

HARFORD COUNTY HEALTH DEPARTMENT POLICY

Title of Policy: Branding Policy	
Program Area: Public Health Education / Communication	
Approved By: <i>Susan Kelly</i>	Original Effective Date: 2/21/14
Susan Kelly, Health Officer	Revised Dates: 9/4/14

1.0 POLICY

The Harford County Health Department's publications will include the name of the health department and the health department's logo. This logo, which combines the public health logo and the department's name, will ensure that the Harford County Health Department (HCHD) has a unique brand that identifies it as Harford County's public health provider. The Harford County seal will be used on official communications, and the emails sent by health department staff will include links to social media sites.

2.0 PURPOSE

This policy establishes procedures to ensure the consistent appearance of all HCHD materials, including reports, websites, social media, program brochures, flyers, billboards, commercials, Public Service Announcements (PSA's) and other electronic and print media, developed to communicate with the public so that the materials can be easily identified as having been produced by the health department.

3.0 PROCEDURES

3.1 All health department publications will be reviewed by the Communications Specialist to ensure branding consistency.

3.1.1 The public health logo that is specific to Harford County (see Appendix A) will be used unless otherwise specified.

3.1.2 The Communications Specialist will work with the Health Officer to ensure proper formatting, with the Health Officer having final approval. Once approved by the Health Officer, the publication can be distributed to the public.

3.2 The use of HCHD letterhead must include the County seal.

3.2.1 Only the Harford County seal (see Appendix A) will be used on letterhead (see Appendix B).

3.2.2 The letterhead will be used on all formal correspondences, such as press releases, memorandums, letters, and government documents distributed by the HCHD unless otherwise specified by the Health Officer.

3.3 Emails will have a consistent appearance and will support the health department's communication efforts.

3.3.1 Emails sent by HCHD staff will include links to social marketing sites associated with the health department in their email signatures to provide consistent social media marketing and branding.

Appendix A -

The Harford County Health Department Logo –



Public Health
Prevent. Promote. Protect.

**Harford County
Health Department**

The Harford County Seal –

