

## *mi*Ottawa Department of Public Health

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The Ottawa County Department of Public Health's brand is a visual representation of its programs, services, and culture. Brands can be powerful, when used consistently. This brand guidelines is a tool to help maintain consistency, to help increase positive public perception and being known as a credible, capable, and valuable health resource.

### MISSION

Ottawa County Department of Public Health will assure conditions in which **all people** can achieve **optimum health**.

### VISION

#### Healthy People

### VALUES

#### *Equality*

All people will be valued and treated with dignity and respect.

#### *Integrity*

We will uphold the highest level of ethical standards.

#### *Excellence*

We will provide the highest quality programs and customer service.

### WE PROMISE TO

- monitor health,
- conduct research,
- detect emerging diseases,
- investigate health problems,
- enhance prevention,
- develop public health policies,
- promote healthy behaviors,
- create healthy environments,
- and provide leadership.

### Contact



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## Logo Use

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- Do not modify or stretch the logo disproportionately.
- Do not compromise the legibility of the logo.
- Do not change the logo colors or typeface.
- Full color, one color, and black & white jpg and pdf logos are available. Other file types are available upon request.

	C=98	R=28		C=23	R=171
	M=85	G=53		M=100	G=31
	Y=36	B=94		Y=88	B=46
	K=27			K=15	
	Hex# 1E355E			Hex# AA1F2E	
PANTONE® 534C		PANTONE® 187C			



miOttawa Department of  
**Public Health**

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## Website Shortcuts

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[www.miOttawa.org/miHealth](http://www.miOttawa.org/miHealth)

- /AnnualHealthReports
- /Health2013
- /Health2014
- /Health2015
- /Health2016
- /BeachWatch
- /BirthControl
- /ChildServices
- /CSHCS
- /Dental
- /DiseaseInfo
- /DiseaseReporting
- /EH
- /EHforms
- /Flu
- /Food
- /FoodResources
- /HealthData
- HealthInsurance
- /HearingVision
- /Immunize
- /LandEvaluation
- /MedDisposal
- /MedExaminer
- /MediaRoom
- /MIHP
- /Nutrition
- /Prepare
- /ProviderResources
- /Recycle
- /ROADD
- /SAP
- /SchoolReporting
- /SexEd
- /SexualHealth
- /TFE
- /Travel
- /2014BRFS
- /2015CHNA
- /2015CHIP
- /2013YAS
- /2015YAS

## Communication Tools

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K:\Communications folders

- Admin
  - Awards
  - Policies
  - Reports
- Branding Templates
  - Appointment Cards
  - Brand Standards Guide
  - Email Signature
  - Envelopes
  - Fax Cover Sheets
  - Labels
  - Letterhead
  - PowerPoint
- Community
  - Events
  - Kindergarten Round-Up
  - Other Counties
  - Resources
- Image\_Video Library
  - Admin
  - Clinical Health
  - Community Events
  - Community Health
  - Consent Forms
  - Emergency Preparedness
  - Environmental Health
  - Facilities
  - Staff Members
  - Videos
- News Releases
  - CDC
  - Kent County
  - MDARD
  - MDHHS
  - Muskegon County
  - Oakland County
  - Other
  - Ottawa County
  - State of MI
- OCDPH Logos
  - County Seal
  - Large\_BW\_noseal
  - Large\_BW\_seal
  - Large\_color\_noseal
  - Large\_color\_seal
  - Small\_color\_noseal
  - Small\_color\_seal
  - Web\_color\_seal
- Promotional Materials
  - Clinical Health
  - Communications Plan Form
  - Community Health
  - Department Yearbook
  - Digital Sign
  - Directory of Services
  - Environmental Health
  - Website Shortcuts

## Social Media Sites

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- Facebook.com
  - /ecoOttawa
  - /FluGranny
  - /miOttawaBeachWatch
  - /miOttawaHealth
  - /OttawaCountyFoodNetwork
- GovDelivery at [www.miottawa.org/Connect](http://www.miottawa.org/Connect)
- Twitter.com
  - /miOCDPH
  - /miOttawabeach
- YouTube.com/miOttawa
- Other county sites at [miottawa.org/Connect](http://miottawa.org/Connect)

# Communications Policy

Communication involves dissemination of timely, accurate, clear, objective, and complete information (internally and externally); about the department's policies, programs, services, and initiatives. The OCDPH Communications Specialist/Public Information Officer's role is to maintain positive, mutually beneficial relationships with employees, media professionals, and the public. This person is assigned as the primary media contact, outbreak or public health emergency communications correspondent, brand manager, social media/website administrator, and promotional campaign consultant.

## Department Brand

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## Media Contact

All incoming and outgoing communications with the media (requests for information, incident statuses, comments, data/statistics, interviews, on-site visits, guest appearances, news releases, etc.) are facilitated by the communications specialist. If (s)he is not available, direct requests to the appropriate section manager. Depending on the circumstances of the inquiry, the section manager may appoint a staff member to release specific information.

## Social Media Sites

Users and visitors to Ottawa County social media sites are notified that the intended purpose of the site is to serve as a mechanism for communication between the county and members of the public. Ottawa County reserves the right to remove published content that does not comply with privacy policies and the moderation rules set forth below;

- is far off-topic.
- is abusive, obscene, indecent, or offensive.
- is defamatory, harassing, or hateful.
- has not been authorized with the necessary rights, licenses, and consents to post.
- constitutes spam, unauthorized advertising, or solicits.
- contains long embedded URLs.
- invades anyone's privacy or impersonates anyone.
- encourages conduct that may or will constitute a criminal offense; give rise to civil liability; or otherwise violates any local, state, national, or international law or regulations.
- appears to contain irrelevant or excessive links or appears to contain code.

## Communication Project Requests

Request for communication deliverables, promotional materials, and educational campaigns require a completed communications plan form and a consultation with the communications specialist. Deliverables may include (but not limited to); news releases, public service announcements, website updates, social media posts, online blogs or comments, community calendar posts, radio and television appearances, newsletters (digital or print), paid advertisements, posters, postcards, fact sheets, pamphlets/brochures, rack cards, banners, promotional products, signs, billboards, lobby television ads, email blasts, presentations, infographics, video productions, audio recordings (podcast), County Administrator's Digest articles, County Connections employee blog posts, etc. The completed communications plan form must be received by the communications specialist at least 2 weeks, preferably 3 -4 weeks, prior to the requested delivery date of any communication materials.

## Community Outreach

In order to efficiently coordinate community events, fairs, open houses, conferences, lectures, etc; any scheduling or organizing of an outreach activity must also be coordinated with the communications specialist. Activities are logged; in order to know whose doing what and when. This reduces duplication and increases department collaboration. In addition, tracking community outreach activities provides information on whether or not the activity was beneficial to the department and if staff members will accept future invitations.

## Photography

Please refer to K:\Communications\Image\_Video Library\\_Consent Forms for information about when a signed photography release form is required. Blank consent forms are available in this folder.