Indiana Department of Health

Brand Guidelines 2020

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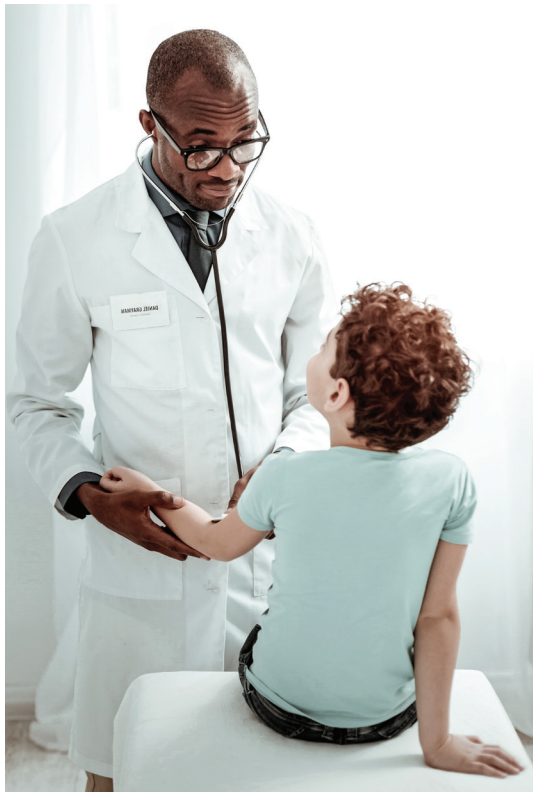
Importance of Our Brand

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.

Vertical Full-Color Logo

Vertical Blue Logo

Vertical Black Logo

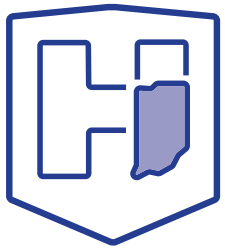
Vertical Reverse Full-Color Logo

Vertical Reverse White Logo

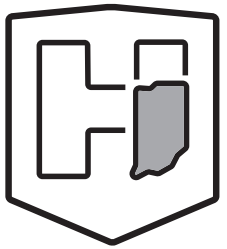
Logo – Shield-Only Logomark

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.

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 cobranding 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

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
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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

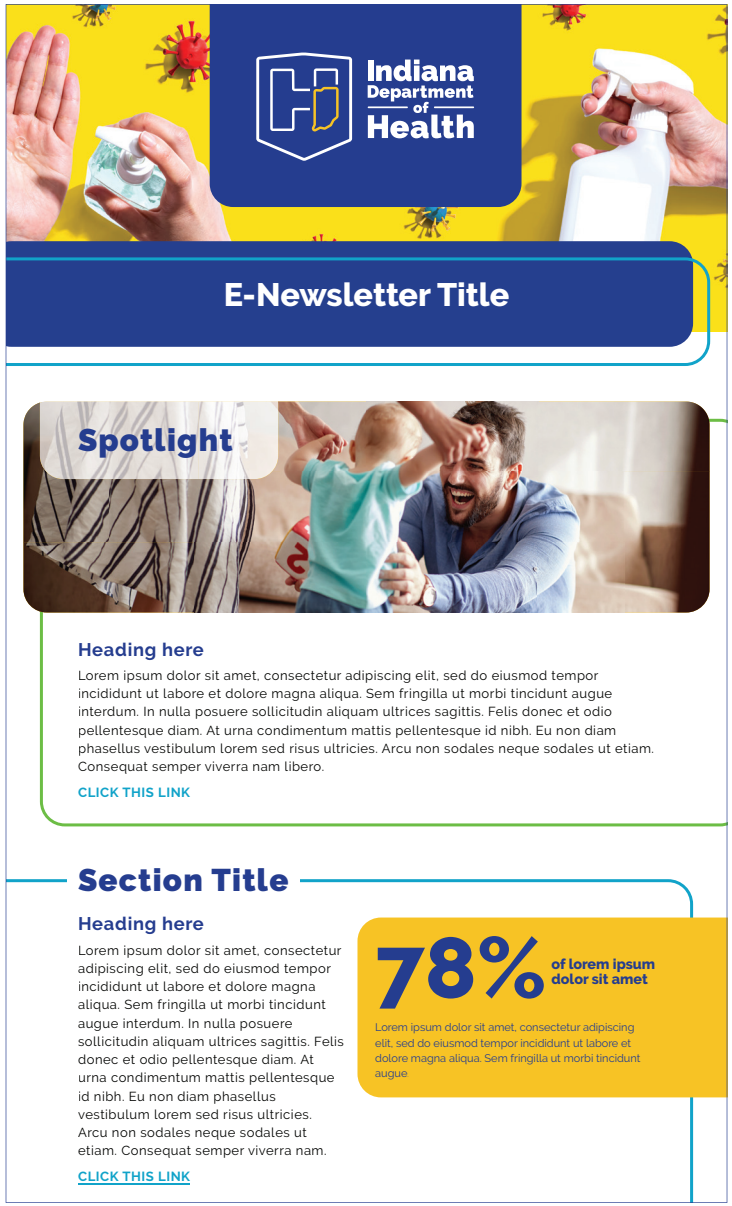
Email Signature

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.

E-newsletter Template

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

E-newsletter



E-newsletter (continued)

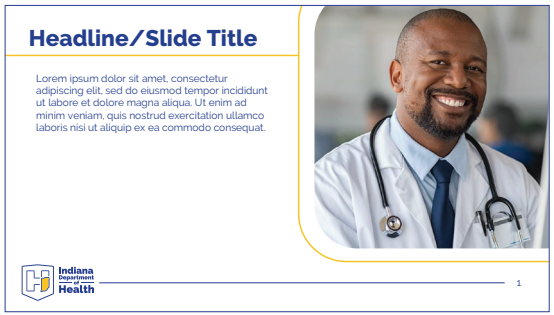
PowerPoint Template

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

Title Slide

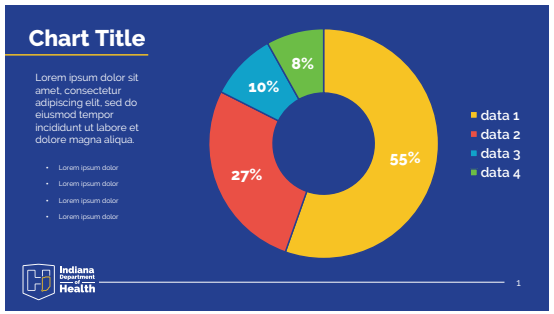
Content Slide

Content Slide With Callout

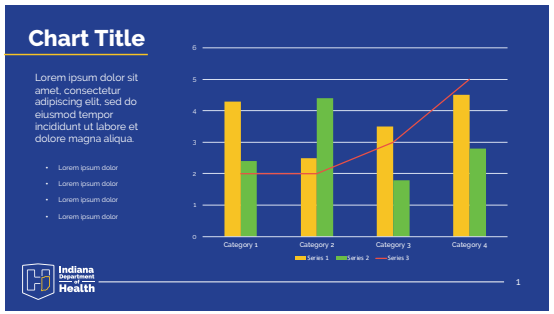


Content Slide With Photo

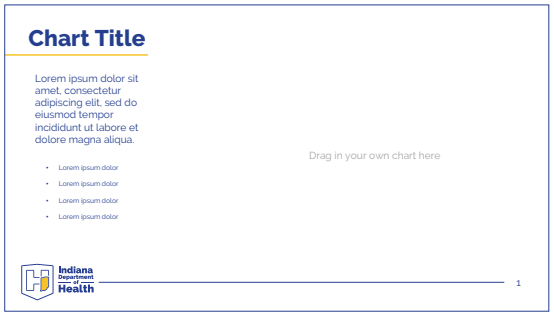
Divider Slide



Content Slide With Graph 1



Content Slide With Graph 2

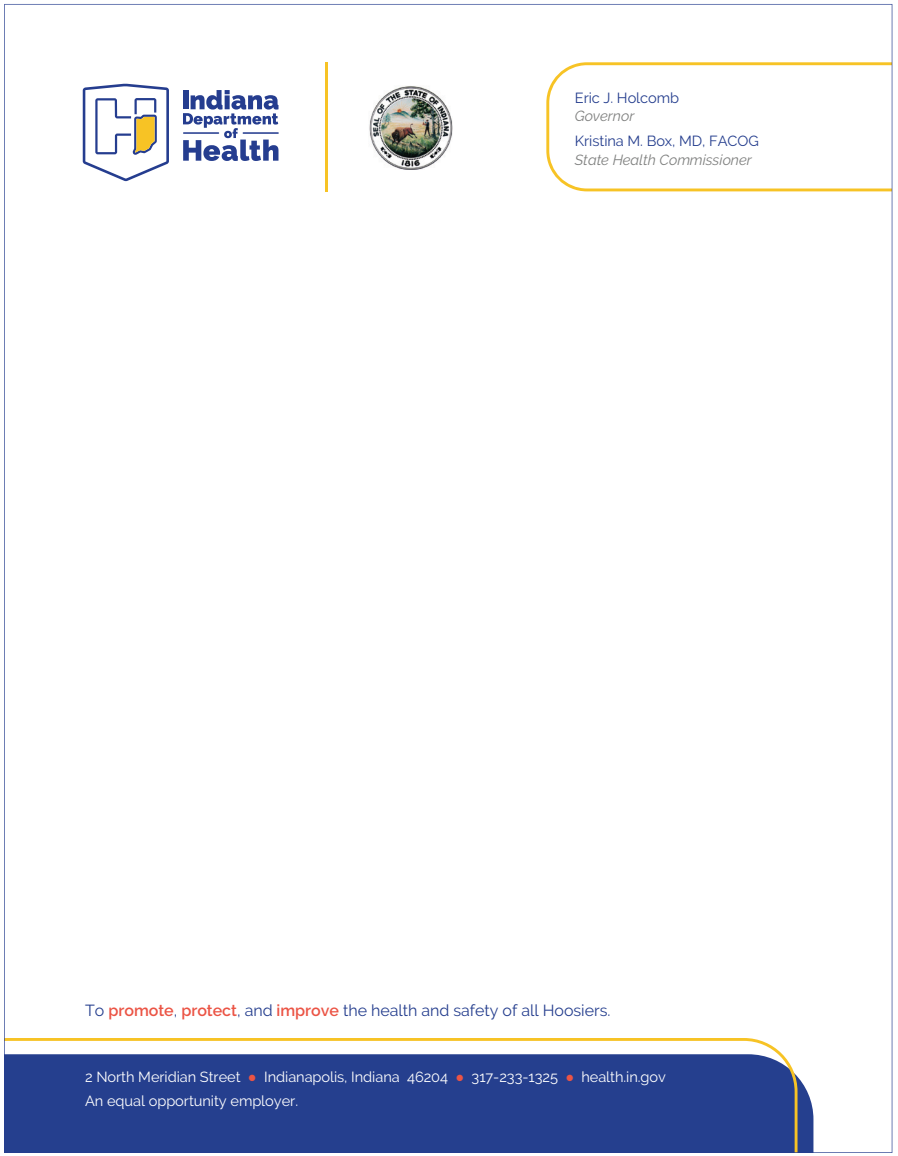


Content Slide With Space For Graph

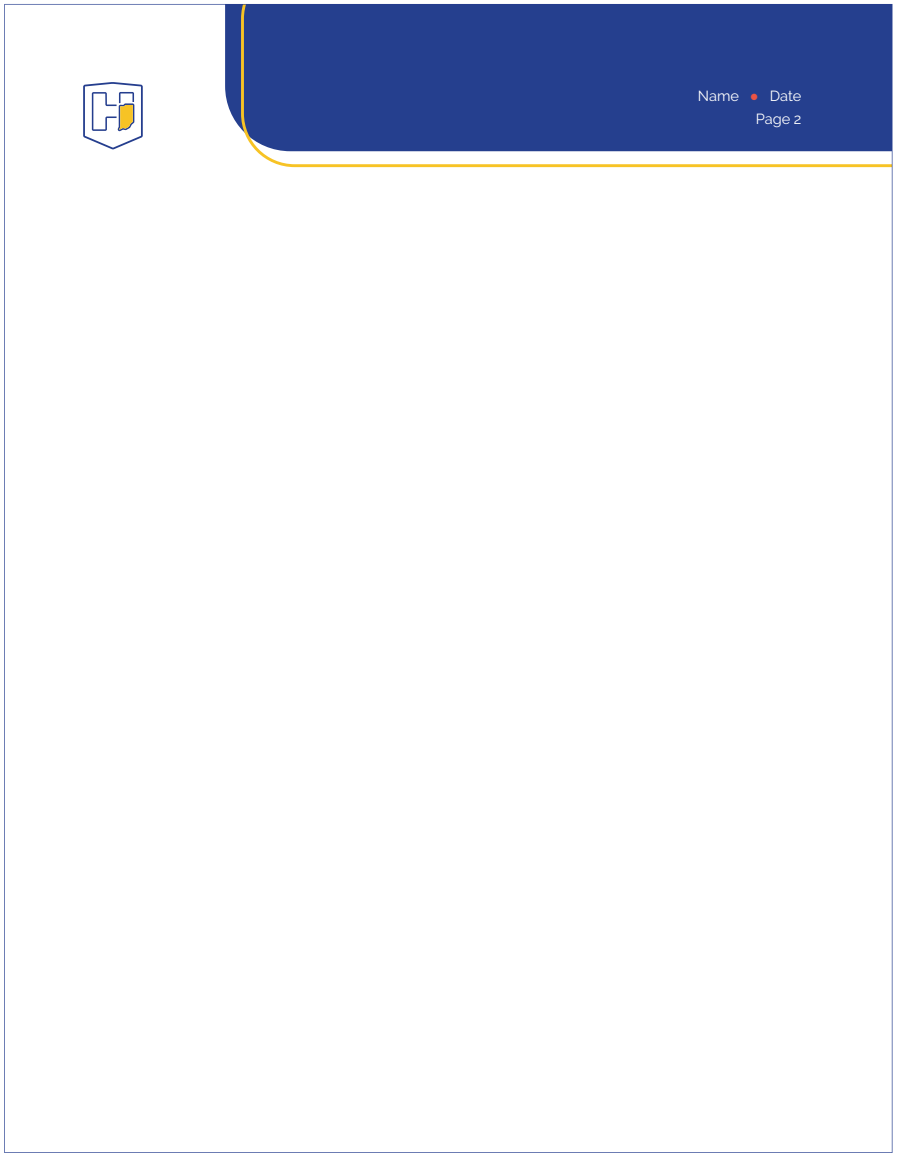
Letterhead and Business Card

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

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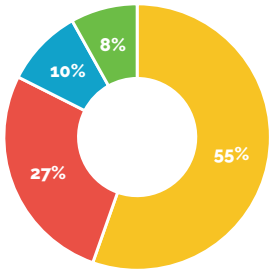

Chart Title

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- Lorem ipsum 3
- Lorem ipsum 4

Fast Facts

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Fact Sheet Back

Section Title

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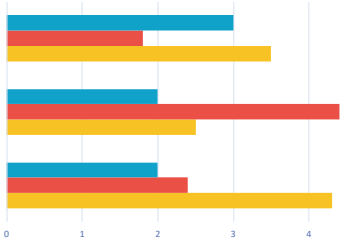

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For additional information on topic name:
in.gov/isdh/ABcdEF

Indiana Department of Health

Trifold Brochure Template

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

Brochure Front and Back Sides

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

Indiana Department of Health

in.gov/isdh

Brochure Flat Outside Panels

Brochure Flat Inside Panels

Report Template

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

Report Cover

Report Interior Pages

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

Profile Image Option 2

Header Images

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.