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**Mission Values & Vision**

**HCPH** is the county health department for Harris County, Texas – the third most populous county in the United States – providing comprehensive public health services to the community through an annual budget of over **$100 million** and a workforce of over **700 public health professionals**. The HCPH jurisdiction includes approximately **2.2 million people** within Harris County’s unincorporated areas and over **30 other municipalities** located in Harris County, Texas (not including the city of Houston). For certain public health services such as mosquito/vector control, Ryan White/Title I HIV funding and refugee health screening, the HCPH jurisdiction encompasses the entirety of the county including the city of Houston, thus providing services to over **4 million people in total**.

**Vision**

**Healthy People, Healthy Communities**

...a Healthy Harris County

**Values**

- Excellence
- Compassion
- Flexibility
- Integrity
- Accountability
- Professionalism
- Equity

**Mission**

- Promoting a Healthy and Safe Community
- Preventing Illness and Injury
- Protecting You
Core Brand
For usage and restrictions refer to pages 12-15.

Landscape

Harris County
Public Health
Building a Healthy Community

Stacked

Harris County
Public Health
Building a Healthy Community

Icon

Color Codes:

**Green:**
PMS: 7488u
CMYK: 43, 0, 60, 0
RGB: 99, 208, 90
HEX: #63d05a
CSS: rgb(99, 208, 90);
Websafe: #66cc66

**Fuchsia:**
PMS: 226u
CMYK: 2, 94, 2, 0
RGB: 220, 69, 136
HEX: #dc4588
CSS: rgb(220, 69, 136);
Websafe: #cc3399

**Orange:**
PMS: 116u
CMYK: 0, 29, 93, 0
RGB: 255, 181, 17
HEX: #ff511
CSS: rgb(255, 181, 17);
Websafe: #ffcc00

**Blue:**
PMS: 306u
CMYK: 74, 0, 10, 0
RGB: 0, 180, 228
HEX: #00b4e4
CSS: rgb(0, 180, 228);
Websafe: #00cccc

**Text:**
CMYK: 0,0,0,70
RGB: 109, 110, 113
HEX: #6d6e70
Alternate Core Brand

For usage and restrictions refer to pages 12-15.

Landscape

Harris County
Public Health
Building a Healthy Community

Stacked

Harris County
Public Health
Building a Healthy Community

Icon
Brand Safe Space

Landscape

Harris County
Public Health
Building a Healthy Community

Stacked

Harris County
Public Health
Building a Healthy Community

Icon
Brand Measurements

Landscape

Stacked

Harris County Public Health
Building a Healthy Community
Brand System

**DO NOT alter logo**

The brand must be used as provided by **Harris County Public Health** with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

*For usage and restrictions refer to pages 12-15.*

Core Brand
(Landscape)
**DO NOT USE FOR SHIRT ORDERS.**

Divisions/Offices Brands
(Landscape)
**DO NOT USE THE FOLLOWING BRANDS FOR SHIRT ORDERS.**
Core Brand
(Stacked)
AVAILABLE TO PRINT ON WHITE SHIRTS ONLY.

Divisions/Offices Brands
(Stacked)
DO NOT USE THE FOLLOWING BRANDS FOR SHIRT ORDERS.

Harris County Public Health
OFFICE OF POLICY & PLANNING

Harris County Public Health
ENVIRONMENTAL PUBLIC HEALTH

Harris County Public Health
VETERINARY PUBLIC HEALTH

Harris County Public Health
OFFICE OF COMMUNICATION, EDUCATION & ENGAGEMENT

Harris County Public Health
NUTRITION & CHRONIC DISEASE PREVENTION

Harris County Public Health
DISEASE CONTROL & CLINICAL PREVENTION

Harris County Public Health
OFFICE OF PUBLIC HEALTH PREPAREDNESS & RESPONSE

Harris County Public Health
MOSQUITO & VECTOR CONTROL
DO NOT alter logo

The brand must be used as provided by Harris County Public Health with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

For usage and restrictions refer to pages 12-15.
Divisions/Offices Alternate Brands
(Stacked)
USE THE FOLLOWING BRANDS FOR SHIRT ORDERS.
Brand Background Usage

Original brand can only be displayed on a white background. Alternate brand is to be used over colored backgrounds.

Correct

Incorrect
Avoid using alternate brand on pale colored backgrounds.
**Brand Misuse**

**DO NOT** delete white background from behind icon if using white logo.

**DO NOT** distort the logo.

**DO NOT** extend the rule and/or the slogan beyond original placement.

**DO NOT** turn logo black or white.

**DO NOT** apply drop shadows to the logo.

**DO NOT** rotate logo.

(To use division’s logo, REFER TO PAGES 12-15)
**DO NOT** do not apply outlines to the logo.

**DO NOT** apply transparency to any part of the logo, this includes the icon.

**DO NOT** change the rule to a different color.

**DO NOT** use logo as a texture.

**DO NOT** rearrange any portion of the logo.

**DO NOT** place logo on a busy background.

**DO NOT** bevel or emboss logo.

**DO NOT** rearrange color squares.
Brand Fonts

Typography is another device that can reinforce a consistent visual identity. Two font families were carefully selected for communications materials:

Arial

Arial, Black
Arial, Bold
Arial, Bold Italic
Arial, Regular
Arial, Regular
Arial, Narrow Bold
Arial, Narrow Bold Italic
Arial, Narrow Bold Italic

Georgia

Georgia, Bold
Georgia, Bold Italic
Georgia, Regular
Georgia, Bold Italic
For further clarification on collateral orders contact The Office of Communications, Education and Engagement (OCEE).

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