

# Healthy Southern Illinois Delta Network

## Branding Guidelines (2-27-23)

### Mission

Healthy Southern Illinois Delta Network will collaborate throughout a 16 county region, including Franklin, Jackson, Perry, Randolph, Williamson, Alexander, Johnson, Massac, Pulaski, Union, Gallatin, Hamilton, Hardin, Pope, Saline, and White counties, to increase the physical, mental, emotional and environmental health of all members of these communities.

### Tagline:

- Supporting a Healthy Southern Illinois.
- Previous tagline: Transforming Southern Illinois into a Region that Supports & Enhances Healthy Living.

### Brand Attributes:

- Southernmost 16 counties of Illinois
- Collaboration
- Teamwork
- Policy, systems and environmental changes

### Brandmark Guidelines:



- HSIDN font is Tw Cen MT, condensed
- HSIDN logo font and color should not be changed under any circumstances. A grayscale version is acceptable.
- Proper spacing should be applied around logo. Logo should not be too close to wording or edge of page. Allow .25" around all sides of logo.

- Do not stretch or modify the proportions of the logo. Helpful tip: Hold the “shift” key while resizing to maintain portions. Logo should never look blurry.
- For print publications:
  - Always use logo at 300 dpi resolution.
  - Use “Insert” picture to drop into document. Never copy/paste.
  - Never copy logo from Internet.
- If you are in need of a logo for a print document, contact your local Health Department lead or Fanta Saidou at [fanta.saidou@sih.net](mailto:fanta.saidou@sih.net).
- For online:
  - Logo resolution of 150 dpi resolution is fine.
  - Never dismantle the logo to fit the space.

### **Use of logos:**

- If multiple counties are involved in a coalition or action team, use the HSIDN logo.
- If one county is involved, use coalition and action team logo.
- If an action team does not have a logo, use the coalition logo.
- If your action team does have a logo, utilize the action team logo and the coalition logo or HSIDN logo, as appropriate.
- Either the HSIDN or coalition logo should be used on all flyers, brochures, etc.
- For events/activities that are sponsored by HSIDN, coalition or action team, also add [www.hsidn.org](http://www.hsidn.org) on all flyers, brochures, etc.

### **Promoting your event through HSIDN website:**

- Submit calendar request: <https://www.hsidn.org/calendar.html>
- Scroll down to: add a new calendar event

For questions or to have materials reviewed contact your local Health Department lead or Fanta Saidou at [fanta.saidou@sih.net](mailto:fanta.saidou@sih.net).

**HSIDN Coalition Logos:**



Action Team Logos:



## Examples of Flyer:

Before:

**GROWING A HEALTHY COMMUNITY**

**What:**  
Positive Youth Development Coalition

**FAMILY VACATION NIGHT**

**When:**  
MAY 14, 2018  
5:30 pm - 7:00 pm

**Where:**  
MURPHYSBORO YOUTH & RECREATION CENTER  
& SALLIE LOGAN PUBLIC LIBRARY  
*(activities for the whole family at both locations)*

**Come Add the Fun:**  
Games, snacks, giveaways, and fun activities

**Sponsored by:**  
Kiwanis Club of Murphysboro, Murphysboro Youth & Recreation Center,  
Murphysboro Park District, Sallie Logan Library & PYD partners

**Logos:** Positive Youth Development Coalition, Kiwanis, Murphysboro Youth & Recreation Center, Sallie Logan Library.

**Illustrations:** A group of stylized people and a sun on the left; two large flowers on the right.

Family Vacation Nights are sponsored by the Positive Youth Development Coalition (PYD), a coalition of organizations serving area youth. For more information on Family Vacation Night or PYD, Charis Wright at 308-618-4511 (ext 401), 618-618-4511 or Sandra Schwartz, Jackson County Health Department 618-244-4111.

After:

**GROWING A HEALTHY COMMUNITY**

**What:**  
Positive Youth Development Coalition

**FAMILY VACATION NIGHT**

**When:**  
MAY 14, 2018  
5:30 pm - 7:00 pm

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*(activities for the whole family at both locations)*

**Come Join the Fun:**  
Games, snacks, giveaways, and fun activities

**Sponsored by:**  
Kiwanis Club of Murphysboro, Murphysboro Youth & Recreation Center,  
Murphysboro Park District, Sallie Logan Library & PYD partners  
[www.hcidn.org](http://www.hcidn.org)

**Logos:** Positive Youth Development Coalition, Kiwanis, Murphysboro Youth & Recreation Center, Jackson County Health Communities Coalition - HCC.

**Illustrations:** A group of stylized people and a sun on the left; two large flowers on the right.

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