We’re Health & Human Services of Yuba County. This is our brand.
Together we work to change the narrative for Yuba County. Unified, we strive to provide compassionate and personalized quality care. We advocate for health, wellness, and protection to promote the success of our community. We are a collaborative, diverse group supporting one another and working hand in hand with our residents to provide services that lead to a better tomorrow.
This manual is created for us, the Health & Human Services team. This guide exemplifies how to communicate our brand effectively.

Strong brand management and communication will allow us to unify our department and our residents, moving toward the common goal of a better future.

The brand

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We are stronger together. We are more effective when unified. We are representatives of our brand.

Our “brand” is what someone thinks of when they hear our “brand name”—Health and Human Services of Yuba County. Our brand spans physical and emotional space, it influences people’s perceptions—both tangible and not—from participating in our programs and events, to people’s experience interacting with our staff, to the name, to logo mark, to the colors.

Internal divisions
Our department consists of specialized internal divisions whose strengths lie in their specialization and in their ability to work cohesively. Moving forward these individual divisions are represented equally within this brand. Each unique division of this department is displayed via a literal representation of branches within the logo. There are a total of seven branches shown, that together, complete and create one logo, one brand, one department which is the Health and Human Services Department and team.

Managing our brand’s visual identity
An important component of every brand is its visual identity. This brand manual provides the basics to help us maintain our brand’s integrity and graphic standards for internal and external use.

We believe that a brand is fluid, and this manual should be refined and updated based on the input and feedback of our internal and external audiences when necessary.

This Brand Manual is produced and managed in collaboration with representatives from each division. Our collective goal is to educate, inform, and guide employees department wide how to use this Brand Manual. It’s important to note that previous departmental or division logos are NO LONGER AUTHORIZED for use. Moving forward all departments and divisions are represented in the branches of the new mark and should proceed with the singular and unified use of this new brand.

Questions, comments or observations on how to use this Brand Manual or on the brand in general, can be directed to Michele Mazerolle at mmazerolle@co.yuba.ca.us.
It’s our unifier. The face to our community. Our logo.

Color
Suggested usage for this version includes any process by which color and quality can be reproduced for offset and digital printing. Do not change the logo to all green or any other unauthorized color combination.

Minimum size and special instances
The logo should not be shrunk below one-half of an inch in height. If you have a situation in which the logo needs to be smaller, please review alternate versions to determine if their use might be appropriate.

Black, grayscale, reverse, and white
Suggested usage for the single color black logo includes newsletters, newspaper ads, coffee mugs, pens or other applications where color reproduction is difficult or not an option—anything that may eventually be photocopied.

The reverse logos should be used on dark backgrounds in order to create visual contrast.

Swag Reverse Two Color:
For use when a two color application would decrease production costs, for example, shirt embroidery.

Social Color:
For use on social media only, or as a favicon to a website.
There is a right way and a wrong way to use our logo. Here are some guidelines to help you know which is which.

The proper placement or treatment of the logo is very important. It is crucial that the logo maintain the specific distance from other elements on the page so as not to crowd or interfere with them. When placing the logo into a document, it is important to not stretch or pull the logo, thereby distorting it from its correct height-width ratio.

Never stretch the logo in an effort to fill or accommodate an existing space. The size of the logo can be increased or decreased, as long as proportions remain intact.

**Things to do**

Make sure to leave clear space around the logo equal to the height of the “Health & Human” lines.

**Things to avoid**

- Do not stretch or compress the logo.
- Do not change the color of the logo: even to colors in our palette.
- Do not place the color logo over any colored background.
- Do not alter the logo by removing any element.
- Do not embellish the logo or add any drop shadows.
We are diverse. As are our colors.

The array of colors in our brand palette allows for us to create materials using colors that highlight or pair with the tone of our events and information. For example, the colors Daisy and Sun work well to advertise a summer event (see flyer examples on page 16). While the neutral color palette provides options for visual respite within a piece. These colors are intentionally selected to pair well with both the primary and secondary palette.

**Primary colors**

- River
- Sky
- Grass
- Trees
- Earth

**Secondary colors**

- Plum
- Pluot
- Rose
- Tangerine
- Peach
- Daisy
- Sun

**Neutral colors**

- Night
- Cement
- Cinder
- Duct Tape
- Shadow
- Wheat
- Rice
# Health & Human Services of Yuba County Brand Standards Color Palette

## Color specification and conversion chart

The specifications for each color in the palette are listed below.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone/PMS</th>
<th>CMYK Screen Value</th>
<th>RGB Screen Value</th>
<th>HEX Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>River</td>
<td>327 C</td>
<td>100/0/59/13</td>
<td>0/134/117</td>
<td>#008675</td>
</tr>
<tr>
<td>Sky</td>
<td>3265 C</td>
<td>75/0/43/0</td>
<td>0/199/177</td>
<td>#00c7b1</td>
</tr>
<tr>
<td>Grass</td>
<td>369 C</td>
<td>58/0/100/4</td>
<td>100/167/11</td>
<td>#64a70b</td>
</tr>
<tr>
<td>Trees</td>
<td>2290 C</td>
<td>34/0/95/0</td>
<td>170/219/30</td>
<td>#aadbe1</td>
</tr>
<tr>
<td>Earth</td>
<td>464 C</td>
<td>7/53/89/42</td>
<td>139/91/41</td>
<td>#8b5b29</td>
</tr>
<tr>
<td>Plum</td>
<td>2587 C</td>
<td>58/76/0/0</td>
<td>130/70/175</td>
<td>#8246af</td>
</tr>
<tr>
<td>Pluot</td>
<td>233 C</td>
<td>12/100/0/0</td>
<td>198/0/126</td>
<td>#c6007e</td>
</tr>
<tr>
<td>Rose</td>
<td>186 C</td>
<td>0/100/80/5</td>
<td>200/16/46</td>
<td>#c8102e</td>
</tr>
<tr>
<td>Tangerine</td>
<td>Orange 021 C</td>
<td>0/65/100/0</td>
<td>254/80/0</td>
<td>#fe5000</td>
</tr>
<tr>
<td>Peach</td>
<td>144 C</td>
<td>0/51/100/0</td>
<td>237/139/0</td>
<td>#ed8b00</td>
</tr>
<tr>
<td>Daisy</td>
<td>7408 C</td>
<td>0/29/100/0</td>
<td>246/190/0</td>
<td>#f6be00</td>
</tr>
<tr>
<td>Sun</td>
<td>7405 C</td>
<td>0/11/97/2</td>
<td>242/205/0</td>
<td>#f2cd00</td>
</tr>
<tr>
<td>Night</td>
<td>539 C</td>
<td>100/43/0/83</td>
<td>0/38/58</td>
<td>#00263a</td>
</tr>
<tr>
<td>Cement</td>
<td>7544 C</td>
<td>35/14/11/34</td>
<td>118/134/146</td>
<td>#768692</td>
</tr>
<tr>
<td>Cinder</td>
<td>Cool Gray 6 C</td>
<td>16/11/11/27</td>
<td>167/168/170</td>
<td>#a7a8aa</td>
</tr>
<tr>
<td>Duct Tape</td>
<td>5517 C</td>
<td>20/4/13/10</td>
<td>177/192/188</td>
<td>#b1c0bc</td>
</tr>
<tr>
<td>Shadow</td>
<td>405 C</td>
<td>26/31/35/72</td>
<td>105/97/88</td>
<td>#696158</td>
</tr>
<tr>
<td>Wheat</td>
<td>7536 C</td>
<td>11/13/30/32</td>
<td>166/159/136</td>
<td>#a69f88</td>
</tr>
<tr>
<td>Rice</td>
<td>7500 C</td>
<td>3/5/26/2</td>
<td>223/209/167</td>
<td>#dfdf7a</td>
</tr>
</tbody>
</table>
We are friendly.
So is our typeface.

Used consistently, typography reinforces our brand’s recognition and visual style. It is an integral part of our brand.

Our primary font is Proxima Nova. It is a sans serif font (fonts that do not have feet on the ends of the letters). Proxima Nova was chosen for its clean, clear and consistent look. It is available in several weights in the Proxima Nova package. Only the bold, regular and light versions (and their italic counterparts) should be used. Do not use the condensed versions of Proxima Nova. Proxima Nova should be used for the majority of headlines and body copy. When Proxima Nova is not available, Century Gothic may work as a substitute.

In some cases, it may be desirable to use a headline (display font) that departs from Proxima Nova. This should only be done if an additional font is needed to convey an idea or match a style (holidays, special announcements or events, unique theme, etc). This should be a temporary occurrence since it will dilute the brand if overly used.

Questions, comments or observations on how to use this Brand Manual or on the brand in general, can be directed to Michele Mazerolle at mmazerolle@co.yuba.ca.us.

Type specifications for headlines should be as below:

**Leading/Line spacing**

*Adobe InDesign*: set leading equal to type size. An example would be 22 point type with 22 point leading.

*Microsoft Word*: set “SPACING: LINE SPACING” (located FORMAT>PARAGRAPH>INDENTS AND SPACING>SPACING) at MULTIPLE at .8.

**Tracking/letter spacing**

*Adobe InDesign*: set tracking as -25

*Microsoft Word*: set “CHARACTER SPACING: SPACING” (located FORMAT>FONT) at CONDENSED and BY at .5 pt

**Definitions**

Leading refers to the distance between the baselines of successive lines of type. In consumer-oriented word processing software, this concept is usually referred to as “line spacing”.

Letter spacing or tracking, refers to a consistent degree of increase or decrease of space between letters to affect density in a line or block of text.
Secondary typefaces.

When Proxima Nova is not available, or for online applications, Century Gothic may be substituted for Proxima Nova. In the case of Microsoft Word templates Century Gothic is a suitable swap.

Rockwell is our serif font (fonts that have feet on the ends of the letters). Rockwell can be used for subheadlines and when a textural difference is desired from Proxima Nova or Century Gothic in a layout. Rockwell should not be used as a primary headline font or in body copy.

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**Century Gothic: Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**Rockwell: Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```
Just like our residents, our photography is real. Here’s how to choose the right photo.

Vibrant photographs of life in Yuba County are recommended when communicating with our residents. By using people, landmarks, and familiar sights that are appropriate to the document being created we establish an emotive connection with our audience. In situations where full-color reproduction is not feasible, simple black-and-white photographs along the same guidelines work equally well.

How to choose a good photo

Choose photographs with clear, in-focus subjects with good composition.

Photos should show people in real/actual environments (during real-life moments if possible).

Photographs should not be too dark or too washed-out. Colors should look natural, particularly skin tones. Beware of harsh shadows.

Photographs should be high resolution, at least 300 DPI (dots per inch) at final print size. Do not attempt to enlarge very small photographs, or they will become pixelated.

Do not use images taken from another website or from an image search like Google. This violates copyright laws.

Avoid using clip art.

Need professional photographic services?

Professional photography is recommended in the following types of circumstances:

- Print work that will be placed in a regional or national publication
- Photographs for a magazine cover.
- Large print ads, such as ads on transit buses, large utility vehicles, bus stations, and large banners.
- Photographs that will be used in high-profile venues or a conference.
- Events with special VIPs such as government, business, and community leaders.
- Studio work including portraiture of department heads, high-profile staff members, and product shots.
- Coverage for one-of-a-kind events with an intended future use of the photograph for department purposes.

Department policy on photography releases

The YCHHSD 492 Photo-Image Release and Consent form must be completed prior to photographing anyone other than county employees.
Examples of incorrect photography

Feels forced, obvious stock photography, generic
Subject's facial expression is not visible, lacks visual interest and personality
Subject is not visible — too dark unless a silhouette is desired

Incorrect lighting; too washed out
Not enough resolution, pixelated
Image lacks visual interest, feels unnaturally cropped with only heads in the frame

• USING CLIP ART IN PLACE OF IMAGES IS NOT RECOMMENDED •
Clip art can feel generic and low-quality. Free and low-cost stock resources are available.
Free: Unsplash, Pexels, Burst, Pixabay
Low-Cost: Bigstock, iStock
Examples of good photography

Natural light, real-life, positive

Feels candid, subject is not looking at the camera, interesting composition

Composition highlights the activity as the focal point of the image (i.e. Pumpkin carving event)

Good composition to show sculpture and surrounding nature

Feels candid, not forced, real life

The unusual lighting of the image lends good visual interest that is unlike other settings

• DO INTENTIONALLY USE STYLISTIC ILLUSTRATION/ICONS •
Illustrations and icons communicate effectively when chosen carefully. Free and low-cost stock resources are available.
**Free:** Unsplash, Pexels, Burst, Pixabay  
**Low-Cost:** Bigstock, iStock

Stylistic illustration communicates the conversational aspect of event (i.e. community assembly event)

Soft colors and gentle lines illustrate the nature between mother and child (i.e. breastfeeding education event)

Icon styles that match provide continuity, even if sourced separately (i.e. quitting smoking event)
Guidelines for making our brand visibility a success. This is how to use our brand on various materials to make it work for all of us.
Mouse pads, mugs, buttons, pens and more. Applications.

Mouse pad
Place the logo in a manner that is appropriate to the scale of the piece it is being placed on.

Drinkware
Place the logo in a manner that is appropriate to the scale of the piece it is being placed on.

Pens
It is helpful to utilize the horizontal typographic mark on this occasion.

Buttons
The single color logo may be used on this occasion.

Flyers can be used to get information out easily and quickly. Flyers can be used for just about any type of information. They should be printed out on letter size paper (8.5” x 11”). Using the brand color palette and fonts will make the flyer mesh with all other brand elements.

In compliance with the Americans with Disabilities Act, the facility for this event is wheelchair accessible and disabled parking is available. If you have a disability and need disability-related modifications or accommodations to participate in this event, please contact Yuba County Health & Human Services at (530) 749-6366.

Summer Safety Celebration
Olivehurst Public Pool
1966 9th Avenue, Olivehurst
Come by and get the kids fitted for a life vest, learn about water safety, mosquito bite prevention, staying hydrated, protecting your skin, and more.
This is a great event for kids and families to learn about summer safety with plenty of free items* to help them stay healthy.
*Free items may require proof of residency and are available while supplies last.

09 JUN
12:30-3:30PM

Use letter size paper.
Think simple. Use only the text/items you need.
Use white for emphasis.

Use white for emphasis.

Images and illustrations help flyers communicate quickly and connect with the reader. If no image is available, a large color background can be placed in the background to create visual interest.

Body text can be set as sans serif.

Sidebar/callout text can be used to call attention to the date and time and may utilize the serif typeface.

Reduced size text can be used for legal callouts or less prominent information.

Sponsor logos.

03 AUG

Check back for alternate dates.
Implementation of our brand is evident in our brochure templates. Large blocks of color, clean typography and photographs communicate easily and create a cohesive look for the brand that is easily carried out.
Our brand can exist in most materials utilized, including letterhead. This brings a sense of cohesion to the brand and to our department as a whole.