

Buffalo County Community Partners: Brand Guidelines Updated 1/28/14

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1. Who we are.

Buffalo County Community Partners is a non-profit 501c3 organization that aims to improve the health of Buffalo County residents through public policy change, community programming, and active coalitions. As a representative of Community Partners, it is essential that your work or your coalition's work towards the 2020 Vision is linked back to the umbrella organization Buffalo County Community Partners.

The 2020 Vision has Five Strategic Directions:

- Active Living & Healthy Eating
- 2. Eliminate Health Disparities
- 3. High-Impact Prevention Services
- 4. Healthy Homes & Sustainable Communities
- 5. Injury-Free Living

When acting under Community Partners, remember our messages:

Our Mission is to assess, strengthen, and promote the health of Buffalo County.

Our Vision is that everyone from all corners of Buffalo County work together to improve the quality of life of those who live and work in these communities.

Our Tagline is ELEVATE Issues - ENGAGE People - EMPOWER Youth - EVALUATE Progress.

2. Copywriting.

While Buffalo County Community Health Partners is our official name, we do business as "Buffalo County Community Partners", and that is how you should refer to us.



On second reference, the shorter "Community Partners" is acceptable. The acronyms "BCCP" or "BCCHP" are not preferred.

The website is listed simply as "bcchp.org".

3. Logo Guidelines.

The Community Partners logos, "Powered by Community Partners" logos, and all coalition logos can be found at http://www.bcchp.org/logos/. Staff can also find them in Z:/Logos and Z:/Logos/Coalition Logos.

Below are our logos:









Rules for using the logo.

- 1. A logo must be included on all materials created with Buffalo County Community Partners' resources, whether those materials are for public or private display. The easiest way to meet this requirement is by adding the logo to your document's header or printing on Community Partners letterhead.
- 2. All coalitions must include the "Powered by Community Partners" logo *in addition to* the coalition's logo unless the coalition's logo includes the trademarked "square with stick figures" symbol. Examples of logos that do not need the extra "Powered by" logo are shown below.





- 3. The logo may not be altered in any way without prior approval from the executive director or marketing coordinator. This includes, but is not limited to:
 - a. adding text or symbols
 - b. adding effects such as drop shadows, outer glow, beveling, etc.
 - c. changing the logo's colors
 - d. altering the layout of the logo
 - e. cropping the logo

If you have any questions, contact staff@bcchp.org.

- 4. If the logo must be resized, the size must be changed proportionally so the image is not stretched or skewed (this is usually done by holding the SHIFT key while resizing). The logo is not to be made so small that the words are not legible.
- 5. When using the logo, be sure to leave an appropriate amount of whitespace around it to set it apart from other text in the document. The recommended amount of whitespace is equal to the "C" in "Community Partners".





Examples of proper use of the logo:

(Draft) 2012 Objectives for Activate Buffalo County

Work to build policy around active living and healthy eating, by working on the following areas:

Complete Strocts — Work with the City of Kearney to implement the first Complete Streets policy within Kearney, and then begin working with rural communities as well Community Gardens - Fresent a community gardens proposal to the Rotary Club, and partner with them to launch a community garden.

Healthy Vending Options — Work with businesses and organizations to implement healthy vending practices, offering employees and visitors healthier options. Also, work with achools to implement healthy vending policy in their schools.

Joint Use Facilities — Research and start communicating with rural communities the importance of shared use agreements for community members to access the facilities to engage in physical activity.

Healthy Businesses – Educate local businesses and organizations on the import of integrating physical activity and healthy eating within meetings by promoting visualizing meetings and implementing a "healthy meets" policy. Also work with businesses to implement these policies by serving as a resource.

Healthy Eating & Active Living Toolkit — Lanch hase two of the toolkit aimed at assisting adults in making kealthy decisions about nutrition and physical activity. The toolkit will be available on the Active Enthalo County Website by May 2011 for public use, and will include additional pieces regarding physical activity, as developed by the Activate Buffulo County intern.

January-April - 1.) Work with the City of Kearney to develop a recommendation regarding complete streets policy that addresses sidewalk gaps in existing antifaboloods; 2.) Present a community gardens proposal to the Retary Citis; 3.) Research joint use agreements.



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Healthy Eating & Active Living Toolkit – Launch phase two of the toollet airsed at assisting adults in making healthy decisions about sutrition and physical activity. The teollet will be available as the Activite Bufful County Veskine by May 2016 for public use, and will include additional pieces regarding physical activity, as developed by the Activate Bufful County intern.

Interime for Action Steps:

January-April - .) Work with the City of Kearney to develop a recommendation reparding complete streets policy that addresses sidewalk paps in existing neighborhoods; 2.) Present a community gardens proposal to the Rotary Club; 3.)

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Coalition logo and Community Partners logo.

Coalition logo with registered symbol.

Properly resized logo.

Examples of improper use of the logo:

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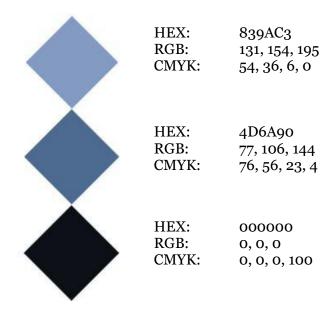
Effects added. No logo.

Skewed logo.



4. Logo Information. *Colors*.

Our logo's colors are:



Typeface.

Our logo uses Esprit Book for the main text and Frutiger 55 Roman for the tagline.