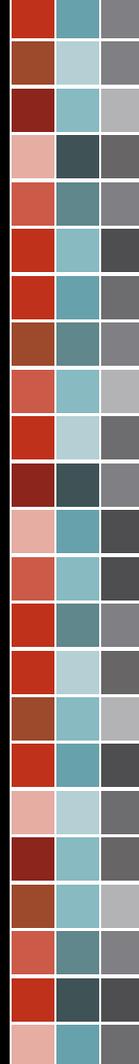


# Franklin County **Public Health**

*A new identity for the future of public health in Franklin County*

Brand Standards for promoting our look, logo, name and website





## Introduction

This guide offers information about the new identity of public health in Franklin County. The work of public health is constantly evolving and we wanted to update our name and logo to reflect our current initiatives and future goals.

These changes coincided with a phone number change for all county agencies and afforded an ideal opportunity to create a fresh, new identity.

This information will help you to understand our new identity and provide background information for some of the exciting changes we have made.

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# Franklin County Public Health

## ■ Name

### Franklin County Public Health

We have changed our name from the Franklin County Board of Health to Franklin County Public Health. Our work continues to be directed by the leadership of our Board and the Health Commissioner. These dedicated individuals provide oversight to the staff and guide us in a direction that meets the needs of the communities we serve. Our Board will continue to be known as the Board of Health.

It was important to include the *public* in public health as part of our new name. Our obligation and charge is to improve and protect health at a community level and to focus on the health of the public at large. There is an important distinction between “health” and “public health” and this is highlighted with our new name.



Brandmark 

## The Symbol

The triangular shape of the logo conveys many aspects of Franklin County Public Health. The logo is a fresh twist on a traditional shape. The logo displays the agency's commitment to being dynamic and flexible yet based in the tradition of public health like the conventional triangle. The logo illustrates movement and evolution as we progress forward to future of public health. It is also open and transparent – hallmarks of a trustworthy agency. The three sides of the triangle demonstrate various facets of our work.

- Our Mission – Prevent, Promote, Protect
- Our Structure – Administration, Nursing, Environmental
- Our Communities – Cities, Townships, Villages
- Our Workplaces – Businesses, Homes, Communities
- Our Impact – Children, Adults, Seniors

All parts are equally important yet distinctly different and held together around a common mission. The logo depicts the both solidarity and complexity of the work of Franklin County Public Health.



 Brandmark

## The Colors

This bold color scheme showcases the strength of public health and our agency. We are steadfast in our charge to protect public health. The colors are diverse yet complimentary which reflects the work of Franklin County Public Health. Our programs and initiatives are wide ranging but work in concert with a common mission. Furthermore, the colors of the logo are common, yet they are joined together in a unique, innovative manner much like programs and services we provide and communities we serve. This color scheme features a modern and progressive outlook of the future of public health in Franklin County.



Brandmark 

**The Wordmark**

The placement of the agency name gives the logo balance. The name also anchors the logo. We are a grounded agency - planted firmly with our name but our work expands out from this point with dynamic movement toward the future. The font is strong and clean. The words Public Health are bold to emphasize our unique role in Franklin County.



## Vision and Mission Statements

As part of an overall strategic planning initiative, a new vision and mission have been created to provide a solid and concise message of our overall goals.

### **Vision**

Franklin County Public Health leads our communities in achieving optimal health for all.

### **Mission**

Franklin County Public Health improves the health of our communities by preventing disease, promoting healthy living and protecting against public health threats through education, policies, programs and partnerships.



## Phone Numbers

**(614) 525-3160**

All of the Franklin County government agencies converted their phone numbers to a new exchange in December 2010. All Franklin County agency phone numbers now begin with "525".

The last four digits of all telephone numbers remain the same. Example, our main line was (614) 462-3160 and is now (614) 525-3160.



Thank you for visiting the Franklin County Public Health web site. This site is completely new and we hope you find it

## Website

[www.myfcph.org](http://www.myfcph.org)

Beginning in 2011 and coinciding with our identity conversion, Franklin County Public Health also launched a new streamlined website. The new site has a customer service focus and is easier to navigate. New and urgent information will be displayed prominently and information will be reorganized for better access.



Social Media 

**Facebook and Twitter**

Find us on Facebook and follow us on Twitter! We have been in the social networking world since June of 2010 sharing exciting updates about our programs.

With our name change we have also changed our identity on Facebook and Twitter.

Facebook: **Franklin County Public Health**

Twitter: **FC\_PublicHealth**





Franklin County **Public Health**

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