5210

Healthy Choices Count!

Co-branding and Joint Communications Guidelines
5-2-1-0 Healthy Choices Count!

Cobranding shows a relationship between 5-2-1-0 Healthy Choices Count and another company or organization. When we cobrand, we're lending our credibility to another brand – or benefiting from the credibility of that brand.

Every cobranding case is different, so we don't have hard and fast rules about how and when cobranding is appropriate but instead have established guidelines:

1. 5-2-1-0 materials available on the 5-2-1-0 webpage will be generic in nature.
2. Organizations who wish to co-brand shall be mission aligned with the 5-2-1-0 Healthy Choices Count! message.
3. Organizations shall share how the co-branded materials will be used or distributed.
4. Co-branded materials will not be printed or distributed by the Iowa Healthiest State Initiative and is the sole responsibility of the organization.
5. Co-branded materials will be provided to the organization for distribution.

LOGO MARK

LOGO TREATMENT 1:

The logo mark *without* icons is to be used when all icons are being used as main visual elements.

LOGO TREATMENT 2:

The logo mark *with* icons is to be used when a photograph or other graphic is the main visual element.

TAGLINE:

The tagline can be placed outside of the logo mark as a headline. In this case, the logo would lose the tagline at the bottom.

5 2 1 0
Healthy Choices Count!

5 2 1 0
Healthy Choices Count!

Healthy Choices Count!

BLACK AND WHITE TREATMENT:

5 2 1 0
Healthy Choices Count!

5 2 1 0
Healthy Choices Count!

Healthy Choices Count!

REVERSE TREATMENT: Only reverse out the logo mark or tagline against the 5-2-1-0 primary colors.

5 2 1 0
Healthy Choices Count!

5 2 1 0
Healthy Choices Count!

Healthy Choices Count!
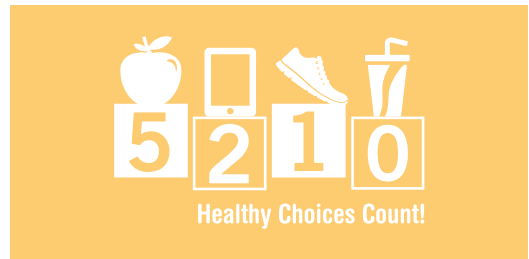
LOGO MARK

DO's:

Only use 5-2-1-0 Secondary Colors behind color logo mark.

Only place color logo mark on simple photography.

DONT's:

Only use 5-2-1-0 Secondary Colors behind color logo mark.

Only place color logo mark on simple photography.

COLOR PALETTE

PRIMARY COLORS

PMS: 7417c
CMYK: 1, 84, 89, 0
RGB: 238, 80, 50
HEX: EE5032

PMS: 7455c
CMYK: 96, 73, 2, 0
RGB: 16, 87, 165
HEX: 1057A5

PMS: 346c
CMYK: 53, 1, 63, 0
RGB: 125, 195, 133
HEX: 7DC385

PMS: 1365c
CMYK: 1, 34, 85, 0
RGB: 249, 176, 65
HEX: F9B041

SECONDARY COLORS

PMS: 1355c
CMYK: 0, 21, 65, 0
RGB: 253, 203, 112
HEX: FDCB70

PMS: 580c
CMYK: 27, 0, 38, 0
RGB: 188, 221, 176
HEX: BCDDB0

PMS: 7682c
CMYK: 55, 40, 1, 0
RGB: 121, 142, 197
HEX: 798EC5

PMS: 1625c
CMYK: 1, 45, 47, 0
RGB: 245, 159, 129
HEX: F59F81

PMS: BLACKc
CMYK: 0, 0, 0, 100
RGB: 35, 31, 32
HEX: 231F20

PRIMARY COLOR STANDARDS:

5-2-1-0 RED:
This color should always relate to fruits and vegetables.

5-2-1-0 BLUE:
This color should always relate to screen time.

5-2-1-0 GREEN:
This color should always relate to physical activity.

5-2-1-0 ORANGE:
This color should always relate to more water.

TYPOGRAPHY

HEADLINE
TRADE GOTHIC, BOLD CONDENSED NO. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SUBHEAD
TRADE GOTHIC, BOLD CONDENSED NO. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY COPY
TRADE GOTHIC, MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HEADLINE & SUBHEAD COLOR:

Headlines and subheads should only use the
5-2-1-0 Primary Color palette or black.

Sample

FOUR NUMBERS.
ONE AWESOME WAY TO STAY HEALTHY!

BODY COPY COLOR:

Body copy should only use black.

Sample

Lorem ipsum dolor sit amet, consectetuer adipiscing
elit, sed diam nonummy nibh euismod tincidunt ut
laoreet dolore magna aliquam erat volutpat. Ut wisi
enim ad minim veniam consequat vel illume.