



# Center for Healthy Communities Visual Identity Guide



California State University **Chico**  
Center for Healthy  
Communities





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A Visual Identity Guide is a key document that helps content creators communicate a consistent message to an audience. It's an asset for creating consistent content that adheres to our brand. A Visual Identity Guide communicates a company's design standards.

### What is its purpose?

The purpose of a Visual Identity Guide is to allow our organization and partners to communicate our personality, mission, and vision effectively and consistently.

### Need help?

Reach out to the Public Relations & Marketing team at [chcmedia@csuchico.edu](mailto:chcmedia@csuchico.edu) for any questions.



# Purpose

## Defining a Visual Identity Guide

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## Proper Diction

The name, Center for Healthy Communities, always comes before the name, California State University, Chico or Chico State. If using the name, California State University, Chico, it will always include the comma.

**Center for Healthy Communities  
California State University, Chico**

## Abbreviation

Used as common “nickname,” when abbreviating introductions when a CHC program name is the focus. Example: “My name is Aaron from CHC with the CFO Contract.” The abbreviation should never have the word, the in front of it.

**CHC**

## Formal - Long

To be used in all media publications, papers, or articles. For CHC staff to use when vocally addressing position, creating informational and community flyers, formal documents, outreach and presentations at conferences or with new partners/connections.

**Center for Healthy Communities  
California State University, Chico**

## Formal - Short

Used within the Chico State community, with partners who are aware of who we are, with clients, and or students.

**Center for Healthy Communities**



**Logo  
Our Name**

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Our logo and brand elements are paramount to who we are and our mission. Consistent and proper usage of our logo and brand elements should be implemented every time we represent Center for Healthy Communities. When using the logo, proper size, placement, and spacing are critical to the brand.

### Logo Size

The logo must be displayed with a height no smaller than 0.7 inches or 140 pixels. This size is applicable when using the logo with the name text and without.

### Clearspace

Clearspace should be provided at the same width around all four sides of the logo. A measurement of 10% the width is an effective amount of clearspace. If you have questions about logo clearspace, reach out to the Public Relations & Marketing team at [chcmedia@csuchico.edu](mailto:chcmedia@csuchico.edu).



	 California State University <b>Chico</b> <b>Center for Healthy Communities</b>	



# Logo Size & Clearspace



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## Co-Branding

When CHC partners with other organizations, it is important to properly display our brand and theirs. CHC's logo should always be located to the left, except in special circumstances. If your program requires co-branding such as CalFresh Outreach please refer to your funder's branding guide.

CHC is part of The Department of Nutrition and Food Science, which is in the College of Natural Sciences at Chico State and is housed under Chico State Enterprises. This means on some statewide, campus reports you could be asked to add the additional logos such as Chico State, Chico State Enterprises, and or the Department of Nutrition and Food Science.

For Specialized or Event Logos please bring these requests to the Public Relations & Marketing team at [chcmedia@csuchico.edu](mailto:chcmedia@csuchico.edu) for individual guidance. For example, CFO Summit logo development.



## Logo Co-Branding

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## Co-Branding Guidelines

It is critical to maintain clearspace when co-branding and to ensure all logos are the same height. Image 1A shows correct co-branding when the CalFresh logo is used.

Image 1B shows correct co-branding when the CalFresh logo is not in use. Image 2A shows incorrect usage of logos. Clearspace is not honored for each logo and the logos are not the same height.

## The Swoosh Logo Array

Image 1A shows an example of CHC’s Swoosh Logo Array. The Public Relations & Marketing team have developed a series of Swoosh Logo Arrays, of commonly used logos, that can be found in Canva.

If you would like a Swoosh Logo Array for your program, it can be requested through the [PRM Requests App](#).



1A



1B



2A



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## Color Palette

CHC Red, CHC Grey, Black, and White should be prioritized. CHC Red and/or CHC Grey should be used for graphic shapes and accents. CHC Red can also be used for headings and body text.

## Programs & Projects

These colors should be featured in all media and programming with the exception of grants or contracts requiring specific style guidelines.

When a grant or contract requires a program specific style guide, consult with the Public Relations & Marketing team on how to combine or complement these requirements with CHC's Colors and Logo.

## Defining Color

For digital media, RGB and HEX colors should be used. For print media, CMYK colors should be used.

### CHC Red (RGB)

157 34 53  
#9D2235

### CHC Grey (RGB)

117 120 123  
#75787B

### CHC Red (CMYK)

0 100 63 31

### CHC Grey (CMYK)

50 40 34 17



# Color Palette

## CHC Colors & Their Use



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## Typography

Using the proper typeface on all marketing materials helps to maintain brand cohesion, clarity, and recognizability.

Gotham is the required typeface at CHC. It is sans-serif and includes several different weights. The font files can be found on Box and in the CHC Brand Toolkit. For a direct link, visit the [Resources Chapter](#).

Headings use Gotham in a medium or bold weight to utilize its geometric style and natural width. Body text uses Gotham in a book, medium, or bold weight to convey its friendly curves and natural reading rhythm.

## Restrictions

Royalty Free and unlicensed typefaces including decorative and freehand are not to be used. These typefaces convey unprofessionalism and can create legal issues for CHC.

Gotham Thin

Gotham Light

Gotham Book

**Gotham Medium**

**Gotham Bold**

**Gotham Black**



# Typography

## Using The Gotham Font



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Learning how to shoot photos at events is critical to maintaining modern and relatable images. A [compilation](#) has been created to assist in choosing high quality photos.

## Lighting

Shoot with the sun to your back and make sure rooms are well lit. Shooting into the sun will cause photos to be overexposed and dark rooms cause underexposure.



## Angle

Find a place where your subject is not hidden behind objects or people. Don't be afraid to move around and take many versions of a photo from different angles.



# Photography Tips & Tricks



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Interact with people and get to know them. This will make for more natural and genuine images. Photography is about engaging with the attendees and making connections. You don't need a professional camera to take quality photos, use your phone. Take a lot of photos, you can always delete what you don't want later.

### Subject Size/Spacing

Make sure the subjects do not take up the entire photo. Because the image below has plenty of space left around the hand, it leaves room to edit/resize.



### Candid

Most photos you take should be candid, meaning the people in the photo are not looking at the camera. Candid photos are meaningful and tell a story.



# Photography Tips & Tricks



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## Diversity

Choose photos of people with diverse backgrounds to show the diversity throughout California.



## Focus + Visibility

Photos should be in focus and the subjects clearly visible. Images that are too blurry, too dark, or too light cannot be fixed with photo editing software.



# Photography Choosing Photos



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## Size + Resolution

If a photo's resolution is less than 1000x1000 pixels, it's considered low-res and cannot be used. Low-res photos display as blurry and pixelated and cannot be enhanced with photo editing software. Ensuring use of high-res photos in all marketing materials will display quality and professionalism.



## Stock Photos

The Public Relations & Marketing team have access to stock photos from Adobe. These should be used with great care and only as a last resort. Often, stock photos can present as silly, staged, or unprofessional. Contact the Public Relations & Marketing team for help in selecting photos for your project.



# Photography Choosing Photos



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## Copyright

Always consider copyright laws. Photos from a Google search are illegal to use because they are protected under copyright laws. The photo does not have to have a watermark, nor does it have to have an official seal or registration to be considered copyright. The act of shooting the original photo gives copyright to the photographer and/or company. Focus your choices within CHC's photo archive or from a recent CHC event to ensure you honor copyrighted work.



Do not use online image searches.

## Media Release Forms

Photos or videos taken of individuals whose face is clearly visible should be encouraged to complete a Media Release Form. If the subject is under the age of 18, a parent or guardian is required to sign the form.

Exceptions to this are for general campus photos or photos taken at public events. This may include photos where people are not easily identifiable, crowd shots, or no reasonable expectation of privacy.

Media Release Forms can be found on Box and in the CHC Brand Toolkit. For a direct link, visit the [Resources Chapter](#).



# Photography Restrictions



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## PowerPoint

PowerPoint templates have been created for your use. These templates have been designed with a diverse compilation of layouts to ensure we maintain branding guidelines and professionalism. PowerPoint templates can be found on Box and in the CHC Brand Toolkit. For a direct link, visit the [Resources Chapter](#).

## Email

Emails are an important tool that are used for both internal and external communications. It is paramount that everyone ensures their email represents CHC's brand through cohesion. Because the Gotham typeface is not available on most web browsers, emails must be composed and signed using Arial. Sizes can range from 9pt - 12pt. Please refer to the [Formatting Your CHC Email](#) document for more details on what your signature should look like and contain.



# Templates Presentations & Email



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## Promotional Items

When considering promotional items, each vendor and item type will require specific resolutions and file types. Promotional items can be requested through the [PRM Requests App](#).



# Promotional Items Branded Merchandise & Giveaways



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At CHC, we care deeply about community and believe basic needs are a right for all community members. Our goal is to provide the tools and resources to access food, shelter and education, accompany by our passion is to help and inspire others to access their basic needs. Download our Strategic Plan to learn more.



## Mission

The Center for Healthy Communities (CHC) is a leader and connector, striving to provide equitable support to individuals and partners across diverse communities in California by building sustainable access to nourishing food and active environments. As a center supporting higher education, we elevate student success and career readiness skills through programs providing direct support to local community members and partner organizations.

## Vision

CHC envisions all Californians with equitable resources to live their healthiest lives.



# Strategic Plan Mission & Vision



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## Equity

Valuing health equity, CHC works to eliminate inequities and barriers to accessing resources, especially for those whose experience has been perpetuated by socioeconomic disadvantage and historical injustice.

## Collaboration

Recognizing the strength of collaboration, CHC creates and sustains partnerships to leverage resources, expertise and capacity to improve health across the state.

## Sustainability

Valuing environmental and economic sustainability, CHC creates and supports resilient local food systems to improve access to locally-grown foods, reduce food waste and boost local and statewide economic equity.

## Compassion

Recognizing the unique challenges people face, CHC serves individuals with respect, empathy and caring where we are needed and where we can help.

## Mentorship

Valuing Chico State students as leaders of tomorrow, CHC provides opportunities for interdisciplinary service learning, civic engagement, and research to serve the educational, cultural, and economic needs of communities.

## Wellness

Valuing a culture of wellness, CHC strives for a healthy life-work balance that supports physical, mental and financial wellness for staff, students and communities we serve.

## Integrity

Valuing honest, objective and ethical practices and fiscal responsibility, CHC ensures the protection and support of our communities, partners and students.



# Strategic Plan Values



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Our Priority Areas focus on our core values and our Mission by giving back to the community through our programs.

### **Basic Needs in Higher Education**

Cultivating cooperative leadership within segments of higher education to ensure students have their basic needs met and the skills and resources to achieve their goals.

### **Student Success & Service Learning**

Supporting students while closing the equity gap faced by traditionally underserved students through mentorship and experiential learning opportunities.

### **Community Health**

Engaging and educating communities to create policies and environmental changes to advance healthy living.

### **Nutrition & Consulting Services**

Fostering strong partnerships to provide health, wellness, and prevention services to organizations, businesses, and individuals.

### **Local Food Systems**

Actively engaging with local collaboratives to provide sustainable food production, processing, distribution, and consumption to enhance the environmental, economic, and nutritional health of our region.



# **Strategic Plan Priority Areas**



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## Storytelling

Tone and personality are how we want to present ourselves as an organization to partners, clients, funders, community members, and students. When writing and/or verbally sharing the story of CHC or our work, keep in mind the words and phrases that describe CHC's tone and personality:

- Welcoming
- Meaningful Opportunity
- Supportive Community
- Involved
- Facilitating Positive Change
- Community Connection
- Leaders
- Equity Driven, Civically Minded
- Innovative Research
- Resourceful

Innovative Research  
 Equity Driven, Civically Minded  
 Facilitating Positive Change  
 Community Connections

Leaders  
 Resourceful  
 Advocacy

Civic Empowerment  
 Welcoming  
 Meaningful Opportunity  
 Supportive Community  
 Involved  
 Uplifting



# Storytelling Tone & Personality



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