



Logo Usage and Branding Guidelines

Last Updated: April 29, 2016

Introduction and Background

In partnership with the North Carolina Division of Public Health and Extension at North Carolina State University, Faithful Families Eating Smart Moving More (Faithful Families) is a practice-tested health promotion intervention that promotes healthy eating and physical activity in communities of faith.

Resources for the program include a nine-session Faithful Families curriculum and the *Planning Guide for Faithful Families Eating Smart and Moving More*.

This document provides guidance on the correct usage of Faithful Families logos and its elements.

Who Should Use this Guide?

- Faithful Families Facilitators and others implementing the Faithful Families program
- Obesity, Diabetes, Heart Disease and Stroke Prevention Regional (ODHDSP) Regional Coordinators

Faithful Families Logo

The Faithful Families logo below illustrates the program goals of healthy eating (using the knife and fork) and physical activity.



- The logo may not be modified in any way except that they may be proportionally reduced or enlarged to fit the space available.
- The color of the logo and its elements may not be altered or changed.
- The logo should not be placed on any complex background or photo.

The logo has been provided in a .png format.

Faithful Families Design Elements

In the logo, “Faithful Families” uses Cheltenham Bold while “Eating Smart and Moving More” is in Stone Sans Bold Italic. “And” is just in bold, not italic.

When the Stone Sans and Cheltenham font are not available for use in Faithful Families documents, it is recommended to use Corbel for sans serif and Cambria for serif fonts.

If Corbel and Cambria are not available, Helvetica, Arial and Times fonts are appropriate.

Color Scheme

The logo colors are black and four-color build of purple. The color breakdown for the purple is 90C 100M 0Y 0K.

For web use, the purple translates approximately to R-71 G-47 B-146.

For Pantone ink color purple, 268 is the closest.

Many of the existing documents also use a complementary green as a background. The green at 100% is 50C 0M 92Y 0K, but it has been used screened back to 20% to 40% for backgrounds. 20% is 10C 0M 18Y 0K. 40% is 20C 0M 37Y 0K. The Faithful Families curriculum cover below is an example:



Document Layout

Faithful Families documents and materials should be visually attractive and easy to understand. The layout and appearance plays a major part in unifying publications and reinforcing the brand.

- In general, white space or “empty space” should be roughly one third of the document. This prevents cluttering or overcrowding.
- Headings may be used to introduce content by placing them directly above the text which they introduce. Headings should be simple, specific and concise. When headings are used, the text may be bolded or presented in a different color to grab the reader’s attention.
- Use curved boxes or borders around important concepts or information to provide emphasis. These boxes may also be represented in a different color for added emphasis.
- Use bullet points to draw attention to text or to present information in a concise list.
- Documents that are more than one page should display the Faithful Families logo in the same location on each page/slide, for example, lower right hand corner.
- When citing facts, always provide the full source of where the information was derived. This can be done either as a footnote on the page and/or in the case of PowerPoint® information, provided in the speaker notes.

Document Example

Letter:

The example below demonstrates proper use of the Faithful Families logo on a letter.



Promotion

For promotional items developed as part of the Faithful Families program, please use the Faithful Families logo. Examples of promotional items include: cups, cutting boards, cards and stickers. For guidance on which logo to use, please contact: Annie Hardison-Moody: amhardis@ncsu.edu

Co-Branding with Other Partners

- The Faithful Families logo cannot be edited, but partner organizations can add their logo or the name of the organization to the top, bottom, right or left of the logo.

Social Media

Social media tools, such as Facebook, Twitter and others, can serve as powerful channels to reach various audiences with health information. Faithful Families Facilitators and ODHDSP Regional Coordinators are permitted to create and implement social media accounts once cleared by the appropriate local agencies staff prior to launching. Faithful Families Facilitators and ODHDSP Regional Coordinators are also welcome to share these social media accounts with the Faithful Families Program Director, Annie Hardison-Moody: amhardis@ncsu.edu.

All information posted to social media should be in alignment with the goals and objectives of Faithful Families. The social media profile should include the following:

- Name: Faithful Families County X
- Profile Picture: Faithful Families logo
- Photos: 1) Written consent should be obtained prior to posting photos; 2) use suitable photos (e.g., families around a community garden).

Questions? Contact: Annie Hardison-Moody, Research Assistant Professor, North Carolina State University amhardis@ncsu.edu