*mi*Ottawa Department of
Public Health

VISION
Healthy People

MISSION
Working together to assure
conditions that promote
and protect health.

VALUES
Equity I Integrity I Excellence

We promise to:

- monitor health,
- conduct research,
- detect emerging diseases,
- investigate health problems,
- enhance prevention,
- develop public health policies,
- promote healthy behaviors,
- create healthy environments,
- and provide leadership.

The Ottawa County Department of Public Health's brand is a visual representation of its programs, services and culture. Brands can be powerful when used consistently. The guidelines and logo are a tool to help maintain consistency, to help increase positive public perception and being known as a credible, capable and valuable health resource.
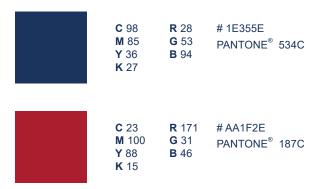
Contact

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Communications Specialist
(616) 494-5597, kwieghmink@miOttawa.org

Logo Use

- Do not modify or stretch the logo disproportionately.

- Do not compromise the legibility of the logo.

- Do not change the logo colors or typeface.

- Full color, one color and black & white jpg and png logos are available. Other file types are available upon request.

miOttawa Department of
Public Health

C 98 M 85 Y 36 K 27	R 28 G 53 B 94	# 1E355E PANTONE® 534C	

C 23 M 100 Y 88 K 15	R 171 G 31 B 46	# AA1F2E PANTONE® 187C	

Typography

Segoe Script Regular
mi

AvantGarde Bk BT
Ottawa Department of

AmericanaBT
Public Health

Supporting Fonts

Arial Font Family
Helvetica LT Std Font Family

Website Shortcuts

www.miOttawa.org/miHealth

/AnnualHealthReports	/HealthInsurance
/Health2013	/HearingVision
/Health2014	/Immunize
/Health2015	/LandEvaluation
/Health2016	/MedDisposal
/Health2017	/MedExaminer
/BeachWatch	/MediaRoom
/BirthControl	/MIHP
/CSHCS	/Nutrition
/Dental	/PlanReview
/DiseaseInfo	/Prepare
/DiseaseReporting	/ProviderResources
/EH	/Recycle
/EHforms	/ROADD
/Flu	/SAP
/Food	/SchoolReporting
/HealthData	/SexEd
/2014BRFS	/SexualHealth
/2017BRFS	/TFE
/2015CHIP	/Travel
/2015CHNA	/WearOne
/2017CHNA	
/2017MCHNA	
/2013YAS	
/2015YAS	
/2017YAS	

Social Media Sites

- Facebook.com
  /ecoOttawa
  /FluGranny
  /miOttawaBeachWatch
  /miOttawaHealth
  /OttawaCountyFoodNetwork

- GovDelivery at www.miOttawa.org/Connect

- Twitter.com
  /miOCDPH
  /miOttawabeach

- YouTube.com/miOttawa

- Other county sites at miOttawa.org/Connect

Communications Policy

Communication involves dissemination of timely, accurate, clear, objective and complete information (internally and externally) about the department's policies, programs, services and initiatives. The Communications Specialist/Public Information Officer's role is to maintain positive, mutually beneficial relationships with employees, media professionals and the public. This person is assigned as the primary media contact, outbreak or public health emergency communications correspondent, brand manager, social media/website administrator and promotional campaign consultant.

Department Brand
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Media Contact
All incoming and outgoing communications with the media (requests for information, incident statuses, comments, data/statistics, interviews, on-site visits, guest appearances, news releases, etc.) are facilitated by the communications specialist. If (s)he is not available, direct requests to the appropriate section manager. Depending on the circumstances of the inquiry, the section manager may appoint a staff member to release information.

Social Media Sites
Users and visitors to Ottawa County social media sites are notified that the intended purpose of the site is to serve as a mechanism for communication between the county and members of the public. Ottawa County reserves the right to remove published content that does not comply with privacy policies and the moderation rules set forth below;

- is far off-topic.
- is abusive, obscene, indecent or offensive.
- is defamatory, harassing or hateful.
- has not been authorized with the necessary rights, licenses and consents to post.
- constitutes spam, unauthorized advertising or solicits.
- contains long embedded URLs.
- invades anyone's privacy or impersonates anyone.
- encourages conduct that may or will constitute a criminal offense; give rise to civil liability; or otherwise violates any local, state, national or international law or regulations.
- appears to contain irrelevant or excessive links or appears to contain code.

Communication Project Requests
Request for communication deliverables, promotional materials and educational campaigns require a completed communications plan form and a consultation with the communications specialist. Deliverables may include (but not limited to); news releases, public service announcements, website updates, social media posts, online blogs or comments, community calendar posts, radio and television appearances, newsletters (digital or print), paid advertisements, posters, postcards, fact sheets, pamphlets/brochures, rack cards, banners, promotional products, signs, billboards, lobby television ads, email blasts, presentations, infographics, video productions, audio recordings (podcast), County Administrator's Digest articles, County Connections employee blog posts, etc. The completed communications plan form must be received by the communications specialist at least 2 weeks, preferably 3-4 weeks prior to the requested delivery date of any communication materials.

Photography
High-resolution photo contributions to the department image library can be saved on the server at K:\Communications\Image_Video Library\. Be sure to have a signed consent form from any identifiable person. All other images must be free of copyright and allowed reuse. Blank consent forms are available in this folder.