

# Graphic Standards & Communication Guidelines

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Investing in health

# Overview

The Paso del Norte Health Foundation's (Health Foundation) mission is to lead, leverage and invest 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, partners, stakeholders and the general public to ensure that people in our binational, tri-state region have the knowledge, resources, support and environment to live happy, healthy and productive lives.

This document was developed to support the Health Foundation's brand standards and communication guidelines with grantees, partners and stakeholders, which is 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 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. 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.



## Health Foundation Name and Logo

The following language should be used when describing the Health Foundation in content as well as when sharing with the media in press releases.

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 and 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. For more information, visit [www.pdnhf.org](http://www.pdnhf.org).

Descriptor or Boiler Plate for Media



## Health Foundation Name and Logo

Below are three options to use in defining the Paso del Norte Health Foundation in content.

- The Health Foundation name is never translated.
- Use a lower case “d” when spelling out the name of the Health Foundation and as an acronym.

Define Foundation  
Name In Content

1. Paso del Norte Health Foundation
2. Health Foundation
3. PdNHF



# Health Foundation Name and Logo



**Green**  
PMS 355

**Red**  
PMS 186

**Dark Blue**  
PMS 7693

**Montserrat** is the standard font with **Avenir Next** as an alternative.

C 99  
M 12  
Y 100  
K 2

C 13  
M 100  
Y 91  
K 3

C 100  
M 75  
Y 31  
K 14

R 0  
G 149  
B 76

R 206  
G 32  
B 47

R 8  
G 73  
B 117

#00954

#ce202f

#084975

## Logo Color Palette & Font

The Paso del Norte Health Foundation logo should be used when funding of an event, program or partnership. If you have any questions or concerns, contact your Lead Program Officer.

Two layout positions (vertical or horizontal) of the logo, along with a color and black and white version, are available upon request. For any other logo format, contact Lead Program Officer or Director of Communications.



# Health Foundation Name and Logo

When using the Health Foundation logo:

- 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 a sentence, headline or phrases.)
- 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 the top to bottom.
- The logo should have clear space of a minimum ¼ inch around.
- The logo should be free from imagery, graphics, folds or any other elements that may interfere with the clarity of the design.

## Logo Guidelines



# Health Foundation Name and Logo

## Do

- Get permission to use the Health Foundation logo from your Lead Program Officer
- 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

- The logo should not be distorted or rotated. Reduce and enlarge logo appropriately.
- No overprinting with copy, subduing or redrawing is permitted.
- The colors in the logo should never be substituted.
- See examples of how not to use logo.

## Do's & Don'ts of Logo Use



# Health Foundation Relationships

When a program or event is supported by more than one funder, including the Health Foundation, contact the Lead Program Officer to assist in creating language that best describes your project support or funding. This also includes initiative logos.

- **PdNCF and PdNHF relationship:** “The Paso del Norte Health Foundation is a supporting organization of the Paso del Norte Community Foundation.”
- **PdNHF Initiative:** Paso del Norte Health Foundation’s (*Initiative name*) Initiative
- **PdNHF and grantees:** “(*Program name*) is funded by the Paso del Norte Health Foundation’s (*Initiative name*) Initiative OR “(*Program name*) is funded by the Paso del Norte Health Foundation”
- **PdNHF Initiative and partner:** “An initiative of the Paso del Norte Health Foundation in partnership with (*name of partner(s)*).”

\* Several other scenarios related to content and logos for the Health Foundation are available upon request. Contact Lead Program Officer or Director of Communications for more information.

## Recognition of Multiple Organizations

Statements to explain the relationship between the Health Foundation, initiatives, grantees, and partners.



## Program and Initiative Logos

The Health Foundation logo will be used on all marketing and communication material. Below are a few Initiative/Program logos that may accompany the Health Foundation logo. The Health Foundation logo guidelines should also be used with Initiative logos.



# Health Foundation Initiatives & Priority Area Descriptions

**Healthy Living:** To support efforts that promote positive behaviors to prevent disease including healthy eating, physical activity, smoking/vaping prevention and positive opportunities for youth.

**Smoke Free Paso del Norte:** To continue the coalition and media efforts to prevent youth from initiating smoking or vaping and help people quit.

**Healthy Eating :** To make healthy eating a priority in our community by providing health education, policy and promotion.

**Physical Activity:** To make physical activity the easy choice for the residents of our region through promotion of exercise, outdoor activity and trail and park development and use.

**Healthy Kids:** To improve a range of health outcomes by engaging disconnected youth in the Paso del Norte region through out-of-school programs.

**Diabetes Prevention & Management:** To support Diabetes and Mental Health & Emotional Well-being.

**Diabetes:** To develop, lead, and fund organizational and systems improvements, evidence-based programs, and awareness activities for diabetes prevention, early detection, and management.

**Mental Health and Emotional Well-being:** To develop, lead, and invest in partnerships, organizations, programs and communications to promote emotional well-being, reduce stigma and negative bias, and improve access, ease of navigation, and continuity of care for mental and behavioral health services. This includes Think.Change and the El Paso Behavioral Health Consortium.

**Health Leadership:** To support the leadership development of nonprofit and health leaders, and nonprofit organizations, leveraging resources through partnerships, invests in strategic initiatives and catalytic projects and responds to immediate needs (like COVID-19) for the benefit of the region's health.

**REALIZE Executive:** To inspire already effective leaders to become transformational leaders for the benefit of the region's health.

**REALIZE Board:** To partner with United Way of El Paso County, to ensure the success of nonprofit organizations that serve our communities. Through workshops, training and summits, the REALIZE Board Training is assuring all nonprofit board of directors are fully prepared to undertake their critical responsibilities.

**Strategic Initiatives:** To invest in community initiatives and transformative projects that promote health and prevent disease in the region.

**Leveraging Resources:** To maximize impact in the community by leveraging its grantmaking and other resources in particular in the areas of diabetes, mental health, and the built environment.

**Community Resilience:** To provide leadership for crisis response and other emergent health needs in the region.

# Editorial Guidelines

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.

**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 word

**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/LOI** – A common acronym that is used for Request for Proposals or Letters of Intent.

**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

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

**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).

# Social Media

Social media is an important part of how the Foundations communicate with the public about work and our partners, grantee, funds, donors, etc. Various social media platforms are used to promote each Foundation. Before engaging in social media on behalf of the Foundation(s), you must take into consideration the following guidelines.

- Must receive authorization from the Health Foundation to manage social media outlets and provide all usernames and passwords to IT Administrator to keep on file.
- Maintain brand standards and communications guidelines.
- If you participate in social media and are posting your personal views that do not necessarily represent the views of the Health Foundation, 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 our organization.
- 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.
- If you encounter a conflict while using social media, disengage from the dialogue and seek advice from supervisor immediately.
- If you use photos of any youth with the intent to publish that photo on a social media platform, you need to have consent for a parent or guardian.
- 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 videos).
- If re-tweeting, sharing or liking content from another source, make sure the information is coming from a reliable source.
- When sharing achievements or announcements about programs, funds, etc. on social media, make sure to tag the Health Foundation.

## Stay Connected

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

### Facebook

/PdNHFoundation

### Twitter

@PdNHFoundation

### LinkedIn

/company/3548032

### YouTube

Paso del Norte Health Foundation

## Gifts & Awards

Although the Health Foundation welcomes formal acknowledgment of support, we ask that grantees or partners 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.

## Contact Information

221 N. Kansas, Suite 1900  
El Paso, Texas 79901  
(Located in the Wells Fargo Plaza)

[health@pdnhf.org](mailto:health@pdnhf.org)

915-544-7636

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

