



**Department of Health and Human Services
Office of the Commissioner
Policy and Procedure Statement**

Policy # DHHS-33-07

Issue Date: 07/25/07

I. SUBJECT

Branding Policy for All DHHS Offices and Employees.

This Policy and Procedure Statement is designed to describe the branding policy of the department, use of a logo, and publication of any brochure, pamphlet, annual report, fact sheet, flier and letterhead.

Background

It became evident in a 2007 strategic retreat that there are three values at the core of the Department's positive image. These values have been illustrated in virtually all strategic documents since the department was formed. They were also reinforced by a bookmark distributed by the Commissioner to all staff in the Fall of 2006.

These values form the basis of DHHS' new 'tagline' which will be worked into the brand strategy in all publications, brochures and printed materials throughout the organization. It is:

Caring..Responsive..Well-Managed..We Are DHHS.

Supporting these values will drive exemplary customer service and it is expected that all DHHS employees exemplify these values.

II. POLICY STATEMENT AND RATIONALE

Government agencies have unique challenges when it comes to building a positive image or 'brand identity.' Unlike the Coca-Colas and the Nikes of the world, government does not market a 'product.' Also, unlike those corporations, marketing dollars are scarce in the government sector.

Where Coca-Cola answers to its stockholders and judges its success by profit margin, social service agencies measure their success by improving the lives of those we serve and doing so in the most cost-effective manner.

But like the for-profit entities, the Department of Health and Human Services must strive for a positive identity or brand. This goal is achievable with limited resources, provided that a commitment to successful branding exists within the agency. This consistency is delivered in messaging, re-affirmed by the look and feel of published materials and strengthened by the commitment to customer service. Ultimately, there must be a

willingness of leaders and managers to position the 'image of the whole' as more important than the individual parts.

III. PROCEDURE STATEMENT

A. Logo Unification

Each Office will be provided with an office-specific logo and the Department of Health and Human Services logo in black-and-white and color. The logo will be delivered in four separate file formats. These logos must replace existing logos that are used on brochures and other documents, effective August 1.

B. Logo Protocols

The Department of Health and Human Services Logo must be used on flyers, posters, brochures, or any published document intended for external use.

When your office-specific logo is being used on the front of the printed material, the DHHS logo must appear on the back.

Both the office-specific logo and the DHHS logo must be used at a minimum depth of 1 inch.

If using an external designer or printer, the PMS logo colors are Blue PMS 534 – 100 percent; Green PMS 323 – 80 percent.

C. Brochure/Publication Standards and Guidelines

The following guidelines pertain to printed information that will be distributed, including brochures, pamphlets, annual reports, fact sheets and fliers.

When creating any printed material, the following questions should be considered:

1. What is its objective?
2. Who is the audience?
3. Is this document written in plain language?
4. When does it need to be published?

All printed documents must be approved by the Department of Health and Human Services', Commissioner's Office, Communications Office prior to printing. Please allow a minimum of seven business days for approval.

The office-specific logo must appear on the front page of the document, at a minimum height of 1 ¼ inches. The Department of Health and Human Services logo must appear on the back page of the document, centered at the top of the back page and at a minimum depth of 1 ¼ inches. If a one-page fact sheet is produced and the office-specific logo is used, the DHHS logo is not required to appear on the document.

If brochure text appears on the back page of a publication, the Department of Health and Human Services logo must appear immediately after the text, with a minimum of ¼-inch of white space separating the text from the logo.

The tagline: Caring..Responsive..Well-Managed..We are DHHS. must appear at the bottom of a single page, or at the bottom of the back page. Use Book Antiqua font, italicized, at a minimum of 14-point size. If the line of text does not fit, please split as follows:

Caring..Responsive..Well-Managed
We are DHHS.

If the document is printed in color, the PMS logo colors are Blue PMS 534 – 100 percent; Green PMS 323 – 80 percent. All logos must be used at 300 dpi resolution and must be clearly legible when printed.

Each document must also contain the anti-discrimination disclaimer, which will be distributed in a separate file. It must appear underneath the Department of Health and Human Services logo, separated by a minimum of ¼ inch of white space.

All 'competing logos' (i.e. Healthy Maine Partnerships logo) must be at least 25 percent smaller than the DHHS logo. Competing logos must be placed at the bottom of the last page. In addition, a two-point rule must separate the competing logos and the tagline: Caring..Responsive..Well-Managed..We are DHHS.

D. Letterhead/Business Cards

New letterhead will be produced for each office which reflects the new brand identity, prior to September 1, 2007. In addition, a new business card template will also be designed and distributed during the fall.

E. Design Assistance

For those Offices who do not have design 'experts' on their staff or those who have not cultivated a relationship with an outside firm, assistance may be available from the Communications Office. Please call 287-5012 as early as possible in the pre-production process to discuss your needs.

IV. DEFINITIONS

Brand: a distinguishing characteristic or feature firmly associated with a person or thing.

Competing Logos: Logos of business partners or programs that might be included on materials printed by DHHS.

DPI/Resolution: DPI is an abbreviation for "dots per inch". Electronic images such as pictures are composed of many tiny dots, close together. A higher number of dots per inch results in a better "resolution", or a clearer picture.

Logo: A piece of type or a design paired with a team (such as the name of a newspaper or a trademark).

Tagline: A sentence, phrase, or word associated with something as appropriate to or indicative of its character or use.

White space: areas on a page without type or pictures, blank space.

V. ATTACHMENTS

1. DHHS logo
2. Sample of office specific logo
3. Disclaimer

VI. DISTRIBUTION

All Staff

Brenda M. Harvey
Commissioner

July 25, 2007