



**Indiana
Department
of
Health**

Brand Guidelines 2020

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Importance of Our Brand

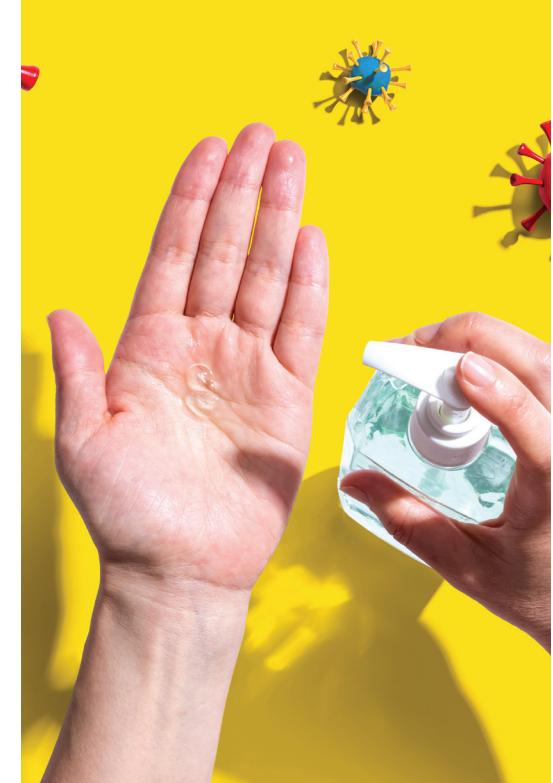
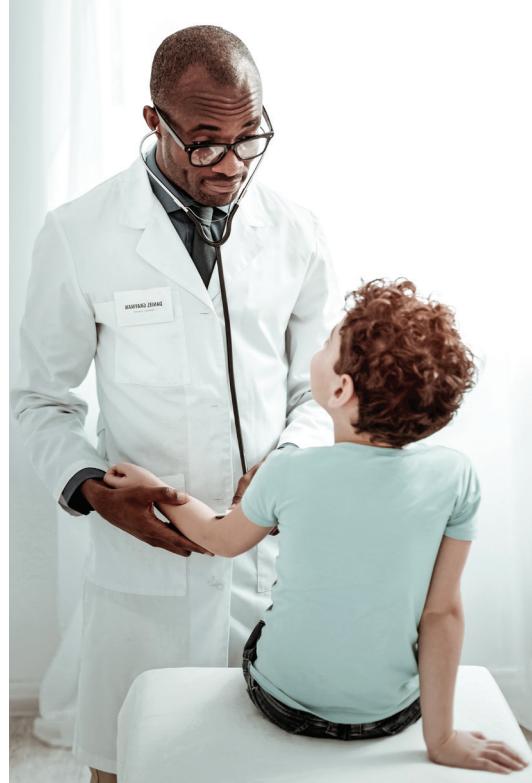
Importance of Our Brand



The Indiana Department of Health's brand is crucial for communicating to our communities and fellow Hoosiers that our organization is here to safeguard the health of all. Therefore, it is important to stay consistent in how we convey our brand.

This guide is designed to detail the creation and execution of any Indiana Department of Health communications, whether they are consumer facing, internal, public relations, etc. Utilize it for guidance on logo usage, color schemes, fonts, visuals (such as video, photography and illustrations), tone and more.

With your help, we can maintain a reliable, trusted, consistent brand presence so we can achieve our mission and vision to the best of our abilities.



Our Brand Mission, Vision & Core Values



Our Mission:

To promote, protect, and improve the health and safety of all Hoosiers.

Our Vision:

Every Hoosier reaches their optimal health regardless of where they live, learn, work, or play.

Our Core Values:

Health Equity: We place equity at the center of our work to ensure every Hoosier, regardless of individual characteristics historically linked to discrimination or exclusion, has access to social and physical supports needed to promote health from birth through end of life.

Integrity: We are honest, trustworthy, and transparent. We uphold our standards and do the right things to achieve the best public health and safety outcomes.

Communication: We provide stakeholders and the public accurate and up-to-date scientific data and provide education and resources regarding the utilization of evidence-informed practices in a timely manner.

Innovation: We continue to learn, research evidence-informed practices, advance our services, and be open to new methods, ideas, and products that help build and expand upon the services we provide.

Our Name



While we've been the "Indiana State Department of Health" for some time, we are moving forward without the word "State" and are now the "Indiana Department of Health." Removing the word "State" from our name distinguishes us from other organizations that use the term "Indiana State" in their name. With "Indiana Department of Health," it is implied that we are a state organization. We're excited to showcase our brand with a new, more refined and modern name and logo.





Logo

Logo – Horizontal



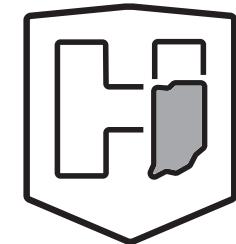
The horizontal Indiana Department of Health logo is considered the primary logo version to use. The full-color version should be the first choice for use. If you cannot print in full color, then choose the one-color, black or reverse version based on the need.



Horizontal Full-Color Logo



Horizontal Blue Logo



Horizontal Black Logo



Horizontal Reverse Full-Color Logo



Horizontal Reverse White Logo

Logo – Vertical



The vertical Indiana Department of Health logo is considered the secondary logo version to use. The full-color or reverse-color vertical versions should be the first choice for use. If you cannot print in full color, then choose the one-color, black or reverse version based on the need.



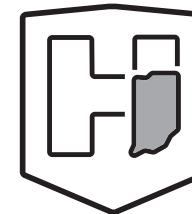
**Indiana
Department
of
Health**

Vertical Full-Color Logo



**Indiana
Department
of
Health**

Vertical Blue Logo



**Indiana
Department
of
Health**

Vertical Black Logo



Vertical Reverse Full-Color Logo



Vertical Reverse White Logo

Logo – Shield-Only Logomark



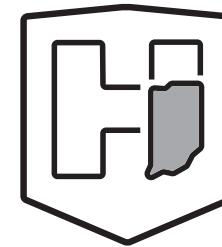
The shield-only logo should be used for nontraditional collateral, like apparel (shirts, hats, etc.) and other promotional items when the full logo lockup is not appropriate.



Full-Color Shield Logomark



Blue Shield Logomark



Black Shield Logomark



Reverse Full-Color Shield Logomark

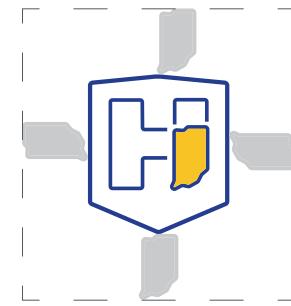


Reverse Shield Logomark

Logo – Safe Space



Whether using the horizontal, vertical or shield-only logo artwork, there must be a minimum amount of safe space surrounding the logo artwork to keep other design elements an acceptable distance away from the logo to avoid crowding it. Safe space is determined based on the size of the Indiana shape within the logo at its final placement size. Use the height of the Indiana shape within the shield to determine the required amount of safe space that should surround the logo. Please see the examples below. The dashed line surrounding the following logos represents the minimum logo safe space area boundaries.



Logo – Safe Space (continued)



No text or visual elements should fall within the logo safe space. The dashed line surrounding the following logos represents the minimum logo safe space area boundaries.

Correct Safe Space



Incorrect Safe Space



Logo Usage & Positioning



It is important for all Indiana Department of Health employees and partners to protect our brand. Below are some examples of what NOT to do with our logo:



DO NOT ignore the safe space around our logo.



DO NOT apply any graphic effects such as a drop shadow on our logo.



DO NOT change the color of any part of our logo.



DO NOT rotate or flip our logo.



DO NOT distort or stretch our logo in any way.



DO NOT remove the Shield from the logo.



DO NOT recreate or use a different font with our logo.



DO NOT place our color logo in a white box on a dark-colored background. Instead, use one of the reverse color versions of our logo.

Division Logos



This lock-up is to be used when adding a division name. Use our standard spacing and overall logo guidelines as previously detailed.



Division of
**Trauma & Injury
Prevention**

Logo With Division Lock-up

Cobranding Logo Usage



When cobranding with another organization's logo, use the safe space rules to determine proper distancing. You may also need to reference the other organization's brand guidelines. When using the Indiana Department of Health horizontal logo, ensure that the cobranded logo does not exceed the width of our logo. When using our vertical logo, ensure that the cobranded logo is not taller than our logo. Discretion can be used to ensure that both logos are readable and one does not have more visual weight. Some logos with larger type—such as the Indiana WIC vertical logo at bottom right below—may need to be smaller so the type in both logos is as balanced as possible.



Use the safe space rules to determine placement of cobranded logo.



Cobranded logo is equal in height but overpowers our logo.



Correct cobranding with horizontal logo.



Correct cobbranding with vertical logo.



Color Palette

Color Palette



The Indiana Department of Health color palette includes two primary colors and three secondary colors. The primary blue and yellow colors are used to make up the logo and should be used as the foundation colors for all designs created. The secondary colors—coral, teal and green—should be used when more colors are needed to help convey the messaging or draw a reader's attention. For instance, they may be used in graphs and charts and as smaller elements to draw attention to an area in the design.

Color builds for proper usage and application in print and digital are provided below.



Blue



C=100 M=91 Y=8 K=1



R=37 G=62 B=142



Hex #253E8E



Yellow



C=0 M=21 Y=93 K=3



R=247 G=195 B=39



Hex #F7C327



Coral



C=2 M=83 Y=75 K=0



R=235 G=83 B=71



Hex #EB5347



Teal



C=76 M=17 Y=13 K=0



R=6 G=163 B=201



Hex #06A3C9



Green



C=62 M=0 Y=100 K=0



R=108 G=190 B=69



Hex #6CBE45



Fonts



Typography is a key element in communicating a unified personality for our brand. When creating any type of design or collateral for Indiana Department of Health, the correct fonts must always be used. The primary font family for Indiana Department of Health is Raleway. Thicker weights in the Raleway font family should be used to call attention to important areas of text, such as headlines and subheadings. Use thinner weights for body copy and bullet copy in layouts. The entire Raleway font family can be downloaded for free from fonts.google.com. When Raleway font is unavailable or incompatible, use Segou UI font as a secondary option. Again, this is only to be done when primary font—Raleway—is not an option.

Raleway Font Weight Examples

Division of Trauma & Injury Prevention
Division of Trauma & Injury Prevention
Division of Trauma & Injury Prevention
Division of Trauma & Injury Prevention

Division of Trauma & Injury Prevention
Division of Trauma & Injury Prevention

Usage and Hierarchy

This is How to Treat a Headline

Treat a subheading like this

This is how to treat body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent ut sem urna. Etiam id libero egestas, rhoncus arcu non, commodo magna. Aliquam placerat venenatis felis in sollicitudin. Pellentesque suscipit mauris sapien, sed rhoncus libero congue sit amet. Phasellus maximus laoreet dui et condimentum. Etiam sem sem, posuere commodo nisi vel, tincidunt vestibulum tellus.

A typical ratio of headline to body copy might look like the example at left.

Headline: Raleway Black,
24 pt size

Subheading: Raleway Bold,
16 pt size

Body Copy: Segou UI,
Regular 11 pt size



Design Templates & Examples

Email Signature



Our email signature helps us display consistency when sending communications internally and externally. Below are the fonts, sizes and colors for formatting our agency email signature. DO NOT make any changes or add any additional logos, links, images or information to the email signature without first consulting with OPA.

Raleway SemiBold Raleway SemiBold Italic
12 pt size 10 pt size

Raleway Regular
10 pt size

Jane Smith, RN, MSN | *Nursing Consultant*
Public Health Preparedness and Emergency Response office:
317-234-3915 • mobile: 317-439-9676 • fax: 317-234-3723
jmccutchan@isdh.in.gov
health.in.gov

 | [!\[\]\(5a7834be8d7ea3819f4485bc9eadb9ae_img.jpg\)](#) [!\[\]\(719091b56bfb10df498b48cfa84b753c_img.jpg\)](#) [!\[\]\(7d8618afe04d639523f3ac0e0308e917_img.jpg\)](#) [!\[\]\(499ebb366bde51d53defbda38a43cf4f_img.jpg\)](#) [!\[\]\(df53603500f7f01bb2d44af2607aed5e_img.jpg\)](#)

Raleway Regular
10 pt size

Confidentiality Statement: This message and any attachments may be confidential. If you are not the intended recipient, please 1) notify me immediately; 2) do not forward the message or attachment; 3) do not print the message or attachment; and 4) erase the message and attachment from your system.

E-newsletter Template



Below is our e-newsletter template. All templates can be downloaded.

E-newsletter

The template features a header with the Indiana Department of Health logo and a yellow background. Below the header is a large blue banner with the text "E-Newsletter Title". A "Spotlight" section follows, containing a photo of a father and child. A "Section Title" is present at the bottom left, with a yellow callout box containing the text "78% of lorem ipsum dolor sit amet".

Heading here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sem fringilla ut morbi tincidunt augue interdum. In nulla posuere sollicitudin aliquam ultrices sagittis. Felis donec et odio pellentesque diam. At urna condimentum mattis pellentesque id nibh. Eu non diam phasellus vestibulum lorem sed risus ultricies. Arcu non sodales neque sodales ut etiam. Consequat semper viverra nam libero.

[CLICK THIS LINK](#)

Section Title

Heading here
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[CLICK THIS LINK](#)

78% of lorem ipsum dolor sit amet

78% of lorem ipsum dolor sit amet

E-newsletter (continued)

The continuation of the template includes two columns of content. Each column features a photo, a heading, and a "CLICK THIS LINK" button.

Heading here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sem fringilla ut morbi tincidunt augue interdum. In nulla posuere sollicitudin aliquam ultrices sagittis. Felis donec et odio pellentesque diam. At urna condimentum mattis pellentesque id nibh. Eu non diam phasellus vestibulum lorem sed risus ultricies. Arcu non sodales neque sodales ut etiam. Consequat semper viverra nam libero.

[CLICK THIS LINK](#)

Heading here
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[CLICK THIS LINK](#)

Section Title

Heading here
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sem fringilla ut morbi tincidunt augue interdum. In nulla posuere sollicitudin aliquam ultrices sagittis.

[CLICK THIS LINK](#)

To **promote**, **protect**, and **improve** the health and safety of all Hoosiers

Indiana Department of Health
2 North Meridian Street • Indianapolis, Indiana 46204 • 317-233-1325 • health.in.gov

| [f](#) [t](#) [y](#)

PowerPoint Template



Below are the slides provided in our PowerPoint Template. All templates can be downloaded.



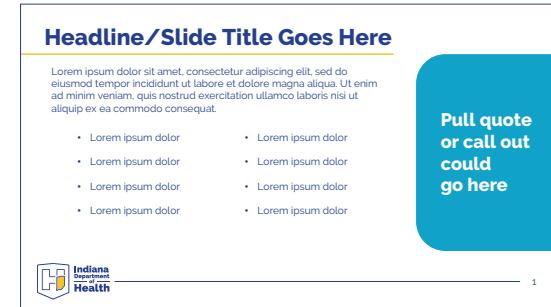
This slide template features a dark blue background. On the left, the Indiana Department of Health logo is displayed. To its right, there is a vertical yellow line. The main title "PRESENTATION TITLE GOES HERE" is centered above the subtitle "PRESENTER NAME" and the date "01/02/2020".

Title Slide



This slide template has a white background. At the top, it says "Headline/Slide Title Goes Here". Below that is a large text block with placeholder text. To the right is a bulleted list of five items. At the bottom left is the Indiana Department of Health logo, and at the bottom right is the number "1".

Content Slide



This slide template is similar to the previous one but includes a teal callout box on the right side containing the text "Pull quote or call out could go here". The rest of the slide structure is identical, with the Indiana Department of Health logo at the bottom left and the number "1" at the bottom right.

Content Slide With Callout



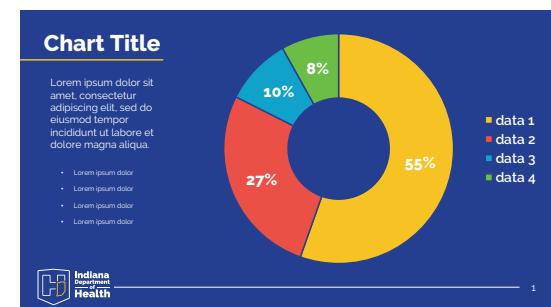
This slide template features a photo of a smiling doctor on the right side. The rest of the slide follows the same layout as the other content slides, with the Indiana Department of Health logo at the bottom left and the number "1" at the bottom right.

Content Slide With Photo



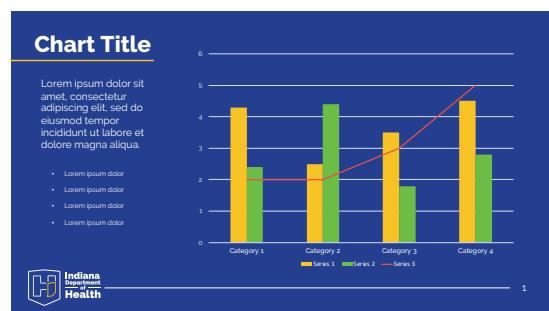
This slide template shows a central image of hands using hand sanitizer and a mask against a yellow background with small virus models. Below the image is a blue callout box containing the text "Headline/Slide Title". The Indiana Department of Health logo is at the bottom left, and the number "1" is at the bottom right.

Divider Slide



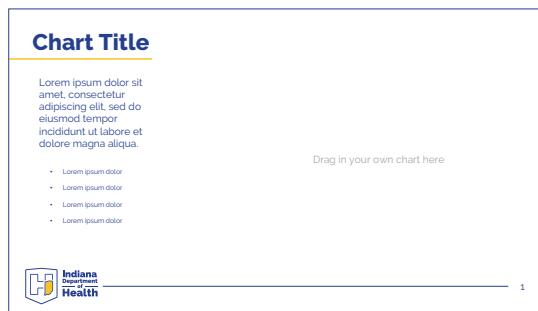
This slide template features a donut chart in the center. The chart has four segments labeled "data 1" (blue), "data 2" (red), "data 3" (green), and "data 4" (yellow). The percentages are 55%, 27%, 8%, and 10% respectively. The Indiana Department of Health logo is at the bottom left, and the number "1" is at the bottom right.

Content Slide With Graph 1



This slide template contains a bar and line graph. The graph has four categories: Category 1, Category 2, Category 3, and Category 4. It features three series: Series 1 (blue bars), Series 2 (green bars), and Series 3 (red line). Below the graph is a bulleted list of four items. The Indiana Department of Health logo is at the bottom left, and the number "1" is at the bottom right.

Content Slide With Graph 2



This slide template provides a blank area for dragging in your own chart. It includes a placeholder text "Drag in your own chart here" and the Indiana Department of Health logo at the bottom left, with the number "1" at the bottom right.

Content Slide With Space For Graph

Letterhead and Business Card

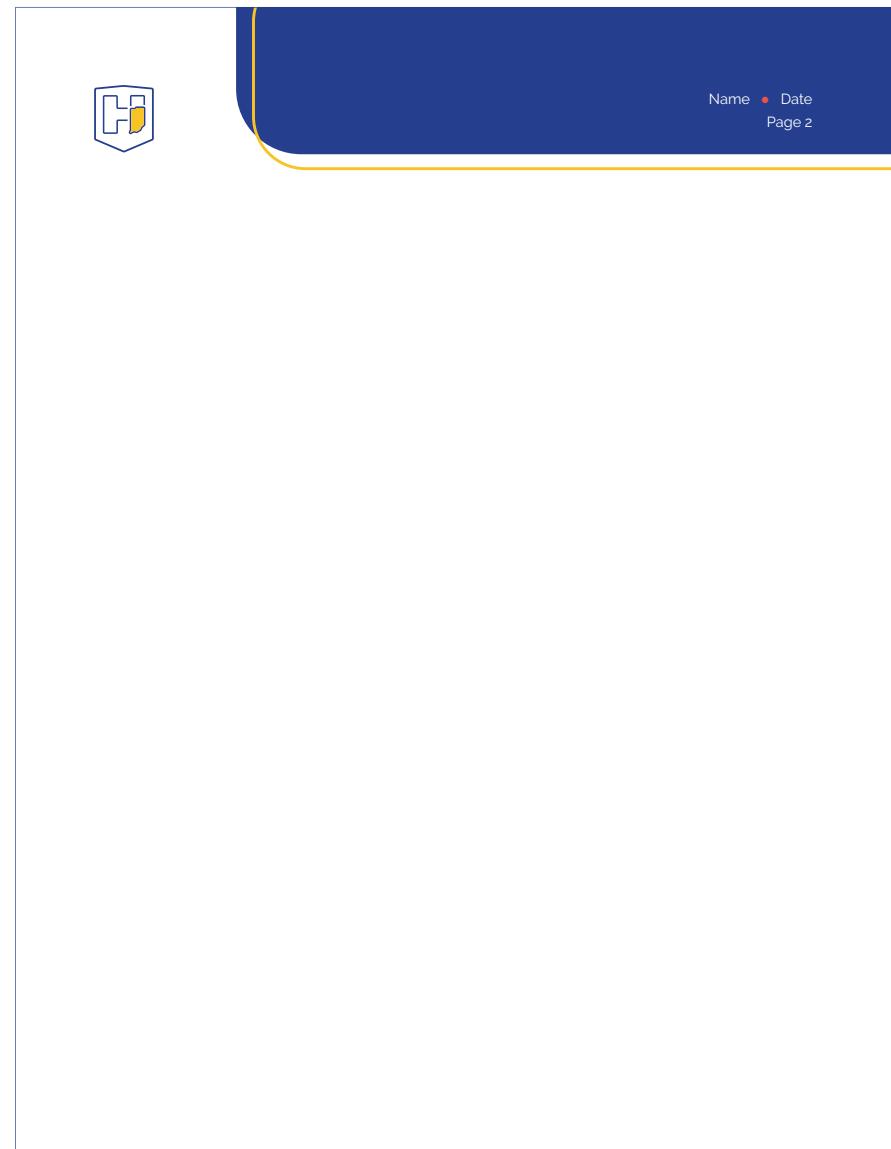


Shown below is our letterhead template. All templates can be downloaded.

Letterhead Primary Page



Letterhead Secondary Page



Letterhead and Business Card



Shown below is our business card template. All templates can be downloaded.

Business Card Front



Business Card Back



Fact Sheet Template



Below is a fact sheet template. All templates can be downloaded.

Fact Sheet Front

Headline or Title Goes Here

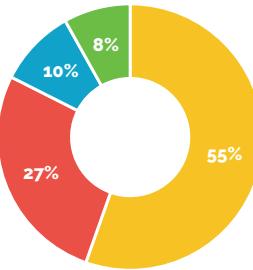
Indiana
Department
of
Health

July 2020

Section Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmodtempor incididunt ut labore et dolore magna aliqua. Sem fringilla ut morbi tincidunt augue interdum. In nulla posuere sollicitudin aliquam ultrices sagittis. Felis donec et odio pellentesque diam. At urna condimentum mattis pellentesque id nibh. Eu non diam phasellus vestibulum lorem sed risus ultricies. Arcu non sodales neque sodales ut etiam. Consequat semper viverra nam libero justo laoreet. Enim lobortis scelerisque fermentum dui faucibus in ornare quam viverra. Maecenas ultricies mi eget mauris pharetra et ultrices neque ornare. Purus sit amet volutpat consequat mauris.

Dictum at tempor commodo ullamcorper. Viverra justo nec ultrices dui sapien eget mi proin. Donec adipiscing tristique risus nec feugiat in fermentum. Elit pellentesque habitant morbi tristique senectus et. Metus dictum at tempor commodo ullamcorper a. Dolor sit amet consectetur adipiscing elit pellentesque. Aliquam id diam maecenas ultricies mi eget mauris pharetra et.



Category	Percentage
Yellow	55%
Red	27%
Blue	10%
Green	8%

Chart Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod temp
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- Lorem ipsum 1
- Lorem ipsum 2
- Lorem ipsum 3
- Lorem ipsum 4

Fast Facts

- Orci eu lobortis elementum nibh tellus molestie

Section Title

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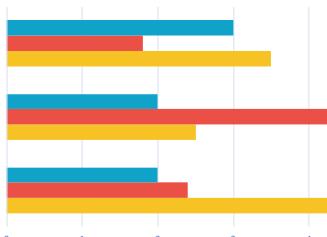
Section Title

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Fact Sheet Back

Section Title

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Category	Value
Yellow	3.5
Red	4.0
Blue	2.0
Green	2.5

Section Title

Consectetur adipiscing elit, sed do eiusmodtempor incididunt ut labore et dolore magna aliqua. Sem fringilla ut morbi tincidunt augue interdum. In nulla posuere sollicitudin aliquam ultrices sagittis. Felis donec et odio pellentesque diam. At urna condimentum mattis pellentesque id nibh. Eu non diam phasellus vestibulum lorem sed risus ultricies. Arcu non sodales neque sodales ut etiam.

Section Title

78%
of lorem ipsum
dolor sit amet

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Section Title

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For additional information on topic name:
in.gov/isdh/ABcdEF

Indiana
Department
of
Health

Trifold Brochure Template



Below is a trifold brochure template. All templates can be downloaded.

Brochure Front and Back Sides

A photograph of a man in a pink shirt and a young child in a white shirt mixing ingredients in a glass bowl on a wooden table. A yellow rectangular callout box is overlaid on the top left corner of the photo.

Headline or Title Goes Here

Indiana Department of Health

Program Title/Name

Short description of program will go here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

800-123-4567

2 North Meridian St.
Indianapolis, IN 46204

A solid blue rectangular background. On the left is the Indiana Department of Health logo. To its right is the website address "in.gov/isdh".

Indiana Department of Health

in.gov/isdh

Brochure Flat Outside Panels

Section Title

Short description of program will go here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sem fringilla ut morbi tincidunt augue interdum.

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- Orci eu lobortis elementum nibh tellus molestie

call out or photo could go here

Program Title/Name

Short description of program will go here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

800-123-4567

2 North Meridian St.
Indianapolis, IN 46204

Indiana Department of Health

in.gov/isdh

Headline or Title Goes Here

Indiana Department of Health

Brochure Flat Inside Panels

Section Title

Short description of program will go here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sem fringilla ut morbi tincidunt augue interdum.

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Section Title

Short description of program will go here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Sem fringilla ut morbi tincidunt augue interdum.

Chart Title

Short description of chart will go here. In nulla posuere sollicitudin aliquam ultrices sagittis. Felis donec et odio pellentesque id nibh. Eu non diam phasellus vestibulum lorem sed risus ultricies. volutpat consequat mauris.

Category	Percentage
Lorem ipsum 1	55%
Lorem ipsum 2	27%
Lorem ipsum 3	10%
Lorem ipsum 4	8%

Apply today

Application info/CTA would go here

Report Template



Below are some pages from our report template. All templates can be downloaded.

Report Cover

July 2020

Division of Department Name Here

Report Title:
Will Go Here

Indiana Department of Health

Report Interior Pages

Headline or Title Goes Here

Section Title

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Chart Title

Category	Orci u lobortis	Elementum nibh	Tellus molestie
Category 1	4.5	3.5	2.5
Category 2	3.5	4.5	3.5
Category 3	3.0	2.0	2.0
Category 4	5.0	3.0	4.0

Section Title

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Social Media Graphics



Below are our social media profile and cover photos. All templates for social media images can be downloaded.

Profile Image Option 1



Header Images



Profile Image Option 2





Photography & Video Usage

Photography & Video Usage



When choosing or producing imagery, be sure to include people who are representative of our diverse audience and feature real, genuine emotion to tell our story. Avoid imagery that feels staged, generic, or conveys any negative stereotypes. When possible, use photography that includes wardrobe and backgrounds that feature colors from our brand palette.

Stock photography and video can be utilized, provided it is properly licensed and appears on-brand. Seek out visuals that ensure enough negative space to accommodate any copy or graphics.

If you have any questions or need assistance, don't hesitate to contact the Office of Public Affairs, which can provide photography services to your program area if needed. Make a request by visiting "OPA Services" under Office of Public Affairs on The Nerve Center.

