

Davis4Health

Brand Guidelines

DAVIS 4
HEALTH

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Welcome

Thank you for supporting Davis4Health, Davis County's community health collaborative! The Davis4Health Brand Guidelines represent both the how and the why of our work.

By following these guidelines, we can keep trust strong and ensure brand recognition. Use these guidelines as a reference for all things Davis4Health.

Learn more: davis4health.org



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Brand Positioning

Davis4Health is the Davis County community health improvement collaborative.

Our partners represent more than 65 agencies and community groups from many sectors. Since our beginnings in 2012, more than 180 participants have been involved to date. Partners support our collaborative in a variety of ways, including:

- Advocacy
- Community connections
- Data
- Expertise
- Facilitation and leadership
- Guidance and decision-making
- Staff and volunteer time
- Use of facilities

Davis County Health Department (DCHD) currently serves as the backbone organization of Davis4Health and provides ongoing support to maintain organizational infrastructure and sustain momentum for moving Davis4Health forward.



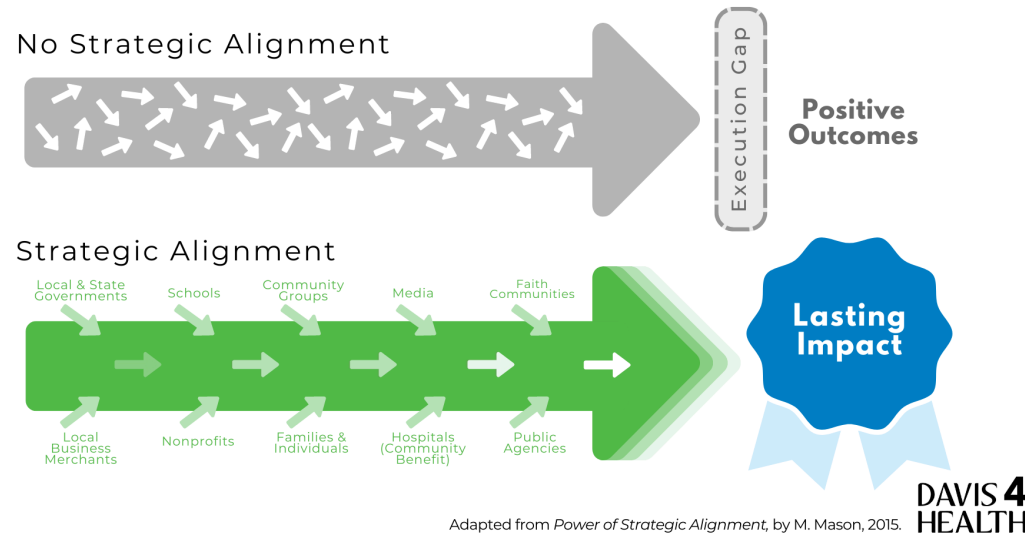
Value Proposition

Davis4Health is strategic, collaborative, and outcomes-oriented for community member health and well-being.

Davis4Health promotes strategic alignment among agencies to positively impact health outcomes. We are accountable to our community by using a strategic prevention framework to guide planning, implementation, and evaluation processes.

Davis County has a strong tradition of collectively working together with community partners to accomplish greater outcomes than could be achieved through a single agency working alone.

Can Davis County Use the Power of Strategic Alignment?



Learn more: [Davis4Health Charter](#)

Brand Audiences

The work of Davis4Health includes the following audiences.

Steering Committee	The Davis4Health Steering Committee meets every six months to shape health improvement strategies. The group guides the Community Health Assessment (CHA) and sets priorities for the Community Health Improvement Plan (CHIP).
Community Partners	Davis4Health partners collaborate around CHIP priorities. Many lead and/or participate in Davis County Coalitions and Workgroups . They represent numerous agencies and community groups from many sectors. Partners interested in signing up for a coalition or workgroup led or administered by DCHD can do so at davis4health.org .
Decision-makers	Decision-makers include government officials, grantmakers, and elected leaders. They provide financial, strategic, and advocacy support to Davis4Health.
Community Members (Public)	Any interested community members are invited to participate in Davis4Health. Our work benefits all community members. Davis4Health materials are made available to the public at davis4health.org .

Mission

Improve community health through the power of partnerships, collaboration, and strategic alignment around Davis County's top health priorities.

Vision

Shared commitment toward a culture of health.



Values

Compassion

We believe in our shared humanity and treat ourselves and others with kindness.

Hope

We approach our work with patience, perseverance, and optimism.

Humility

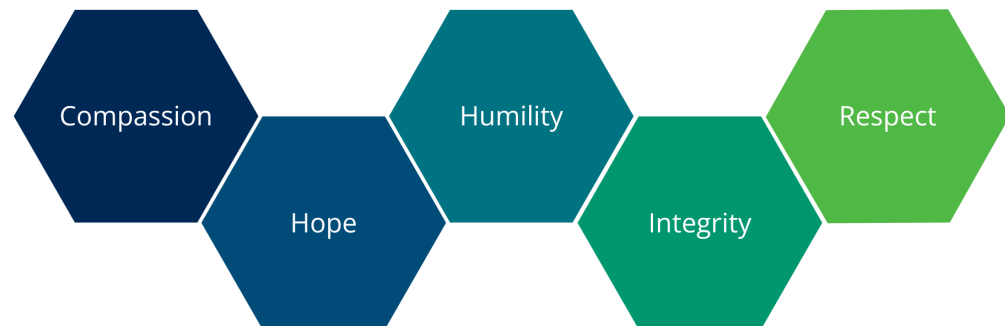
We commit to continuous learning with and from each other.

Integrity

We hold ourselves accountable to the community we serve and represent.

Respect

We recognize the human rights, perspectives, and experiences of others.



Brand Attributes

Our brand attributes are a direct reflection of our commitment to the Davis County community. These attributes reflect our commitment to our mission, vision, and values.

Accountable	We are transparent and responsive to the needs of our community. We follow a prevention framework and utilize best practices. We collect and utilize data to evaluate our efforts.
Authentic	We seek for understanding by learning with and from each other.
Collaborative	We work together to bridge gaps, strategically align, and increase protective factors.
Inclusive	We ensure our meetings, trainings, and materials are designed in a way that benefits everyone, including those of diverse abilities and backgrounds.
Innovative	We seek for new and creative solutions to propel our work forward, continually refine our processes, and improve community outcomes.

Brand Personality

Our brand personality is reflective of the people who do the work of Davis4Health.

If our brand were a person, they would be a friendly, hard-working advocate who seeks to improve the health and well-being of all people in our community. They would be involved, compassionate, trauma-informed, and willing to listen. You would find them showing up for the things that matter to the community and ensuring everyone has a seat at the table. They would be known for being resilient and persisting in a worthy cause despite opposition. They would be found lifting others, seeing the good, making things happen, and celebrating successes along the way.



Logo

The Davis4Health logo is horizontal and has three color iterations: green, black, and white.

Usage Guidelines

- Color contrast must be taken into account when deciding which version to use.
- Download full size and then scale appropriately.
- White space should be used around the logo to ensure a clean, professional look.
- The logo should be included on all official Davis4Health materials.
 - It should be included on the main cover for all assessments and reports.
 - Common logo placement for other materials includes any corner or near the main title.
- It can also be used with permission to co-brand materials. When co-branding, choose a logo color that will complement other logos being used.

Download logos: [D4H Logos](#)

The logo consists of the word "DAVIS" in a green, sans-serif font, followed by a large green "4", and the word "HEALTH" in a smaller green, sans-serif font below "DAVIS".

Green Logo

The logo consists of the word "DAVIS" in a black, sans-serif font, followed by a large black "4", and the word "HEALTH" in a smaller black, sans-serif font below "DAVIS".

Black Logo

The logo consists of the word "DAVIS" in a white, sans-serif font, followed by a large white "4", and the word "HEALTH" in a smaller white, sans-serif font below "DAVIS", all set against a dark blue rectangular background.

White Logo

Color Palette

The Davis4Health primary and supporting colors are drawn from local nature and represent trust, growth, and exploration.

Primary Colors

One or more primary colors should be used for all official Davis4Health materials.

- Davis4Health Green contrasts well on dark backgrounds, but not on white or light backgrounds. It is intended to be used as an accent color on materials.
- Both Davis4Health Blue and Davis4Health Purple contrast well on white and light backgrounds and can be used as main colors in reports, slides, and other materials.

Davis4Health Green

Hex #: 7FBE41
RGB: 127, 190, 65

Davis4Health Blue

Hex #: 00507a
RGB: 0, 80, 122

Davis4Health Purple

Hex #: 600b5c
RGB: 96, 11, 92

Supporting Colors

Supporting colors may be used to complement primary colors, especially when multiple shades are needed, such as in reports or assessments.

- White text labels indicate good color contrast on white and light backgrounds.
- Black text labels indicate good color contrast on black and dark backgrounds.
- Colors marked with an asterisk (*) pass on both backgrounds when used in graphics or large text (14 point, bold).

Hex #: 1d5919 RGB: 29, 89, 25	*Hex #: 3c8131 RGB: 60, 129, 49	*Hex #: 739e70 RGB: 115, 158, 112	Hex #: deeddf RGB: 222, 237, 223
Hex #: 00324d RGB: 0, 50, 77	*Hex #: 1374a4 RGB: 19, 116, 164	*Hex #: 4a9cc4 RGB: 74, 156, 196	Hex #: bedfed RGB: 190, 223, 237
Hex #: 4b0e45 RGB: 75, 14, 69	*Hex #: a640a6 RGB: 166, 64, 166	*Hex #: bd79c1 RGB: 189, 121, 193	Hex #: decede RGB: 222, 206, 222

Additional supporting colors outside of those listed may be used as needed when representing information graphically. Any additional colors should complement primary colors and pass color contrast requirements for accessibility. Black, white, and gray may be used to add contrast and create a modern, clean look.

Typography

The following guidelines relate to written text styles and sizes for Davis4Health.

Brand Fonts

The following fonts should be used on Davis4Health materials. Alternative fonts should not be used.

Montserrat

This font should be used for all titles, primary headings, and secondary sub-headings. It can also be used to help text stand out on reports, graphics, fliers, etc.

Roboto

This font should be used for the body text of materials. It can also be used for lower-level subheadings as needed in longer reports, slides, etc. This font should also be used for tables and charts.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold, SemiBold, Medium, Normal, Light

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold, SemiBold, Medium, Normal, Light

Type System

A hierarchical system should be used for materials as needed to help with navigation on Davis4Health materials.

Title, Montserrat Bold, 26

Subtitle, Montserrat Normal, 20

Heading 1, Montserrat Bold, 18

Heading 2, Montserrat Semi Bold, 15

Heading 3 Montserrat Normal, 14

Body, Roboto Normal, 12

Chart, Roboto Normal, 11

Size and Spacing

The body text for all materials should be at least size 11 font. Size 10 font may be permitted for captions or charts, but a larger size is preferred. Keep font size consistent for all elements (e.g., all tables are size 12, all quotes are size 14, etc.). Line spacing should be at least 1.15 with standard margins (1 inch), but a minimum of 0.5 inch may be used.

Writing Style

Davis4Health publishes a variety of materials. The following guidelines should be followed to create a unified voice and style.

Fliers, Infographics, and Presentations

- Keep information simple and easy to understand.
 - Limit how much information is shared.
 - Focus on key takeaways or actionable items.
- Use an informative and unbiased tone.
- Use [plain language](#) that is [trauma-informed](#).
 - Write at an eighth-grade reading level or lower when possible.
 - Visuals can be used to help explain text.
- If needed, use a hierarchical structure for headings and subheadings.
- Only number figures and charts if more than one is being used.
- Directly link all references and cite all quotes.
 - No separate reference section or list is needed.
- Captions are not required for images, graphics, and icons.
- No page numbers are needed for fliers and infographics.
- Include contact information and date published or updated.

Assessments and Reports

- Keep information simple and easy to understand when possible.
 - Define terminology when needed.
 - A higher reading level (above eighth-grade) may be used if needed.
- Use a hierarchical structure for headings and subheadings.
- Use third-person language.
 - Direct quotes may be in first-person language.
- Use an objective and unbiased tone that is [trauma-informed](#).
 - Be mindful of the content of the report and the audience(s) who will use it.
- Link items in the Table of Contents for easier navigation.
- When including figures and tables, include a numbered title and reference it in the body of the report.
 - Figure #: Title or For more information, refer to Figure #
- Cite all sources.
 - [APA Style](#) is a recommended style for citing sources in-text and for labeling figures and tables.
 - Other styles may be used as long as they are used consistently throughout the report.
- Link references directly, no separate Reference List is needed.
- Include page numbering on the bottom, right-hand corner of the page, starting with page 1 after the Table of Contents.
- Add navigation descriptions to the page headers.
 - Section 1, 2, 3, etc.
- Include contact information and date published or updated.

Learn more: [DCHD Guide for Community Assessments & Other Reports](#)

Imagery

Using the right imagery is important for telling the story of our community and the collaborative work that we do. The following should be considered when deciding which imagery to use.

Local

Images of both people and nature in Davis County should be used over stock photos when possible.

Natural

Images of people should show authentic and genuine expressions. Warmth should be conveyed through lighting and brightness.

Current and High Quality

Recent images and those that relate to ongoing priorities should be used. All photos should have a high resolution and not be pixelated, distorted, or blurry.



Graphics/Icons

Graphics and icons can be used to add visual interest and highlight progress. These elements are especially helpful when designing fliers, infographics, reports, assessments, or similar materials.

Graphics

A two-dimensional style should be used for all graphics. When deciding on graphics to use, use those that are warm, inclusive, not overly complex, easy to interpret, and supportive of written materials.

Icons

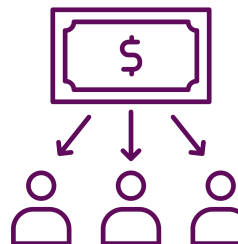
All icons should be clean, simple, and monochromatic. A flat, two-dimensional style should be used. Outline, filled, and hybrid (outline and filled) designs are acceptable. Icons should easily convey meaning, have good resolution, and enhance written text and data.



Graphics Example



Icon Examples



Icon Examples

Visualizing Data

Data are important to the work of Davis4Health. Both quantitative and qualitative data are frequently used. When presenting data, the following guidelines should be followed.

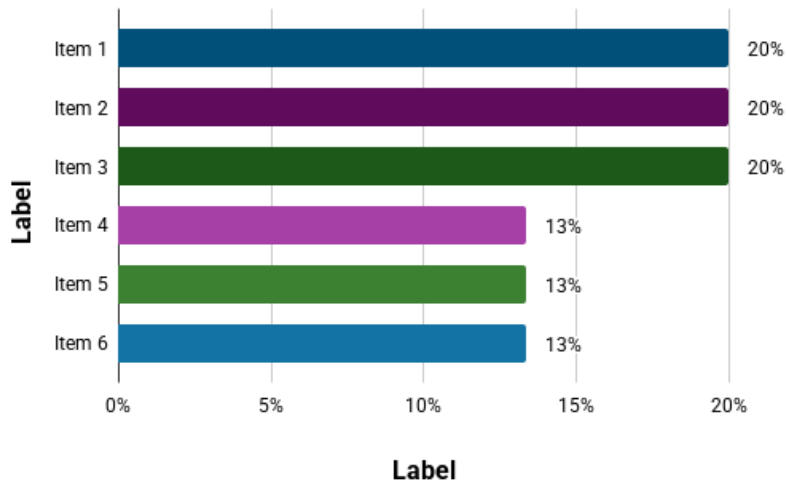
General Guidelines

- Use appropriate graphics for presenting data, including tables, figures, images, infographics, etc.
- Use the most recent, most local data available.
- Visualize data when there is an important takeaway or comparison being made.
- Intentionally order data (e.g., alphabetically, categorically, chronologically, magnitude, etc.)
- When using decimals, only include one number after the decimal point.
- Use a two-dimensional style without decoration (no images behind data).
- Use Davis4Health primary colors before using secondary colors.
- Primary colors may be used for titles or headings. Use black or white for all labels and descriptive text.
- Cite all data presented at the bottom of the figure or table, left-aligned.

Figures

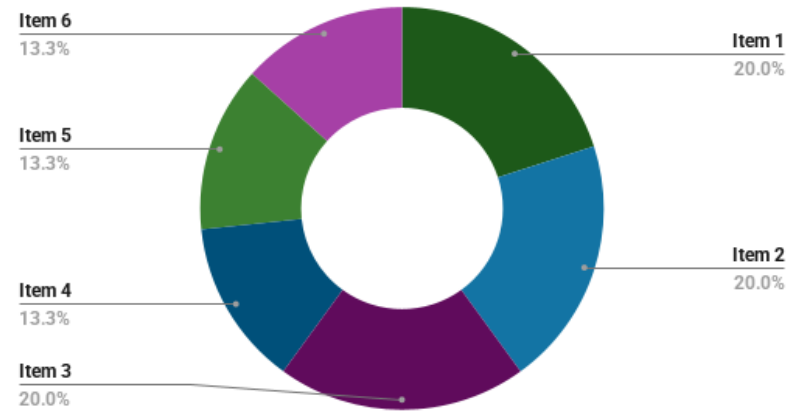
- Use figures to present trends, comparisons, demographic, and geographic breakdowns.
- Use the right type of figure for the information.
- Center and bold the title and axis titles.
- Add data labels.
- Ensure that the figure is large enough to easily read.
- Only outline figures if there are multiple on a page or if it helps with accessibility.

Example Figure (Graph)



Source: Name, date (linked)

Example Figure (Chart)



Source: Name, date (linked)

Maps

- Maps can be used to visualize geographic data, such as by local area, Census block, county, state, and nation.
- Provide a title and/or description for data being represented.
- Use data labels. When available, use outlines around map areas to provide additional contrast.
- Select backgrounds that provide good color contrast to help with accessibility.
- Limit the number of colors used to help with readability.

Tables

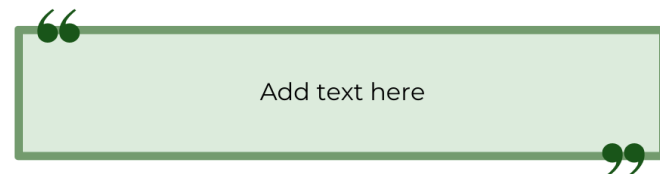
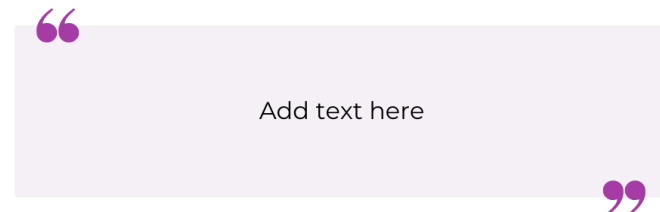
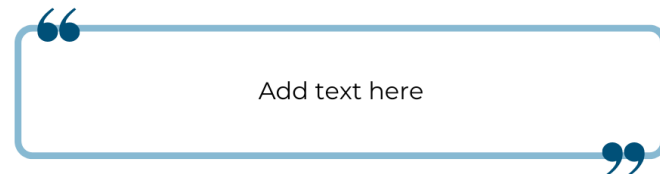
- Use tables to organize data, present comparisons, and highlight key points.
- Number tables and bold all titles and headings.
 - **Table #: Topic**
- Be consistent with alignment across all tables used (e.g., left-aligned, centered, etc.).
- Outline table cells in black with a 1-point size border.
- Blue and purple primary colors can be used for main headings.
- Secondary colors can be used for subheadings.
- Use gray when alternating row colors.

Table 1: Example	
Heading	
Item 1	20%
Item 2	20%
Item 3	20%
Item 4	13%
Item 5	13%

Source: Name, date (linked)

Quotes

- Use quotes to share community voice.
- Use primary or secondary colors to display quotes.
- Only use direct quotes when you have been given verbal or written permission to do so.
- Quotes may be cited with the name of the person who said it or may be kept anonymous depending on how and where the quote is being shared.



Accessibility

The work of Davis4Health is designed to benefit all community members in Davis County. The following guidelines can help to ensure materials are accessible.

Visuals

- [Use alternative text](#) for non-text content and [captions/subtitles](#) for audio and video materials.
- Do not use [color-dependent graphics](#).
- Ensure Web Content Accessibility Guidelines ([WCAG](#)) 2.1, [Level AA standards](#) are met.

Written Text

- [Use plain language](#) and avoid jargon.
- Avoid long, dense blocks of text.
- Utilize bulleted lists when possible.
- Use descriptive text for links.
- Spell out words or refer to an abbreviation when used for the first time.
- Underline and use a consistent color for links, such as blue on white background.

Translating Materials

As capacity allows, it is recommended to translate materials into languages other than English for the benefit of the community. The following guidelines should be followed:

- Those whose primary language is the translated language should be involved in the final review of materials.
- All translated materials should be reviewed by more than one person when possible.
- Translations should focus on conveying the same meaning as opposed to a direct translation.
- If information was shared in a language other than English, share it in that language first and then provide a secondary English translation or description.
- Review and update translated materials regularly.

Learn more: [DCHD Accessibility Guidelines](#)

Events

Davis4Health hosts regular events as an opportunity to gather partners, provide training, share resources, track progress, and celebrate successes.

Davis4Health Events

- Annual Davis4Health Celebration
- Davis County Resilience Symposium
- Davis4Health Steering Committee Meetings
- Davis Links Resource Forums
- Mental Health Screening for Youth

Other events are offered as needed. All events are overseen by DCHD and selected planning committees. Each event should follow steps outlined in the [Davis4Health Event Planning Guide](#).

For questions about events, please email healthstrategy@daviscountyutah.gov.

Learn more: [Davis4Health Event Planning Guide](#)



Co-Branding Guidelines

Due to the collaborative nature of Davis4Health, materials will often be co-branded. The following guidelines should be used to ensure brand consistency. All parties should approve of final versions before sharing with the public.

Colors and Fonts

- When Davis4Health is the primary organization for materials or events, use Davis4Health colors and fonts.
- If there is a clash between Davis4Health brand colors and a partner's branding, use neutral colors instead.
- When Davis4Health is not the primary organization, follow brand guidelines for the primary organization.

Logo Pairing

- Obtain verbal or written agreement before using partner logos and vice versa.
- Use only official, high quality versions of logos.
- Use the same orientation (horizontal or vertical) for all logos when possible.
- No one logo should dominate another.
- Ensure adequate white space around all logos.

For additional co-branding questions, email healthstrategy@daviscountyutah.gov.

Co-Branding with Davis Links

- Include both the DCHD logo and Davis Links logo on any collaborative materials.
 - Logos should be similar in size.
 - Ensure adequate white space around logos.
- Davis4Health and Davis Links share a primary font (Montserrat) due to the collaborative nature of their work and to ensure consistency across both brands.
- When Davis Links is the primary organization for materials or events, use [Davis Links Brand Guidelines](#).



Co-Branding with DCHD

- Davis4Health primary blue is one of DCHD's supporting colors and should be used when co-branding materials. This color was selected intentionally to ensure consistency across brands.
- Include both the DCHD logo and Davis4Health logo on any collaborative materials.
 - Logos should be similar in size.
 - Ensure adequate white space around logos.
- When DCHD is the primary organization for materials or events, use the [DCHD Brand Strategy](#).



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Thank You

For additional questions, contact us at healthstrategy@daviscountyutah.gov
or visit us online at davis4health.org.