

# AZ HEALTH ZONE BRAND STANDARDS

LOGOS MUST NOT BE ALTERED OR AMENDED IN ANY WAY.

## BRAND IDENTITY

Our overall approach takes the brand identity of the AZ Health Zone beyond the nutritional value of healthy food choices and combines it with the many benefits of a physically active lifestyle.

The result is an aspirational new brand identity, (name, logo, tagline) broad enough to be appealing to all target audiences, while still being motivating and inspiring. This powerful new mark and tagline will change the perception of the brand and instill a sense of empowerment for all those seeking a brighter, healthier future.

## THE PROBLEM WE ARE TRYING TO SOLVE

How do we change the perception of AZ Health Zone to be looked at as an overall health partner that also provides guidance on physical fitness and obesity prevention?

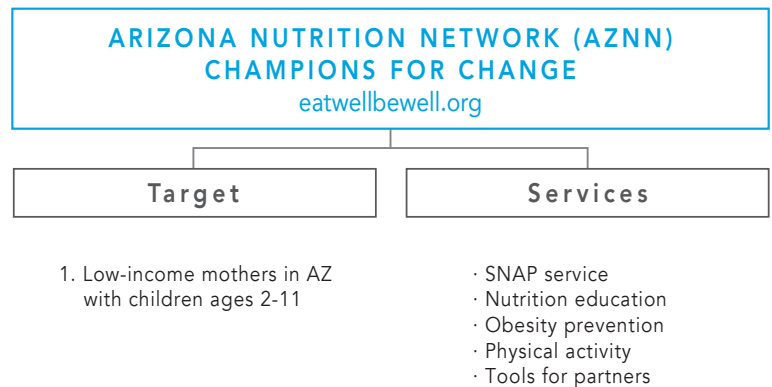
## THE SOLUTION

Develop a clearly identifiable and understandable brand that leverages the full breadth of services and resources AZ Health Zone has to offer.

## ADJUSTING THE BRAND ARCHITECTURE

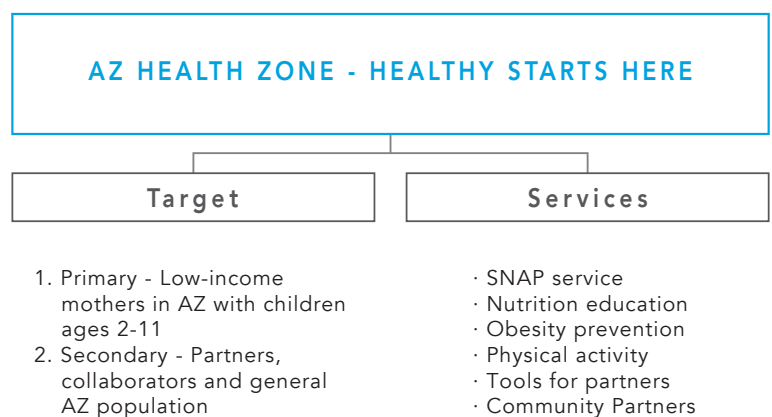
### Current Brand Architecture

The current brand architecture has multiple names representing the same thing, not only causing confusion, but making it unclear as to what AZ Health Zone / Champions for Change actually provides.



### NEW Brand Architecture

Going forward, we need a simplified and clear name that repositions AZ Health Zone to be inclusive of all elements (nutrition, physical activity, obesity prevention) rather than a single service provider — one who empowers and serves as a resource.



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## PRIMARY LOGOS

The full-color logo is the preferred variant for all uses. It is available in 4-color process and 2 PMS spot colors. Secondary options are available for use only when reproduction methods prevent the use of full color.



## SECONDARY LOGOS

1-color variants are available for reproductions that are limited to one solid color, such as embroidery and promotional materials.



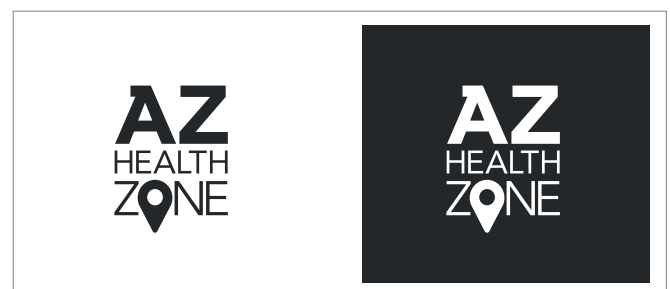
(ENGLISH) LOGO ON LIGHT AND DARK BACKGROUND



(SPANISH) LOGO ON LIGHT AND DARK BACKGROUND



FULL COLOR (ENGLISH AND SPANISH) NO TAGLINE



(ENGLISH) LOGO ON LIGHT AND DARK BACKGROUND NO TAGLINE

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## SECONDARY LOGOS (CONTINUED)

1-color variants are available for reproductions that are limited to one solid color, such as embroidery and promotional materials.



(ALT) TAGLINE AND COUNTY LOGO FULL COLOR, AND 1-COLOR ON LIGHT AND DARK BACKGROUND



(ALT) COUNTY LOGO (NO TAGLINE) FULL COLOR, AND 1-COLOR ON LIGHT AND DARK BACKGROUND. ONLY LEVERAGE PARTNERSHIP'S OFFICIAL NAME AND DON'T USE PARTNER'S LOGO.

## TYPOGRAPHY

### Primary Type

**Avenir Black**  
**Avenir Medium**  
**Avenir Book**

### Secondary Type

**Arial Bold**  
**Arial Regular**

## PRIMARY COLORS



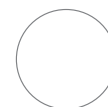
**PANTONE:** 299  
**CMYK:** 80-18-0-0  
**RGB:** 0-161-223  
**HEX:** 00A1DF



**PANTONE:** 426  
**CMYK:** 73-66-62-67  
**RGB:** 38-39-41  
**HEX:** 262729



**PANTONE:** BLACK 6C  
**CMYK:** 0-0-0-100  
**RGB:** 35-31-32  
**HEX:** 231F20



**PANTONE:** WHT  
**CMYK:** 0-0-0-0  
**RGB:** 255-255-255  
**HEX:** FFFFFFFF

THESE COLORS ARE RESERVED FOR BLACK AND WHITE VARIANTS

## SECONDARY COLORS



**PANTONE:** 668  
**CMYK:** 73-75-24-7  
**RGB:** 98-76-121  
**HEX:** 5E5181



**PANTONE:** 107  
**CMYK:** 2-6-99-0  
**RGB:** 255-227-0  
**HEX:** FFE300



**PANTONE:** 663  
**CMYK:** 9-6-7-0  
**RGB:** 228-229-228  
**HEX:** E4E5E4



**PANTONE:** 1645  
**CMYK:** 0-80-93-0  
**RGB:** 241-91-42  
**HEX:** F15B2A



**PANTONE:** 710  
**CMYK:** 0-80-56-0  
**RGB:** 241-89-96  
**HEX:** F15960



**PANTONE:** 367  
**CMYK:** 48-6-99-0  
**RGB:** 147-190-62  
**HEX:** 93BE3E



**PANTONE:** 602  
**CMYK:** 10-3-70-0  
**RGB:** 235-227-112  
**HEX:** EBE370

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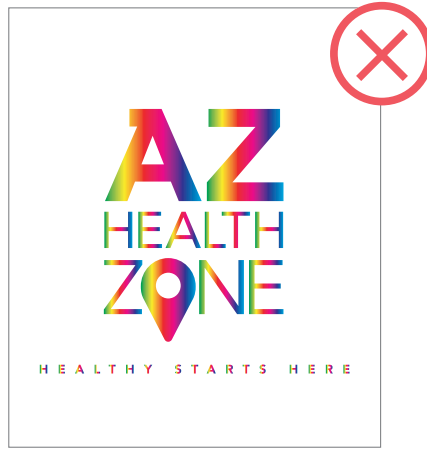
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## GUIDELINES - THE DO'S AND DON'TS

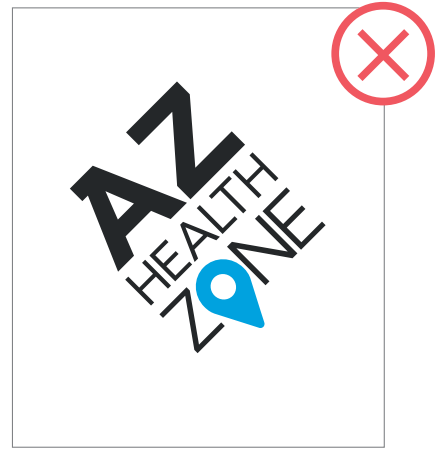
All uses of the AZ Health Zone logo should maintain a consistent spacing equal to the dimensions of the "A" in "AZ" around the mark to separate the mark from surrounding elements. If the logo placement lacks sufficient space to achieve this separation, remove the tagline and just use the AZ Health Zone mark.



DON'T CROWD THE TAGLINE



DON'T ALTER LOGO COLORS



DON'T ANGLE LOGO



DON'T PLACE COLOR LOGO ON DARK BACKGROUNDS



DON'T ALTER ICON COLORS



DON'T PLACE LOGO ON PHOTOS WITHOUT SUFFICIENT CONTRAST

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## SIZING REQUIREMENTS AND SPECIAL USE FORMAT

The tagline should be used whenever space allows, but there will be instances when the font will be too small to read.



MOST PUBLICATIONS WILL NOT GUARANTEE FONT LEGIBILITY BELOW 6 POINTS, IF THE FORMAT REQUIRES THE LOGO TO BE SCALED BELOW 6 POINTS, IT IS RECOMMENDED THAT THE TAGLINE BE REMOVED.

MINIMUM SIZE 21W X 27.5H PIXELS

## POLICY

**Effective October 1, 2017**, a new brand identity including name, logo, and tagline will be used for SNAP-Ed programs throughout Arizona. The new name, AZ Health Zone, reflects the comprehensive services and programs included in SNAP-Ed including direct education, comprehensive and multi-level interventions, community and public health approaches. Social marketing methods will be used to identify common messages used in all efforts.

AZ Health Zone—Healthy Starts Here is an aspirational new brand identity, broad enough to be appealing to target audiences and also be motivating and inspirational.

All materials developed prior to October 1, 2017 can be used until stock runs out. All new materials will be branded with AZ Health Zone—Healthy Starts Here. All materials paid for with SNAP-Ed funds will include the AZ Health Zone logo or the LIA-specific AZ Health Zone logo provided by the State Implementation Team.

Materials developed for collaborative efforts, will require joint funding for the materials when carrying additional organizational logos.

All LIA-developed materials require review and approval by the SIT before printing.