

Franklin County **Public Health**

Brand Standards for promoting our look, logo, name and website





Introduction

This guide offers information about the identity of public health in Franklin County. The work of public health is constantly evolving and we want our name and logo to reflect our current initiatives and future goals.

Contents

Name 4

Brandmark 5

Vision and Mission Statements 8

Web Site 9

Social Media 10



Franklin County Public Health

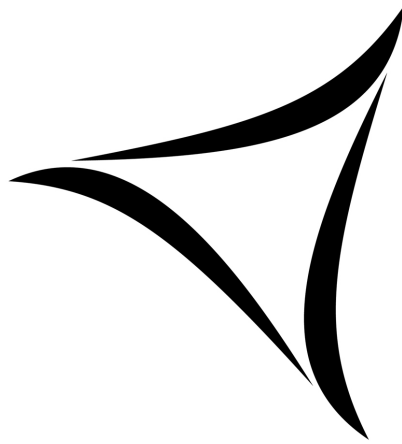
■ Name

Franklin County Public Health

In 2010, we changed our name from the Franklin County Board of Health to Franklin County Public Health.

It was important to include the *public* in public health as part of our new name. Our obligation and charge is to improve and protect health at a community level and to focus on the health of the public at large. There is an important distinction between "health" and "public health" and this is highlighted with our name.

Our work directed by the leadership of our Board and the Health Commissioner. These dedicated individuals provide oversight to the staff and guide us in a direction that meets the needs of the communities we serve. Our Board is known as the Board of Health.



Brandmark 

The Symbol

The triangular shape of the logo conveys many aspects of Franklin County Public Health. The logo is a fresh twist on a traditional shape. The logo displays the agency's commitment to being dynamic and flexible yet based in the tradition of public health like the conventional triangle. The logo illustrates movement and evolution as we progress forward to future of public health. It is also open and transparent – hallmarks of a trustworthy agency. The three sides of the triangle demonstrate various facets of our work.

- Our Mission – Prevent, Promote, Protect
- Our Structure – Administration, Environmental, Prevention & Wellness
- Our Communities – Cities, Townships, Villages
- Our Workplaces – Businesses, Homes, Communities
- Our Impact – Children, Adults, Seniors

All parts are equally important yet distinctly different and held together around a common mission. The logo depicts the both solidarity and complexity of the work of Franklin County Public Health.



 **Brandmark**

The Colors

This bold color scheme showcases the strength of public health and our agency. We are steadfast in our charge to protect public health. The colors are diverse yet complimentary which reflects the work of Franklin County Public Health. Our programs and initiatives are wide ranging but work in concert with a common mission. Furthermore, the colors of the logo are common, yet they are joined together in a unique, innovative manner much like programs and services we provide and communities we serve. This color scheme features a modern and progressive outlook of the future of public health in Franklin County.

The logo graphic consists of three curved, leaf-like shapes. The top shape is red, the middle is grey, and the bottom is teal. They are arranged in a fan-like pattern, pointing towards the right.

Franklin County
Public Health

Brandmark 

The Wordmark

The placement of the agency name gives the logo balance. The name also anchors the logo. We are a grounded agency - planted firmly with our name but our work expands out from this point with dynamic movement toward the future. The font is strong and clean. The words Public Health are bold to emphasize our unique role in Franklin County.



Vision and Mission Statements

As part of an overall strategic planning initiative, our vision and mission were created to provide a solid and concise message of our overall goals.

Vision

Franklin County Public Health leads our communities in achieving optimal health for all.

Mission

Franklin County Public Health improves the health of our communities by preventing disease, promoting healthy living and protecting against public health threats through education, policies, programs and partnerships.



Website

www.myfcph.org

Franklin County Public Health website is customer service focused with easy navigation. Hero banners display monthly health awareness messages and promote program activities. The website serves as a primary resource for acquiring up-to-date information and forms for Franklin County Public Health's Environmental Health and Prevention & Wellness divisions.



■ Social Media

Join in the conversation! We have been social networking since June of 2010, sharing exciting updates about our programs. Connect with us on any one of the following social sites listed below.

Facebook: **Franklin County Public Health**

Twitter: **FC_PublicHealth**

Pinterest: **FCPublicHealth**

LinkedIn: [Franklin County Public Health](#)

Youtube: **MyFCPH**

Instagram: **FranklinCountyPublicHealth**



Franklin County **Public Health**

280 East Broad Street · Columbus, Ohio · 43215-4562

Phone (614) 525-3160 · www.myfcph.org

May 2017