



Harris County
Public Health
Building a Healthy Community

Graphic Standards Manual



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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: #ffb511

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.

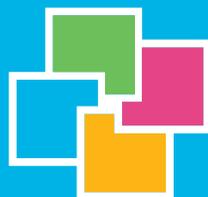
Landscape



Stacked



Icon



Brand Safe Space

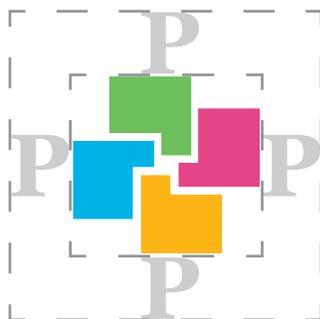
Landscape



Stacked



Icon



Brand Measurements

Landscape



Stacked



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.



Harris County
Public Health
Building a Healthy Community

Core Brand

(Landscape)

DO NOT USE FOR SHIRT ORDERS.

Divisions/Offices Brands

(Landscape)

DO NOT USE THE FOLLOWING BRANDS FOR SHIRT ORDERS.



Harris County
Public Health
ENVIRONMENTAL PUBLIC HEALTH



Harris County
Public Health
VETERINARY PUBLIC HEALTH



Harris County
Public Health
MOSQUITO & VECTOR CONTROL



Harris County
Public Health
OFFICE OF COMMUNICATION,
EDUCATION & ENGAGEMENT



Harris County
Public Health
OFFICE OF PUBLIC HEALTH
PREPAREDNESS & RESPONSE



Harris County
Public Health
NUTRITION & CHRONIC
DISEASE PREVENTION



Harris County
Public Health
OFFICE OF POLICY & PLANNING



Harris County
Public Health
DISEASE CONTROL &
CLINICAL PREVENTION



Harris County
Public Health
 Building a Healthy Community

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



Harris County
Public Health
 Building a Healthy Community

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

Divisions/Offices Alternate Brands
 (Landscape)

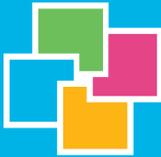
DO NOT USE THE FOLLOWING BRANDS FOR SHIRT ORDERS.



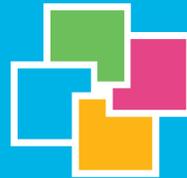
Harris County
Public Health
 ENVIRONMENTAL PUBLIC HEALTH



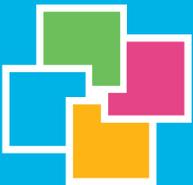
Harris County
Public Health
 VETERINARY PUBLIC HEALTH



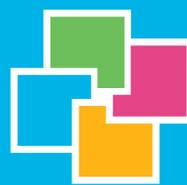
Harris County
Public Health
 MOSQUITO & VECTOR CONTROL



Harris County
Public Health
 OFFICE OF COMMUNICATION,
 EDUCATION & ENGAGEMENT



Harris County
Public Health
 OFFICE OF PUBLIC HEALTH
 PREPAREDNESS & RESPONSE



Harris County
Public Health
 NUTRITION AND CHRONIC
 DISEASE PREVENTION



Harris County
Public Health
 OFFICE OF POLICY & PLANNING



Harris County
Public Health
 DISEASE CONTROL &
 CLINICAL PREVENTION

DO NOT alter logo

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Harris County
Public Health
 Building a Healthy Community

Alternate Core Brand
 (Stacked)
**FOR DIRECTOR
 SHIRTS ONLY**

Divisions/Offices Alternate Brands
 (Stacked)

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

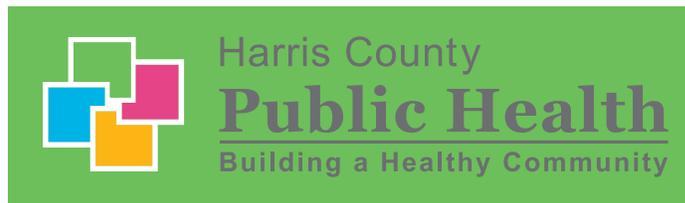
Brand Background Usage

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

Correct



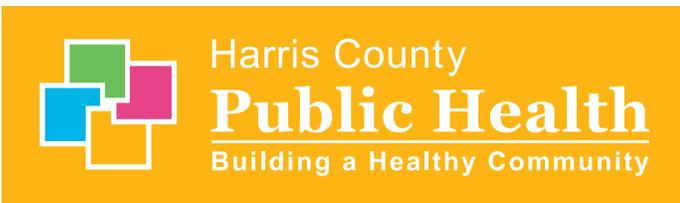
Incorrect



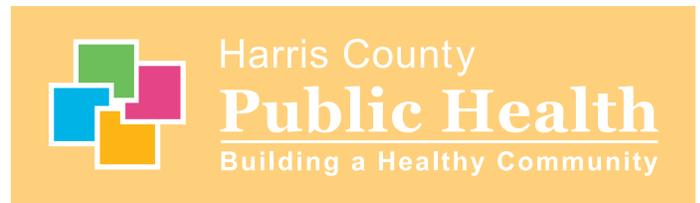
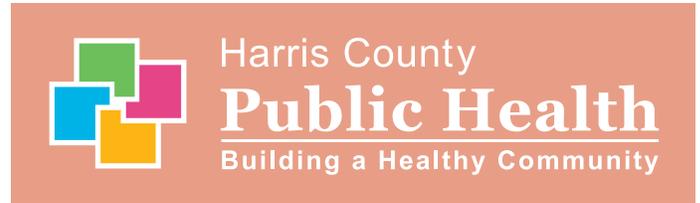
Alternate Brand Background Usage

Avoid using alternate brand on pale colored backgrounds.

Correct



Incorrect



Brand Misuse



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



Harris County
Public Health
Building a Healthy Community

DO NOT distort the logo



Harris County
Public Health

Building a Healthy Community

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



Harris County
Public Health

Building a Healthy Community
Office of Policy & Planning

DO NOT add division's title underneath the slogan.
(To use division's logo, **REFER TO PAGES 12-15**)



Harris County
Public Health
Building a Healthy Community

DO NOT turn logo black or white.



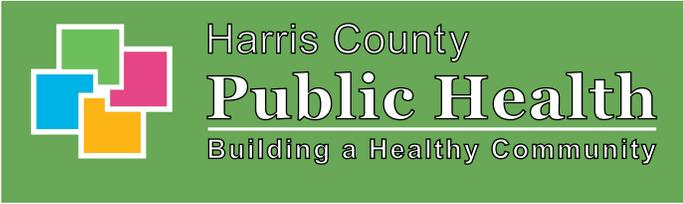
Harris County
Public Health
Building a Healthy Community

DO NOT apply drop shadows to the logo.



Harris County
Public Health
Building a Healthy Community

DO NOT rotate logo.



DO NOT do not apply outlines to the logo



DO NOT rearrange any portion of the logo.



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



DO NOT place logo on a busy background.



DO NOT change the rule a different color.



DO NOT bevel or emboss logo.



DO NOT use logo as a texture.



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





Harris County
Public Health
Building a Healthy Community

For further clarification on collateral orders contact
**The Office of Communications, Education and
Engagement (OCEE).**
PH-OCEE-CreativeTeam@hctx.net