GRAPHIC STANDARDS & COMMUNICATIONS GUIDELINES

PASO DEL NORTE
HEALTH FOUNDATION

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BACKGROUND

The Paso del Norte Health Foundation (Health Foundation) leads, leverages and invests in initiatives, programs and policies to promote health and prevent disease in the Paso del Norte region.

The Health Foundation strives to communicate effectively with grantees, stakeholders and the general public. The Health Foundation has developed a brand and accompanying imagery to represent our mission and work. The Health Foundation has further developed logos for each of our Initiatives.

This document contains guidelines to help our partners (backbone organizations and grantees) meet the graphic and communications standards established by the Health Foundation and agreed upon in the Memorandum of Agreement (MOA) to ensure clear and consistent communications, graphic representation and brand cohesion related to the Health Foundation and Initiatives. All graphic and communications collateral created by our partners must follow the standards outlined in this manual. This would include, but not be limited to, video production, promotional material, social media, printed artwork associated with grant awards, press releases, commercial spots and other advertising.

Any deviation from or exceptions to the graphics or communications standards must be approved by the Lead Program Officer for the associated Initiative. Please allow at least five business days for review and approval of material.

Program Officers are happy to help answer any questions or provide guidance or feedback on graphics or communications.

PRIORITY AREAS & INITIATIVES

The Health Foundation presently focuses its work in five priority areas. Each of these includes one or more Initiatives designed to promote health and prevent disease in the region.

Each Initiative has a unique visual identity to support the Initiative goals and objectives. Each logo design includes the Initiative mark, Paso del Norte Health Foundation name and Initiative name. Backbone organizations and grantees must use the appropriate Initiative logo when communicating about a funded program. **Backbone organizations and grantees may not use the Paso del Norte Health Foundation's organizational logo unless explicitly approved by the Lead Program Officer.**

HEALTHY EATING & ACTIVE LIVING

TOBACCO & ALCOHOL PREVENTION

MENTAL HEALTH & EMOTIONAL WELL-BEING

HEALTHY KIDS

HEALTH LEADERSHIP

USE OF INITIATIVE LOGOS

Initiative logos must be displayed on all publications (books, CDs, brochures), promotional materials (paid advertisement, flyers, promotional products, etc.), online tools (websites, social media pages) and collateral material of a project or program funded by the Health Foundation. It is important to follow the graphic standards outlined on pages 6-11 for use of Initiative logos. Any deviation from or exceptions to the graphics or communications standards must be approved by the Lead Program Officer for the associated Initiative. Please allow at least five business days for review and approval of material.

VISUAL IDENTITY FOR INITIATIVE LOGO

Initiative logos should be used on material related specifically to the work of the Initiative. They are available in color, black and white, gray scale and reverse. The standard format is JPG. If another format is needed contact your Lead Program Officer.

INITIATIVE LOGO

- The Initiative logo in color and black and white is in JPG format and available through Lead Program Officer.
- Never use the logo in a sentence, headline or as part of a phrase. (The Initiative name may be used in the same font as the other words in the sentence, headline or phrase.) See page 20 for editorial style.
- Recreated, photocopied or scanned copies of a logo should not be used. Always use the electronic files provided for the most accurate rendering of logo.
- The logo design is a unified image and should not appear independent of each other.
- To maintain detail, the logo should never be used smaller than ½ inch from top to bottom.
- The logo should have clear space of a minimum ¼ inch around logo.
- The logo should be free from imagery, graphics, folds or any other elements that may interfere with the clarity of the design.
- The logo should not be distorted or rotated. Reduce and enlarge logo proportionately.
- No overprinting with copy, subduing or redrawing is permitted.

COLOR

- The colors in the logo should never be substituted.
- If one-color printing is desired, either black or white should be used. If black or white is not feasible, then the Health Foundation's Communications Department must review and approve alternative(s) before going to print.
- The Initiative logo colors are brand-specific and should always be considered for use in your project. Secondary colors are intended to be used as accent colors.

DO'S & DON'TS OF LOGO USE

DO

- Use only one logo per page.
- Use only recommended colors or fonts.
- Use only recommended logo and color schemes.
- Contact Lead Program Officer if another logo format is needed.

DON'T

- Never use the Paso del Norte Health Foundation's organizational logo without explicit permission from the Lead Program Officer.
- If promotional material is done in Spanish, Initiative name should NOT be translated.
- Never use the logo in a sentence, headline or as part of a phrase.
- Never use Initiative logo for personal use.
- If information or material is not relevant to Initiative or grant, don't include logo.
- Never use the Initiative logo on information or material related to lobbying. If unsure, contact Lead Program Officer.

RECOGNITION OF MULTIPLE ORGANIZATIONS

When several funders are involved in an event or program, with the Health Foundation as the major funder, the follow these guidelines:

- The Initiative logo should be the primary mark on the page by virtue of size and placement. Other funding organization logos should be close to the Initiative logo to show collaboration and partnership.
- Backbone Organizations may use their logo along with the Initiative logo when the Backbone Organization has collaborated through funding or has collaborated with the Health Foundation in support of a cause.
- Networks, coalitions or any groups that are working together in support of the Initiative goals may not use the Health Foundation or Initiative logo as part of their name or on any promotional or collateral material. If the Lead Program Officer feels that the Health Foundation or Initiative name or logo should be included on certain material, they will notify the Communications Department and the Network or Coalition will need to adhere to the graphic standards.
- If program or event is supported by more than one funder, including the Health Foundation, the Communications Department can work with you to create language that best describes your project's support or funding.

EXAMPLES OF WHAT NOT TO DO

The Paso del Norte Health Foundation Initiative logos should never be used in any other way than those specified. Here are examples of how not to use the logos.for editorial style.

If you have any questions about the appropriate use of the Initiative logo, please contact your Lead Program Officer.

DO NOT STRETCH THE LOGO

DO NOT ALTER THE STRUCTURE OF THE LOGO

DO NOT SEPARATE AND/OR ENLARGE COMPONENTS OF THE LOGO

DO NOT PLACE THE LOGO ON A COLORED BACKGROUND

INITIATIVE LOGOS, FONTS & COLORS

FONTS

Avenir 35 Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Avenir 95 Black
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

HE&AL | PASO DEL NORTE HEALTH FOUNDATION
HEALTHY EATING & ACTIVE LIVING

HEALTHY EATING & ACTIVE LIVING

PASO DEL NORTE HEALTH FOUNDATION
SMOKE FREE

PASO DEL NORTE HEALTH FOUNDATION
SHIFT POSITIVE

TOBACCO & ALCOHOL PREVENTION

PASO DEL NORTE HEALTH FOUNDATION
THINK.CHANGE

MENTAL HEALTH & EMOTIONAL WELL-BEING

PASO DEL NORTE HEALTH FOUNDATION
HEALTHY KIDS

HEALTHY KIDS

PASO DEL NORTE HEALTH FOUNDATION
REALIZE EXECUTIVE LEADERSHIP
IN HONOR OF ROBERT H. HOY, JR.

PASO DEL NORTE HEALTH FOUNDATION
REALIZE BOARD TRAINING
IN HONOR OF ROBERT H. HOY, JR.

HEALTH LEADERSHIP

INITIATIVE LOGOS & COLORS

HE&AL | PASO DEL NORTE HEALTH FOUNDATION
HEALTHY EATING & ACTIVE LIVING

PANTONE 357C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 85	R: 29	R: 1D
M: 40	G: 86	G: 56
Y: 91	B: 50	B: 82
K: 39		

BLACK

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 0	R: 0	R: 00
M: 0	G: 0	G: 00
Y: 0	B: 0	B: 00
K: 100		

PANTONE 362C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 73	R: 78	R: 4E
M: 15	G: 157	G: 9D
Y: 100	B: 45	B: 2D
K: 2		

PASO DEL NORTE HEALTH FOUNDATION
SMOKE FREE

PANTONE 2995C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 80	R: 0	R: 00
M: 12	G: 168	G: A8
Y: 1	B: 225	B: E1
K: 0		

BLACK

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 0	R: 0	R: 00
M: 0	G: 0	G: 00
Y: 0	B: 0	B: 00
K: 100		

INITIATIVE LOGOS & COLORS

PASO DEL NORTE
HEALTH FOUNDATION
SHIFT POSITIVE

PANTONE 3155C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 100	R: 0	R: 1D
M: 45	G: 96	G: 56
Y: 46	B: 114	B: 82
K: 19		

BLACK

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 0	C: 0 M:	R: 00
M: 0	0 Y: 0	G: 00
Y: 0	K: 100	B: 00
K: 100		

PASO DEL NORTE
HEALTH FOUNDATION
THINK.CHANGE

PANTONE 355C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 85	R: 16	R: 00
M: 16	G: 150	G: 95
Y: 100	B: 71	B: 3A
K: 3		

PANTONE 360C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 61	R: 108	R: 6C
M: 0	G: 192	G: C0
Y: 96	B: 74	B: 4A
K: 0		

PANTONE 298C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 64	R: 64	R: 40
M: 10	G: 180	G: B4
Y: 1	B: 229	B: E5
K: 0		

PANTONE 266C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 66	R: 120	R: 78
M: 83	G: 160	G: 3C
Y: 0	B: 189	B: BD
K: 0		

PANTONE 2583C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 40	R: 163	R: A3
M: 74	G: 94	G: 5E
Y: 0	B: 181	B: B5
K: 0		

BLACK

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 0	R: 0	R: 00
M: 0	G: 0	G: 00
Y: 0	B: 0	B: 00
K: 100		

INITIATIVE LOGOS & COLORS

PASO DEL NORTE
HEALTH FOUNDATION
HEALTHY KIDS

PANTONE 199C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 1	R: 221	R: DD
M: 100	G: 0	G: 00
Y: 85	B: 49	B: 31
K: 1		

PANTONE 1375C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 0	R: 255	R: FF
M: 45	G: 158	G: 9E
Y: 96	B: 22	B: 16
K: 0		

PANTONE 5473C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 91	R: 10	R: 0A
M: 49	G: 93	G: 5D
Y: 49	B: 102	B: 66
K: 24		

BLACK

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 0	R: 0	R: 00
M: 0	G: 0	G: 00
Y: 0	B: 0	B: 00
K: 100		

PASO DEL NORTE
HEALTH FOUNDATION
REALIZE EXECUTIVE LEADERSHIP
IN HONOR OF ROBERT H. HOY, JR.

PANTONE 144C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 2	R: 243	R: F3
M: 54	G: 139	G: 8B
Y: 100	B: 0	B: 00
K: 0		

BLACK

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 0	R: 0	R: 00
M: 0	G: 0	G: 00
Y: 0	B: 0	B: 00
K: 100		

PASO DEL NORTE
HEALTH FOUNDATION
REALIZE BOARD TRAINING
IN HONOR OF ROBERT H. HOY, JR.

PANTONE 229C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 47	R: 106	R: 6A
M: 94	G: 33	G: 21
Y: 47	B: 69	B: 45
K: 37		

PASO DEL NORTE HEALTH FOUNDATION LOGO

The Paso del Norte Health Foundation logo should be used only when funding of an event, program or partnership are not tied to any Initiative and when explicitly approved by the Lead Program Officer. If you have any questions or concerns, contact your Lead Program Officer.

PASO DEL NORTE
HEALTH FOUNDATION

PASO DEL NORTE
HEALTH FOUNDATION

When using the Health Foundation logo,

- The Health Foundation logo in color and black and white is in JPG format and available through Lead Program Officer.
- Never use the logo in a sentence, headline or as part of a phrase. (The words, “Paso del Norte Health Foundation”, may be used in the same font as the other words in the sentence, headline or phrase.)
- Digitized high-resolution artwork for the logo may be obtained from the Health Foundation’s Communications Department. Recreated, photocopied or scanned copies should not be used. Always use the electronic files provided for the most accurate rendering of logo.
- The logo figures and words function as a unified image and should not appear independent of each other.
- To maintain detail, the logo should never be used smaller than ½ inch from top to bottom.
- The logo should have clear space of a minimum ¼ inch around logo.
- The logo should be free from imagery, graphics, folds or any other elements that may interfere with the clarity of the design.
- The logo should not be distorted or rotated. Reduce and enlarge logo proportionately.
- No overprinting with copy, subduing or redrawing is permitted.

DO'S & DON'TS OF LOGO USE

DO

- Get permission to use the Health Foundation logo from your Lead Program Officer.
- Use only one logo per page.
- Use only the recommended colors or fonts.
- Use either color or black and white logo
- Contact Lead Program Officer if another logo format is needed.

DON'T

- If promotional material is done in Spanish, the Health Foundation should NOT be translated.
- If Initiative logo is used, never use the Health Foundation logo.
- Never use the logo in a sentence, headline or as part of a phrase.
- Never use Health Foundation or Initiative logo for personal use.
- If information or material is not relevant to Initiative or grant by the Health Foundation, don't include logo.
- If material is used on any information or materials that include lobbying activities.

RECOGNITION OF MULTIPLE ORGANIZATIONS

When several funders are involved in an event or program, with the Health Foundation as the major funder, the following recommendation should take place:

- The Health Foundation logo should be the primary mark on the page by virtue of size and placement. Other funding organization logos should be close to the logo to show collaboration and partnership.
- If program, event, etc., is supported by more than one major funder, including the Health Foundation, the Communications Department can work with you to create language that best describes your project's support or funding.

COLORS

- The colors in the logo should never be substituted.
- If one-color printing is desired, either black or white should be used. If black or white is not feasible, then the Health Foundation's Communications Department must review and approve alternative(s) before going to print.
- When printing logo in color against black background, the figures must be in white outline.
- The Health Foundation logo colors are brand-specific and should always be considered for use in your project. Secondary colors are intended to be used as accent colors.

FOUNDATION LOGOS, FONTS & COLORS

COLORS

When appearing in full color, use the following colors:

PANTONE 355C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 85	R: 16	R: 00
M: 16	G: 150	G: 95
Y: 100	B: 71	B: 3A
K: 3		

PANTONE 186C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 12	R: 207	R: CF
M: 100	G: 32	G: 0A
Y: 91	B: 47	B: 2C
K: 3		

PANTONE 300C

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 91	R: 33	R: 00
M: 68	G: 94	G: 5C
Y: 0	B: 172	B: B9
K: 0		

BLACK

4-COLOR PRINT	SCREEN RGB	WEB-SAFE RGB
C: 0	R: 0	R: 00
M: 0	G: 0	G: 00
Y: 0	B: 0	B: 00
K: 100		

PASO DEL NORTE
HEALTH FOUNDATION

FONTS

Avenir 35 Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Avenir 95 Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

PASO DEL NORTE
HEALTH FOUNDATION

ACCEPTABLE USE OF LOGO

The Paso del Norte Health Foundation logo can be modified for darker backgrounds.

On a black background, the logo can appear in color and the type can reverse.

When only one color is to be used, the logo should run in black. When used on a dark background the entire logo can reverse.

Use of the Health Foundation Name

On printed material, first reference please use our full name: Paso del Norte Health Foundation.

Use “Health Foundation” or “PdNHF” on second reference. *Note: when usin our full name in content, please use a small “d” in “del”.*

COLOR LOGO AND COLOR LOGO REVERSED

BLACK AND WHITE LOGO AND BLACK AND WHITE LOGO REVERSED

EXAMPLES OF WHAT NOT TO DO

The Paso del Norte Health Foundation logo should never be used in any other way than those specified. Here are examples of how not to use the logo.

DO NOT STRETCH OR ROTATE THE LOGO

DO NOT MOVE THE ARTWORK

DO NOT USE OTHER COLORS

ANNOUNCEMENTS

FUNDING ANNOUNCEMENTS

The Health Foundation requires prior approval of any public acknowledgment of funding and any use of the Health Foundation organizational logo to ensure that the Health Foundation and its grant programs are portrayed accurately. This would include any news releases, interviews, presentations, newsletters, etc. Use of Initiative logo in a funding announcement should follow the guidelines included in this manual. Funding announcements should be approved by the Lead Program Officer.

LANGUAGE TO DESCRIBE THE PASO DEL NORTE HEALTH FOUNDATION AND INITIATIVES

The following language should be used when describing the Paso del Norte Health Foundation and/or Initiatives.

Paso del Norte Health Foundation

The Paso del Norte Health Foundation (Health Foundation) leads, leverages and invests in initiatives, programs and policies to promote health and prevent disease in the Paso del Norte region. The Health Foundation was established in 1995 from the sale of Providence Memorial Hospital to Tenet Healthcare Corporation. The Health Foundation seeks to ensure that the people living in far west Texas, southern New Mexico and Ciudad Juárez, Mexico have the knowledge, resources and skills to lead healthy lives.

The Paso del Norte Health Foundation is a supporting organization of the Paso del Norte Community Foundation.

A Smoke Free Paso del Norte

A Smoke Free Paso del Norte Initiative works on a coordinated and comprehensive approach to prevent the initiation of smoking among youth, promotes quitting among adults and young people, eliminates exposure to secondhand smoke and eliminates tobacco-related disparities among population groups in the Paso del Norte region.

Healthy Eating and Active Living (HEAL)

The Healthy Eating and Active Living Initiative works to create an environment that makes healthy eating and active living the easy choice in the Paso del Norte region.

Healthy Kids

The Healthy Kids Initiative works to improve a range of health outcomes by engaging disconnected youth in the Paso del Norte region in high quality programs during out of school hours.

REALIZE Leadership

The REALIZE Leadership Initiative inspires already effective leaders to become transformational leaders for the benefit of the region's health.

SHIFT +

The Shift+ (positive) Initiative works to reduce underage drinking and binge drinking in all ages in the region.

Think.Change

The Think.Change Initiative works to reduce stigma associated with mental illness and partners with community groups and organizations to identify appropriate indicators to measure change.

When using the Initiative name in content, it should always be addressed as:

Paso del Norte Health Foundation's (initiative name) Initiative.

Ex: Paso del Norte Health Foundation's A Smoke Free Paso del Norte Initiative.

Ex: (Program name) is funded by the Paso del Norte Health Foundation's Think.Change Initiative.

Ex: An initiative of the Paso del Norte Health Foundation in partnership with (BBO name).

SOCIAL MEDIA GUIDELINES

Backbone Organizations Only

Social media is an important part of how the Health Foundation communicates with the public, grant seekers, partners and stakeholders. Various social media platforms are used to promote the work of the Health Foundation and its initiatives. It is also used as a mechanism to help improve the health of the individuals living in the Paso del Norte region.

Before engaging in social media on behalf of the Health Foundation or its Initiatives, you must take into consideration the following guidelines:

- Must receive authorization from the Health Foundation's Lead Program Officer.
- Authorized representatives must provide all Initiative social media platform user names and passwords to Lead Program Officer to be kept on file with the Health Foundation's Director of Accounting.
- Any Initiative social media updates related to new or deleted platforms, representative changes or user account changes, should be reported to Lead Program Officer as soon as possible.
- Review Health Foundation and Initiative Graphic and Communications Standards and Social Media Guidelines before engaging in social media networking.
- As an authorized user, you are prohibited from revealing any confidential or proprietary information related to the Health Foundation or Initiatives when engaged in an activity of social media during work or after hours.
- Abide by the Terms of Use of the social networking platforms you use. Respect copyright, and understand the consequences of using the intellectual property of others (including text, graphics, photography and video).
- If you participate in social media and are posting your personal views that do not necessarily represent the views of the Health Foundation or Initiative, it is important that you use the media responsibly and carefully consider any possible professional implications. Also, make it clear to your viewers that your comments are your own and not that of the Health Foundation or Initiatives.
- Assume that all activities on social media are public regardless of the privacy tools you may use. Representatives shall not engage in any social media that may harm or tarnish the image, reputation and/or goodwill of the organization and/or any of its employees. Representatives are also prohibited from making any discriminatory, disparaging, defamatory or harassing comments when on social media platforms.
- The Health Foundation has the right to amend this policy at any time. Violation of this policy is a serious matter and may result in removal of social media obligations or cancellation of grant funds.
- If you encounter a conflict while using social media, disengage from the dialogue and seek advice from supervisor or Lead Program Officer.
- Post to your social media platform at least once a day and aim for more frequent updates.
- If you photograph a youth with the intent to publish that photo on a social media site, you need to have your subject sign a photo release form before you post the photo. If your organization does not have a photo release form, the Health Foundation has a template that can be used. Contact Lead Program Officer for a copy of the template.

SOCIAL MEDIA GUIDELINES

BACKBONE ORGANIZATIONS ONLY

- If re-tweeting or liking content from another source, make sure the information is coming from a reliable source.
- When sharing achievements or announcements about funded programs on social media, tag the Health Foundation and make sure to follow us. You can find the Health Foundation on the following social media platforms:

FACEBOOK: /PdNHFoundation

TWITTER: @PdNHFoundation

YOUTUBE: /PdNHFoundation

LINKEDIN: /company/paso-del-norte-health-foundation

EDITORIALGUIDELINES

First reference – Paso del Norte Health Foundation

Subsequent references – Health Foundation or PdNHF

PdNHF – is acronym for the Health Foundation. Always use a lower case “d.”

Initiative content description – The Paso del Norte Health Foundation’s (initiative name) Initiative…

The name of the Health Foundation and Initiatives should never be translated to any other language.

award – The provision of funds, based on an approved application and budget, to an organizational entity to carry out a project or activity.

binge drinking - 5 or more drinks for men or 4 or more drinks for women in one occasion.

disconnected youth - People between the ages of 5-17 who are not involved in out-of-school activities or participating in the labor market.

Ciudad Juárez – Can either be spelled out or abbreviated; Cd. Juárez should have an accent on the “a.”

grant – An award of funds to an organization to undertake charitable activities. (A type of financial assistance awarded to an organization as specified in an approved proposal.)

gift – Funds given with few or no conditions specified. Gifts may be provided to establish an endowment or to provide direct support for existing programs. Please note: the Health Foundation awards grants; it does not extend gifts.

healthcare – One words

Initiatives - The term is used to communicate a health position or focus area integral to long-term health improvements of the region. Cap “I” when using the word with the Initiative name.

nonprofit – One word, no hyphen

RFP – A common acronym that can be used independently in content after it has been identified. When using the words “Request for Proposals,” proposals should be plural. “RFP” does not refer to proposals themselves.

region – Do not capitalize the “r” when referring to Paso del Norte region. The “r” is capitalized for proper names.

website – One words. Do not capitalize the “w” unless at the beginning of a sentence.

well-being – Hyphenate

Afterschool - One word

Out-of-school - Use dashes

More than instead of over - when referring to a number (more than 3,000 people).

far east, west, southern - no first letter caps needed.

Back Bone Organizations - BBO - spell out acronyms first time in sentence.

Evidence-base - Use dash between two words.

Smoke-free - Include a dash between “smoke-free” except when it is a proper noun or a title (A Smoke Free Paso del Norte).

Numbers - Over 10, use number and under 10 spell out number.

GIFTS AND AWARDS

Although the Health Foundation welcomes formal acknowledgment of support, we ask that grantees do not present awards to the Health Foundation or to the staff as a way of recognition. As an institution, the policy and preference is for program partners to be the recipients of awards, rather than the Health Foundation. Please let the Health Foundation's Lead Program Officer know of any planned formal acknowledgment, so we may be present if possible.

STAY CONNECTED

The Health Foundation uses a variety of platforms to share the work of our partners. Stay connected by subscribing to our newsletter and RFP mailing list located on the Health Foundation website (pdnhf.org). Also, follow us on social media at:

FACEBOOK: /PdNHFoundation

TWITTER: @PdNHFoundation

YOUTUBE: /PdNHFoundation

LINKEDIN: /company/paso-del-norte-health-foundaton

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