



# GRAPHIC STANDARDS

*March 2021*



**Communications**

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# A Message from the Administrative Officer

Our logo is a symbolic ambassador for the important work that we do as employees of Spokane Regional Health District. Its purpose is to help emanate our Mission, Vision and Values, while creating a uniform visual and recognizable identity throughout Spokane County. Our logo's purpose also aligns with our Strategic Plan and the clear picture it presents of where we are headed as an agency, what we plan to achieve, the methods by which we will succeed and measures to monitor progress. Simply put, our brand and logo distinguish us as a community leader and partner, providing quality public health services for all residents, businesses and visitors.

The design was developed in conjunction with Klündt Hosmer, one of the region's most qualified visual communications firms.

This Graphic Standards Manual has been developed to provide consistent guidelines for the use of our logo on print and digital materials, such as letterhead and our website and social media, and other applications. By displaying our agency symbol according to these specifications, Spokane Regional Health District's image will be enhanced and promote the health district as a strong, effective and essential organization in our community.

Our logo is a symbol of our commitment to excellence for the citizens we serve. I ask for the active support of all divisions, programs and employees in actively using the new logo as often as possible, in careful accordance with the graphic standards outlined in this manual.



Amelia E. Clark  
Administrative Officer



*Our brand is a  
symbolic ambassador  
of the important  
work that we do  
as employees of  
Spokane Regional  
Health District*

# Branding Philosophy Statement

Klündt Hosmer is pleased to present you with this design for Spokane Regional Health District's logo. According to information gained in our meetings with the Logo Committee and the questionnaire feedback we received, we need to represent Spokane Regional Health District as trustworthy, approachable and caring, while being dependable and courageous. The logo needs to communicate integrity, honesty, and a feeling of safety. The logo should communicate the fact that Spokane Regional Health District is dedicated to bringing the community and partners together over issues pertaining to health and safety. The logo is a strong, bold mark and is able to stand-alone.

The logo is adaptable to multiple applications such as print materials, signage and for digital needs. The design works well in one color as well as multiple colors.

The person's nonspecific gender or nationality allows the image to be applied to everyone. The design is uncomplicated and easy for people to understand. The design is cross-cultural, and communicates a welcoming feeling to all viewers. It appeals to everyone – to people of all ages, genders and socioeconomic groups.

The design does not use typical medical or health care imagery to promote the feeling of health, wellness and safety. The bold use of the human figure communicates that message. Blue and green colors combine to form a energetic and healthy image.

The typestyle used with the mark is strong and professional. The clean sans serif font lends a modern, health care feel without being cold or governmental. The larger size and positioning of "Health" draws emphasis to this word, accentuating the key message and simplifying the visual.

This logo shows creativity and warmth; something lacking in the visual communication of many governmental/social services logos. Using this logo helps Spokane Regional Health District stand out as a caring, inclusive resource for the entire community.

With consistent use, this logo forges a strong community identity for Spokane Regional Health District. We are confident in the appropriateness of this design, and are certain that its consistent use will provide your organization with years of service.



Darin Klündt, President

Klündt | Hosmer

# Mission, Vision, Values & Strategic Plan

The visual imagery of this logo consists of a person standing with arms stretched out forming the letter A in the word HEALTH. It is clever and strategic, making the logo strong and memorable. The human figure represents “health” and the WHOLE community. These elements come together to represent health and safety for ALL individuals--core to the agency’s Mission, Vision and Values, which are an integral part of its Strategic Plan.

The agency’s Strategic Plan states, as part of Goal 2: “Build community understanding and awareness of public health and Spokane Regional Health District.” Consistent use of the agency’s brand supports this goals’ actions:

- Identify target audiences and develop target-specific strategies and messaging.
- Build the competence and responsibilities of employees to communicate public health messages by providing them with tools and trainings.

The human element is key to communicating many of the health district’s strategic messages. Health, wellness and equity are all communicated in the energetic pose of the figure. The arms and legs reach out in a warm, welcoming, inclusive manner. There is a positive, healthy, celebratory feeling in the position of the figure.

## Mission

As a leader and partner in public health, we protect, improve and promote the health and well-being of our communities.

## Vision

Healthy Lives. Safe Environments. Thriving Communities.

## Values

Integrity

Compassion

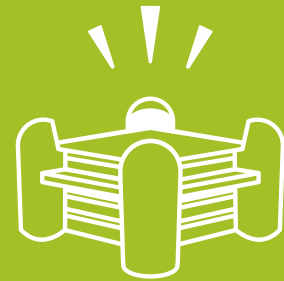
Respect

Equity

Collaboration

Innovation

Financial Stewardship



*Consistent use  
of the SRHD logo  
helps support  
Spokane Regional  
Health District’s  
Mission, Vision and  
Values, which are  
an integral part of  
its Strategic Plan.*

# Color

One of the most important elements of a consistent corporate identity is color. Whether our logo is viewed on signage, printed materials or onscreen, correct and consistent application of the Spokane Regional Health District colors will make them a familiar and integral part of the identity.

SRHD blue is its primary color with SRHD lime being secondary. Jade is part of the original logo, but is no longer used. The SRHD red and orange are used to accent text or graphics, but also to be used sparingly as to not overwhelm with their brightness. The alternative colors should be used in conjunction with the primary and accent colors, but should not stand alone.

Each medium (print, web, billboard, etc.) requires unique considerations in order to achieve consistency.

## Color Breakdowns

### Primary

*(Use these colors first)*



#### SRHD Blue

Pantone (PMS): 661u / ???c  
CMYK: 85, 50, 0, 20  
RGB: 64, 94, 157  
HSB: 221, 58, 66  
Hexidecimal: #4767ab



#### SRHD Lime

Pantone (PMS): 382u / ???c  
CMYK: 35, 0, 100, 0  
RGB: 153, 194, 33  
Hexidecimal: #99C221

### Accent

*(Use these for eye-catching elements)*



#### SRHD Red

Pantone (PMS): ???u / 1665c  
CMYK: 0, 82, 100, 0  
RGB: 220, 68, 5  
Hexidecimal: #DC4405



#### SRHD Orange

Pantone (PMS): Orange 021U/C  
CMYK: 0, 64, 100, 0  
RGB: 255, 108, 47  
Hexidecimal: #FF6C2F

### Alternatives

*(Use in conjunction with primary and accent colors)*



#### SRHD Pea

Pantone (PMS): 390u / ???c  
CMYK: 31, 1, 100, 10  
RGB: 151, 169, 38  
Hexidecimal: #97A926



#### SRHD Navy

Pantone (PMS): 280u / ???c  
CMYK: 100, 89, 0, 14  
RGB: 60, 73, 129  
Hexidecimal: #3C4981



#### SRHD Teal

Pantone (PMS): 3282u / 7717c  
CMYK: 100, 0, 50, 20  
RGB: 0, 135, 128  
Hexidecimal: #008780



#### SRHD Jade

Pantone (PMS): 340u / 340c  
CMYK: 94, 0, 74, 0  
RGB: 0, 158, 119  
Hexidecimal: #009E77

# Logo

## Use of One-Color



*Blue*



*Black*



*White*



*70% Black*

## Use of Two-Color



*No longer used*

## Program-Specific



**Nurse-Family Partnership**

*Horizontal*



**Nurse-Family Partnership**

*Vertical*

## Recommended Sizes



*0.357" wide  
(smallest size allowed)*



*0.5" wide*



*0.75" wide*

## Clear Area



*0.1875" clear space on all sides*



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