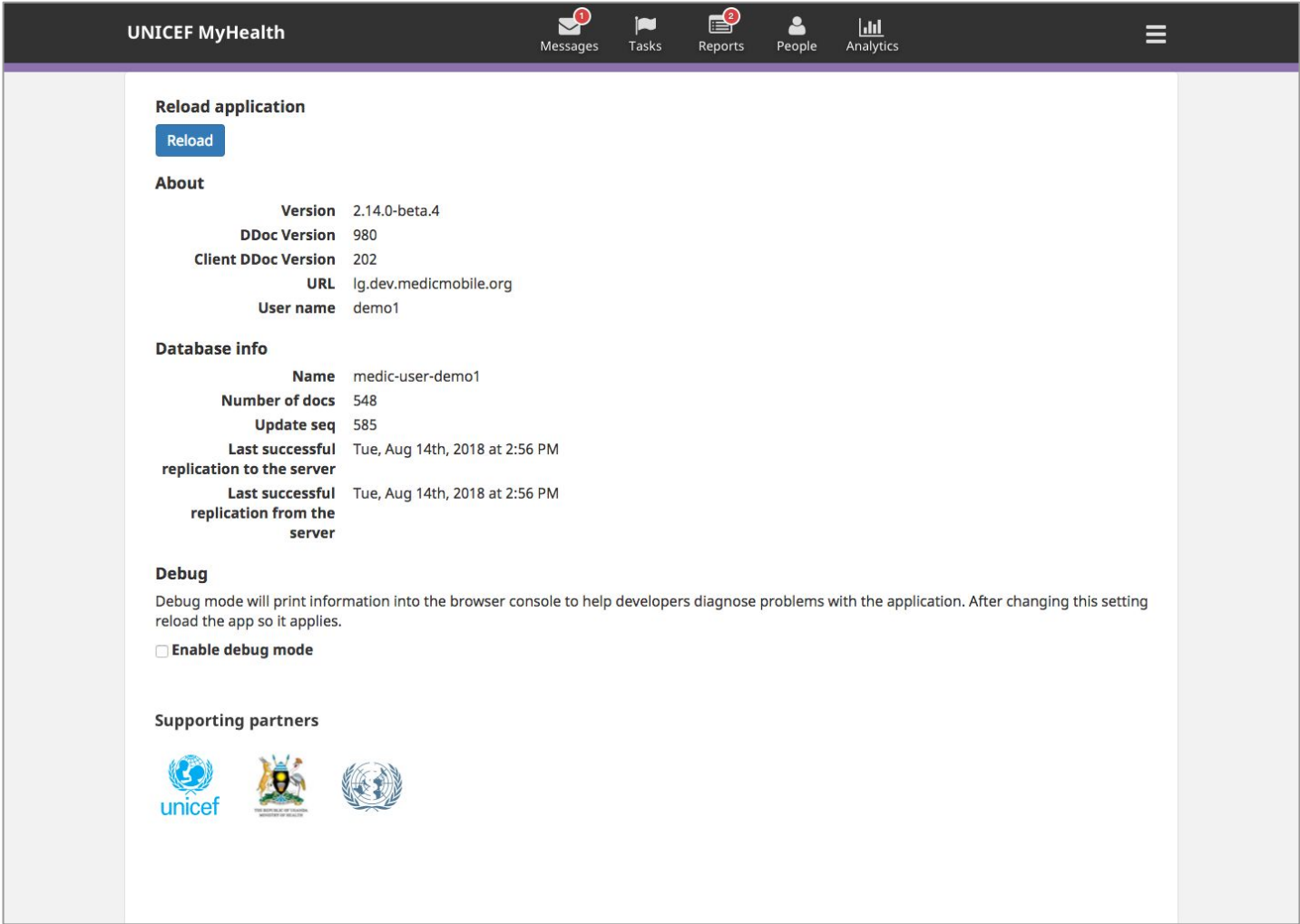
This approach works best when organizations have access to a visual designer to assist with logo creation. General logo best practices always apply: strive to keep the image simple and avoid too much text or fine details. The logo should ideally work in a single color that can be reversed out on top of the dark header background. See our design tips for more details.



Adding Multiple Partners on the About Page

The top left corner can only accommodate one logo. If a project would like to display a collection of logos representing all of the organizations and funders involved in the project, we have created a new space for these at the bottom of the About page.

It is not required for organizations to place any logos on this page but it is now an option for those who wish to make use of it.



Naming Tips

Naming the App

We have a few suggestions for those who would like to give their community health app a custom name. This might simply be your organization's name, but creating a name is a good idea in some cases.

When Naming It After One Organization Works Well:

- When the project is only a collaboration between two entities
- When the organization has a very specific focus that is closely aligned with what the app does (ex: “Living Goods”, “Muso”)
- When the organization does not already have other apps in the marketplace

When Naming It After The Organization Doesn't Work:

- When the project is a collaboration between more than one organization
- When the organization is very large and has various initiatives around the world, not all of which relate directly to what the webapp does (ex: “UNICEF”, “USAID”)
- When the organization already has one or more apps of their own in the marketplace

Naming the App

Why Doesn't Naming The App After The Organization Always Work Well?

- In some cases, naming the app after the organization is very generic and does not give any clues about what the app does e.g. the name “UNICEF” by itself isn't descriptive enough
- Some organizations like USAID already have their own apps in the marketplace and multiple apps called “USAID” could be quite confusing to users
- In the case of multiple organizations working together, the app cannot be named after all of them (e.g. “The USAID FHI360 Medic Mobile app” is silly)

Our Alternative Recommendations In These Cases:

- You'll have to get creative! We recommend that organizations come up with a short descriptive name that summarizes what the app does e.g. “eHealth”, “Mobile Med”, “Mobile Health”, “MyHealth”, “HealthConnect”...
- If one organization can be designated the “lead” of the partnership, try combining the short description with a organization name e.g. “LG Mobile Health” app or “Kenya MOH eHealth” app

Design Tips

Using Logo Images

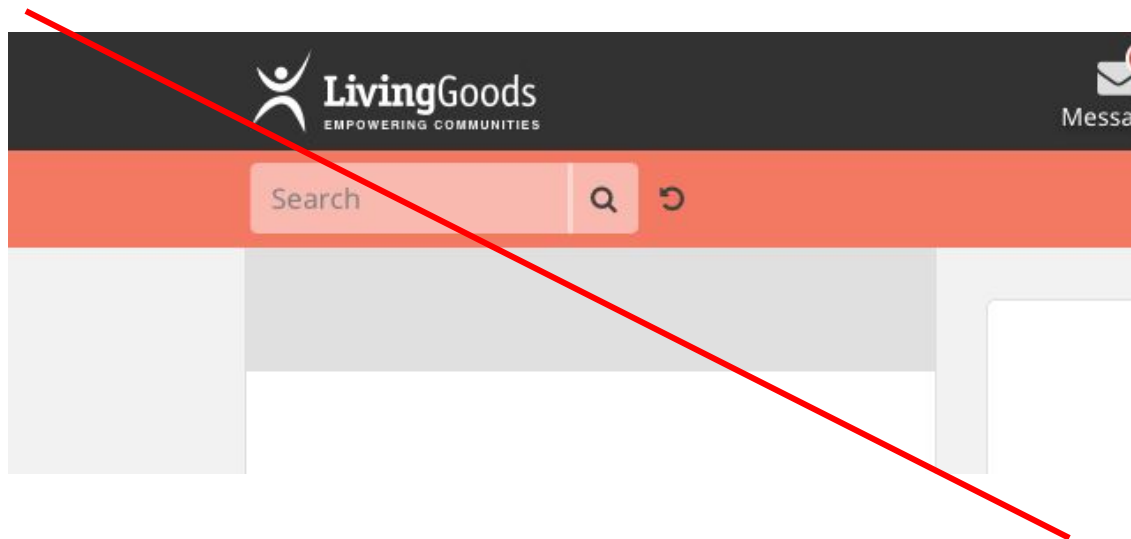
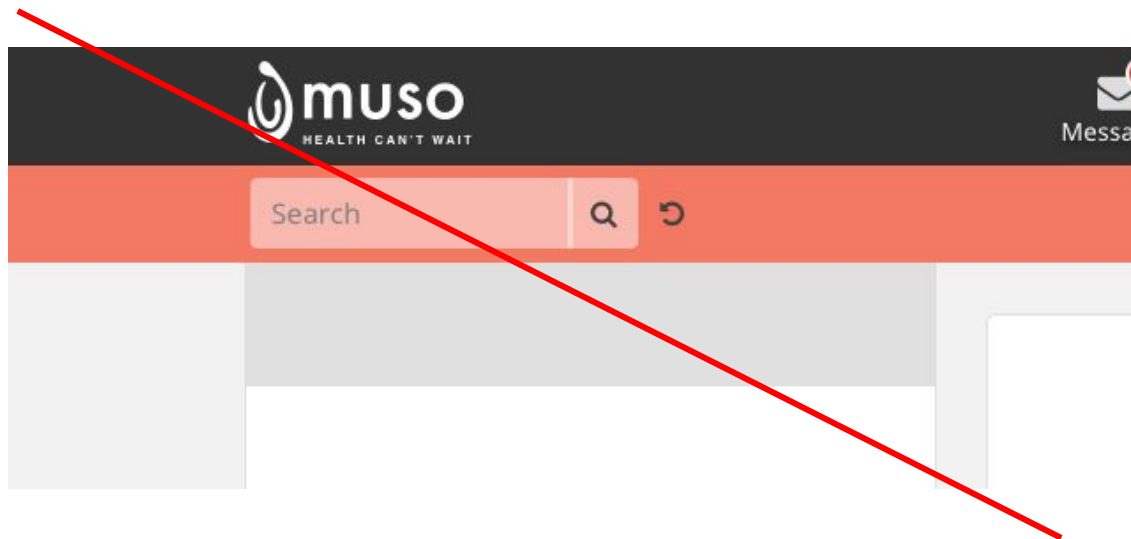
Swapping In New Logos Is Tricky And Requires Care

The logo file will have to meet specific requirements. A visual designer is the best person to work with to ensure that:

- Logos can work colored white only, or can be tweaked to work
- Logo colors have enough contrast against the background bar color
- The right shape of a logo is used (horizontal vs. vertical vs. square)
- Logos do not include taglines that are small and hard to read
- The right file size and dimension are used

Image Content

We do not recommend the inclusion of taglines or other small details that will be impossible to read at scale. Try to keep the content simple and to the point.



We recommend using the simplest version of your content or logo without any taglines or other additions.

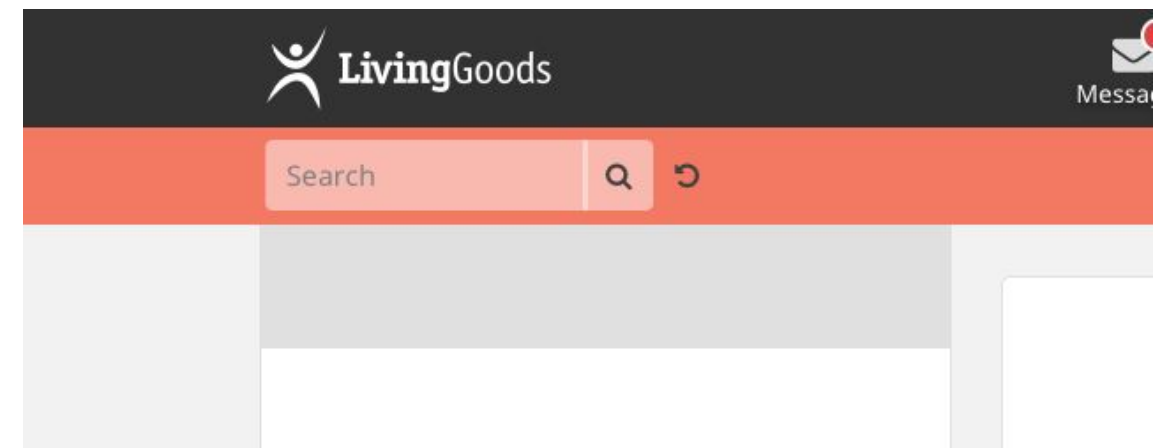
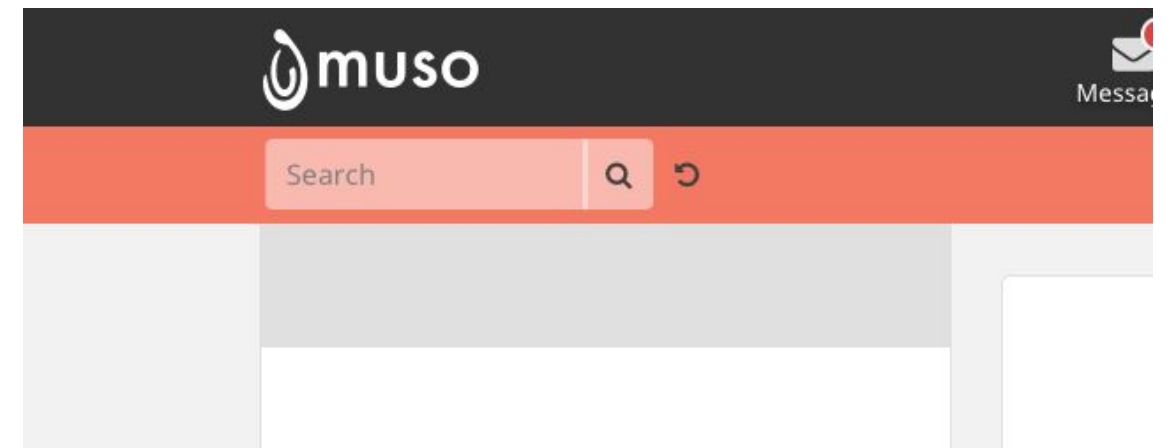
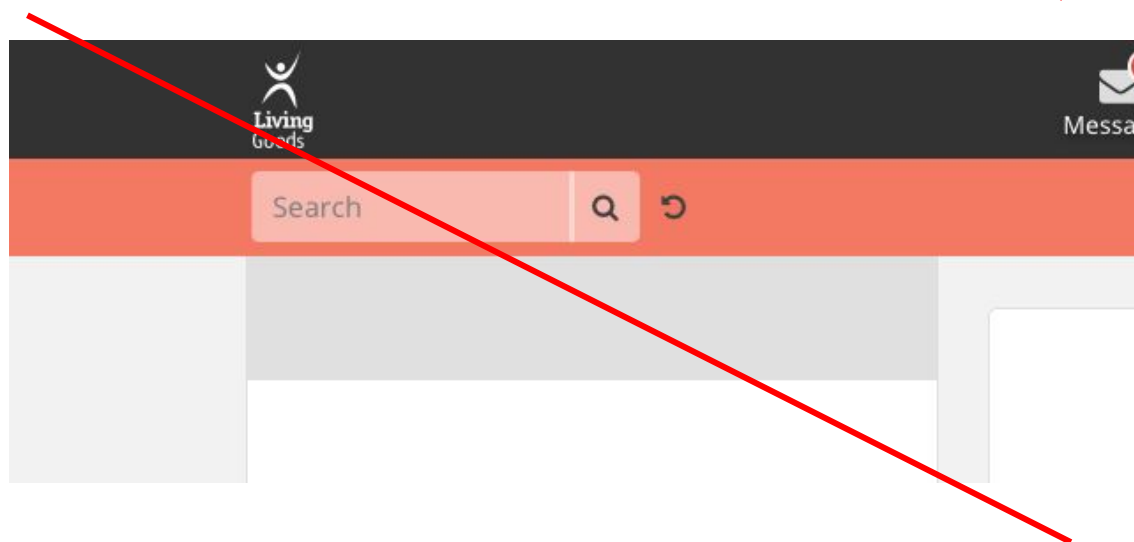
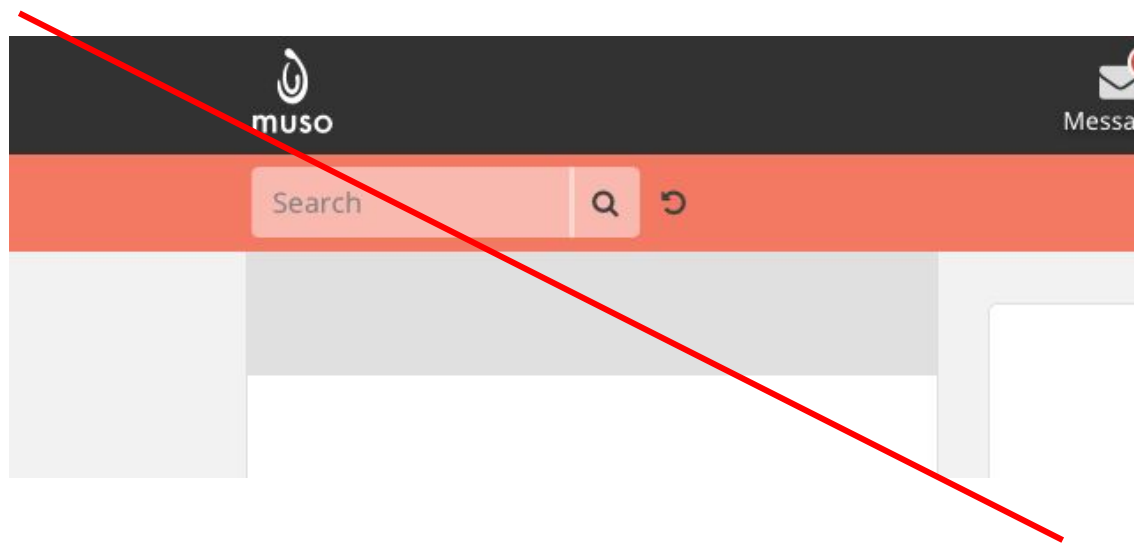


Image Shape

We do not recommend the use of square or vertical logo layouts as these will end up appearing quite small due to the height constraint.



We recommend that content be arranged in a horizontal rectangle. This allows the content to make optimal use of the given space. For best results, we recommend that your file match the end proportions of roughly a 3.5 : 1 ratio.

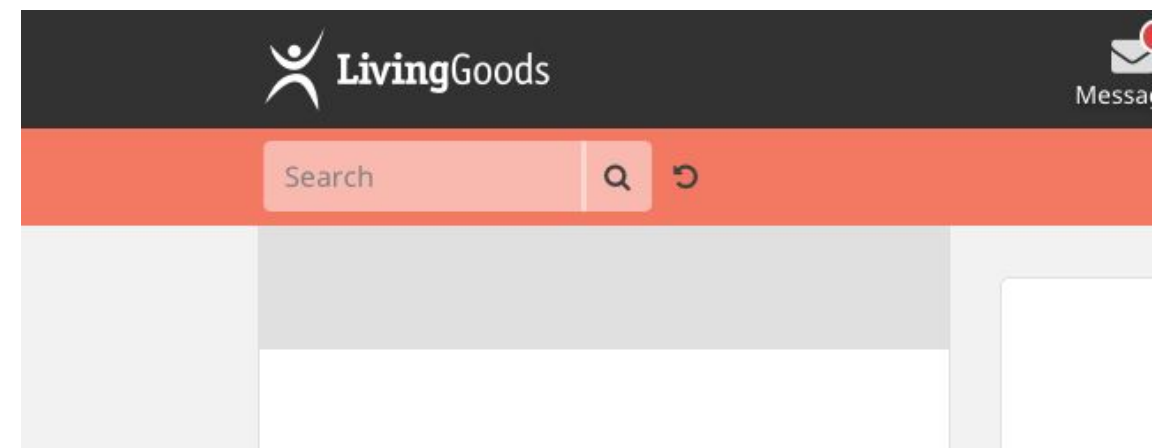
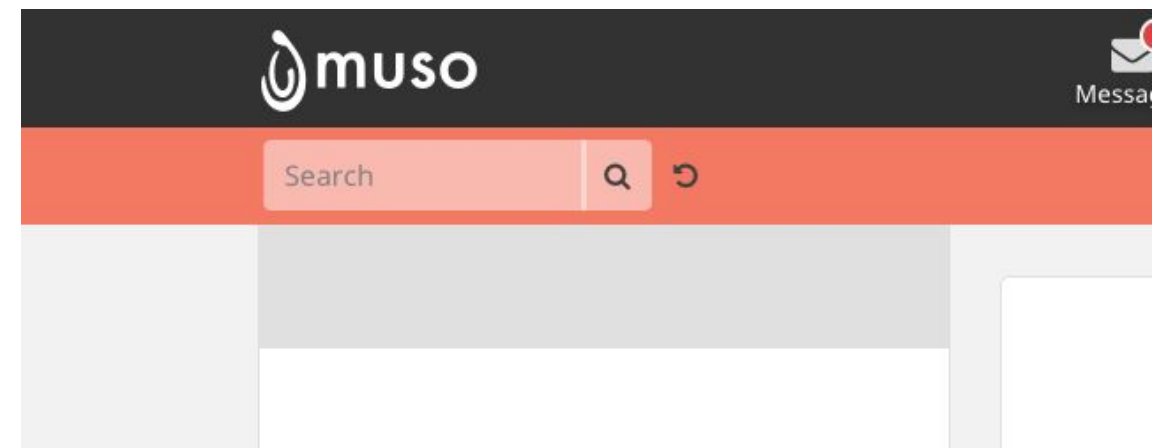
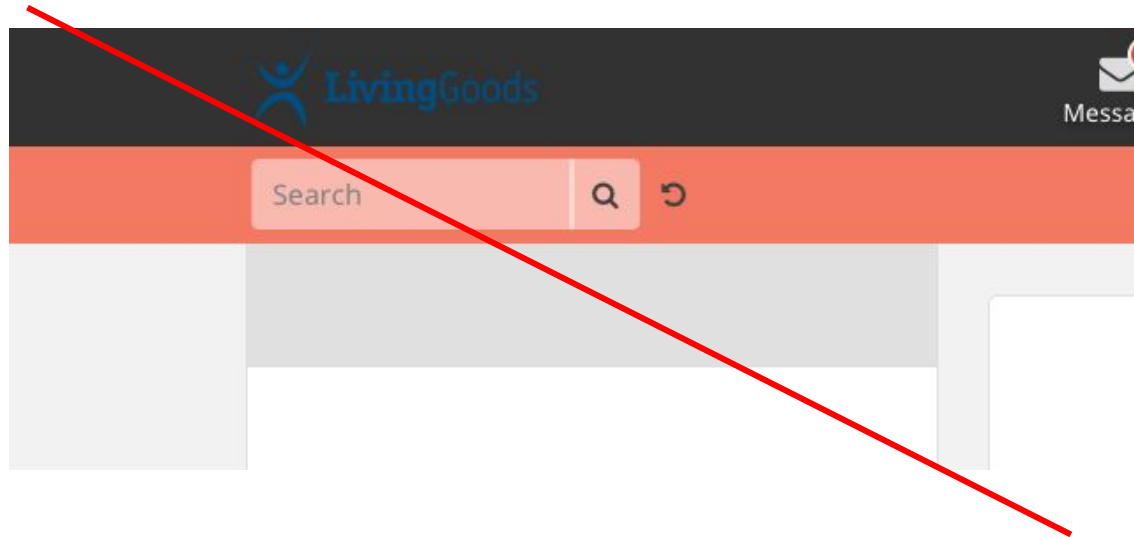
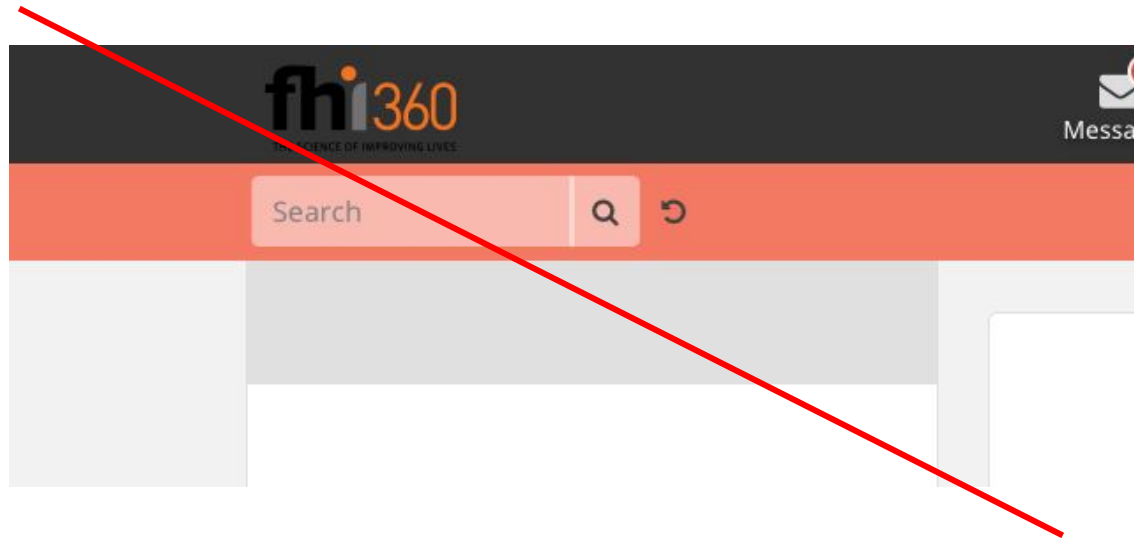


Image Color

It is important to pay attention to the color of the content and adjust if necessary. Not all colors show up well against the dark header bar.



We recommend that all content be colored pure white if possible. If this is not possible, then a white background is necessary.

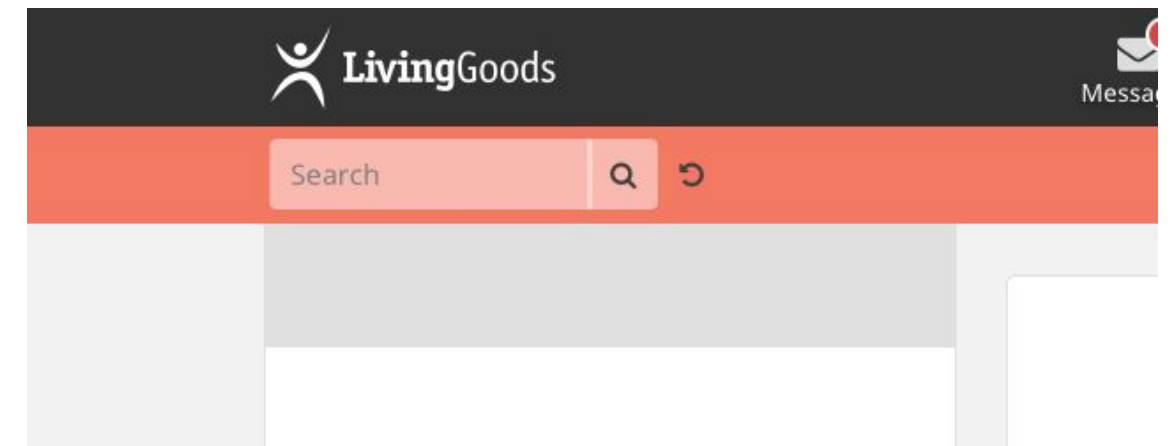
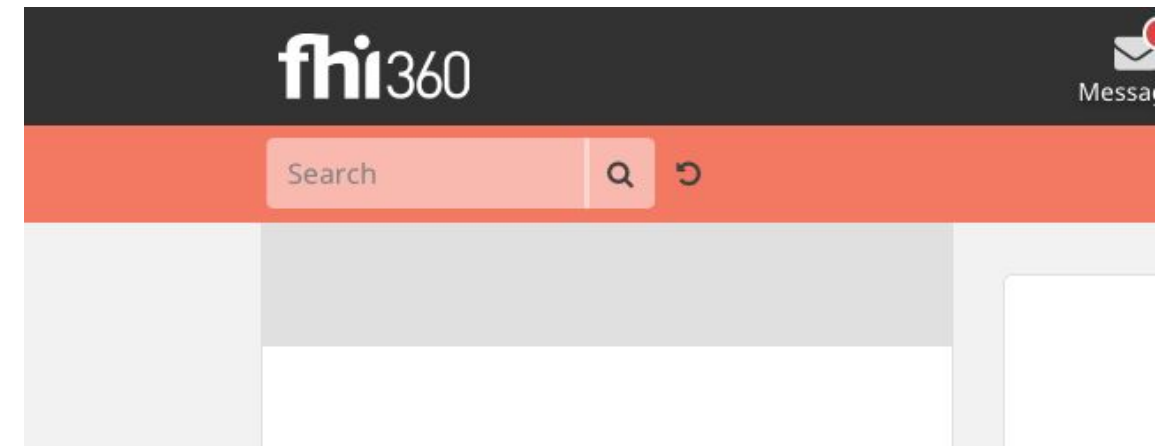
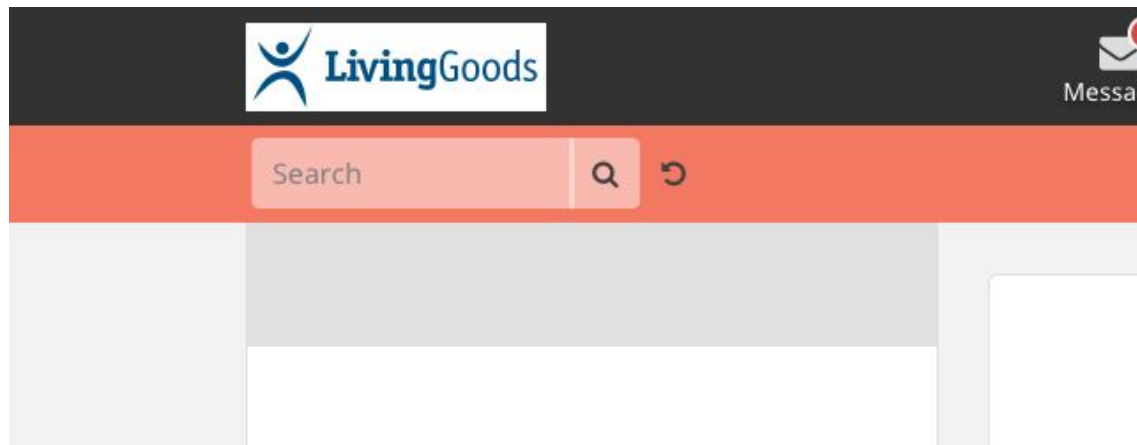
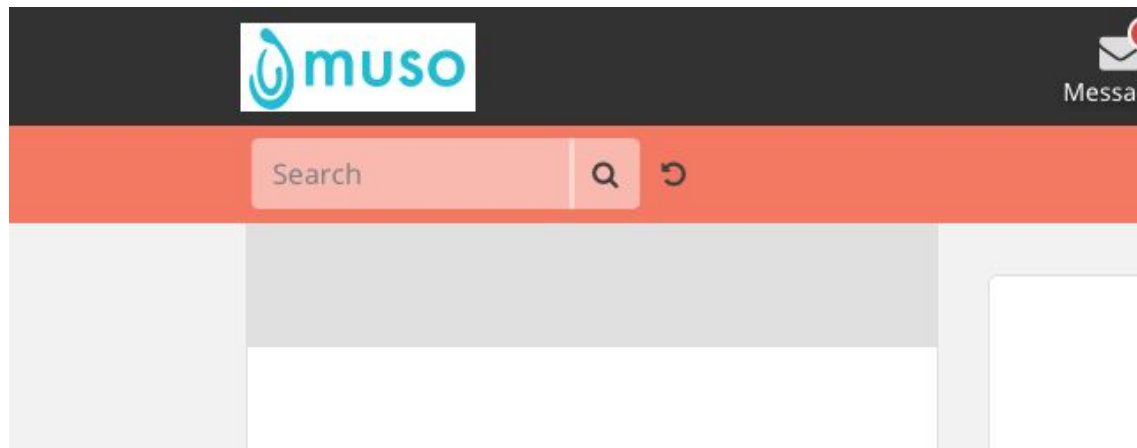
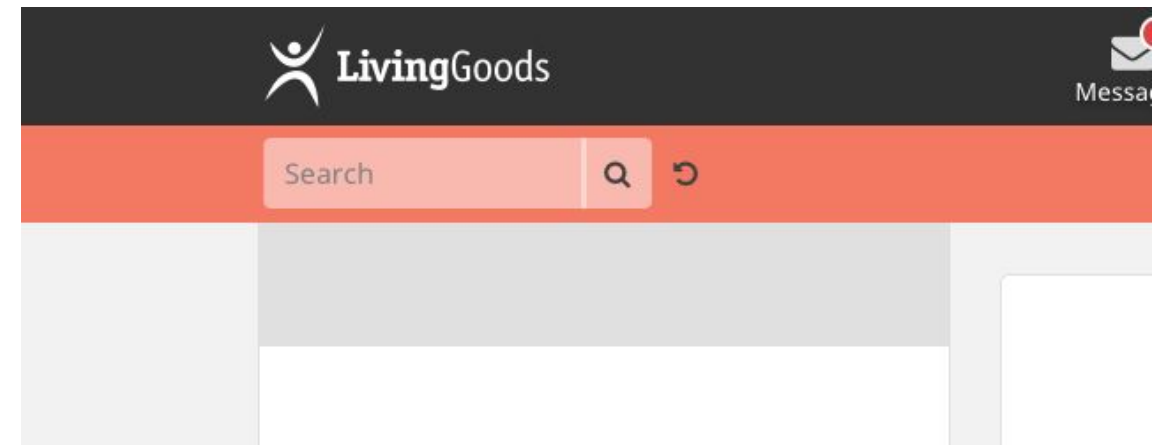
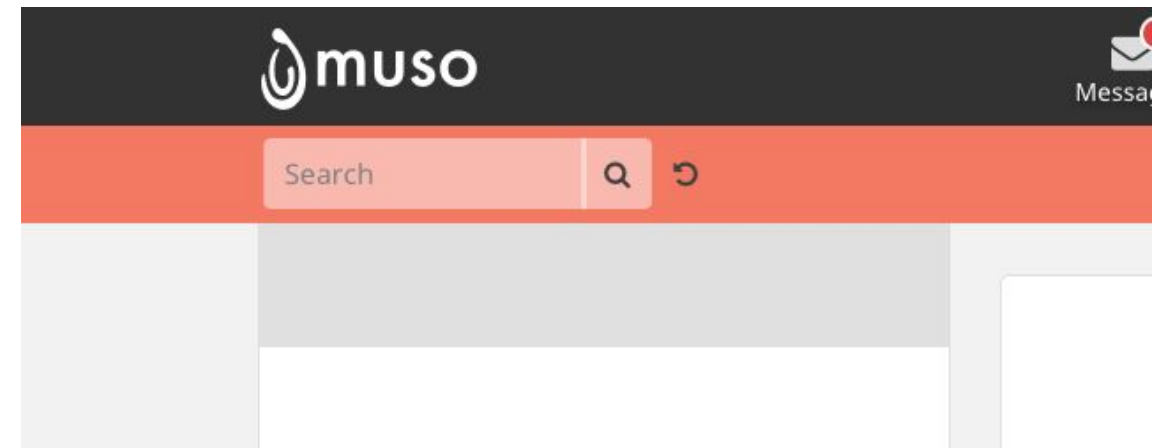


Image Background

Content with white or colored backgrounds is ok but should be avoided if possible.



We recommend creating white designs with transparent backgrounds. This helps integrate the content into the header bar and looks more professional. As an alternative, you might try creating an image with a dark black background to match the header bar #323232.



File Type & Size

File Type

- You can upload an SVG, PNG, or JPG file
- For best results, we recommend uploading your files in an SVG image format. SVG is a vector image format that scales well to any size without loss of quality.
- If you are not able to save an SVG, our next best recommendation is a PNG with a transparent background.
- If you are not able to save either an SVG or a PNG with a transparent background, a standard PNG or JPG will also work. These image formats do not support transparent backgrounds so your design will have a noticeable square shaped background.

File Size

- Files must be less than 100 KB