# ARIZONA DEPARTMENT OF HEALTH SERVICES

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## GUIDELINES

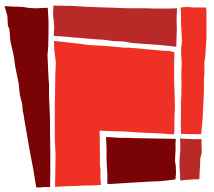
The Arizona Department of Health Services identity is an original design. The logo must not be altered, redrawn or modified in any way.

- Do not reposition or recreate the typographic elements of this identity.
- Do not apply the identity to a background color, texture or pattern lacking sufficient contrast for clear legibility.
- Do not violate the clearspace requirements with headlines, text or graphics.

Use only authorized versions of the Arizona Department of Health Services identity for reproduction in any media application.

## COLOR LOGO

VERTICAL LOGO | full name




VERTICAL LOGO | abbreviated

HORIZONTAL LOGO | full name

HORIZONTAL LOGO | abbreviated

## GREY LOGO

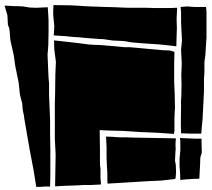
VERTICAL LOGO | full name

VERTICAL LOGO | abbreviated

HORIZONTAL LOGO | full name

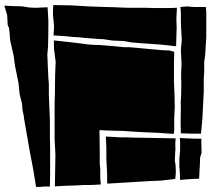
HORIZONTAL LOGO | abbreviated

## BLACK LOGO



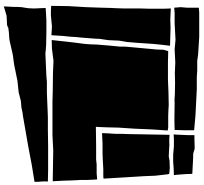
ARIZONA DEPARTMENT
OF HEALTH SERVICES

VERTICAL LOGO | full name



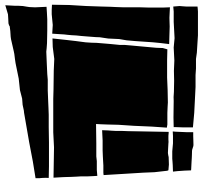
ADHS

VERTICAL LOGO | abbreviated



ARIZONA DEPARTMENT
OF HEALTH SERVICES

HORIZONTAL LOGO | full name

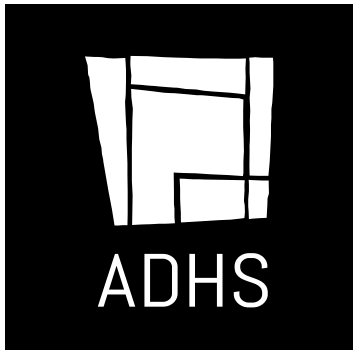


ADHS

HORIZONTAL LOGO | abbreviated

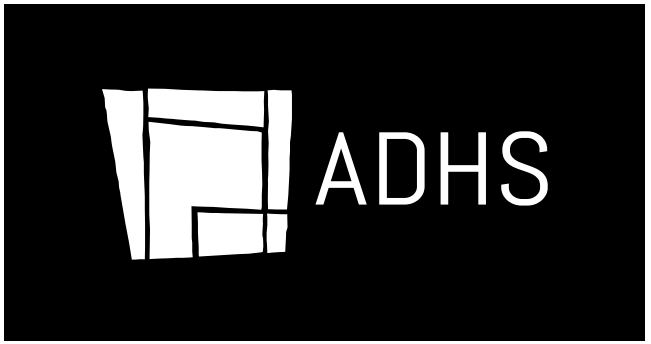
## REVERSED (WHITE) LOGO

VERTICAL LOGO | full name




VERTICAL LOGO | abbreviated

HORIZONTAL LOGO | full name




HORIZONTAL LOGO | abbreviated

**WEB ONLY LOGO**

The Arizona Department of Health Services name can only appear in a single line when being used in the template on the ADHS website. There are options to use horizontal, vertical, with or without the tagline. Please refer to the logo library for the “Web Only” logos.

WEB ONLY HORIZONTAL LOGO | full name

WEB ONLY VERTICAL LOGO | full name

WEB ONLY HORIZONTAL LOGO | full name with tagline

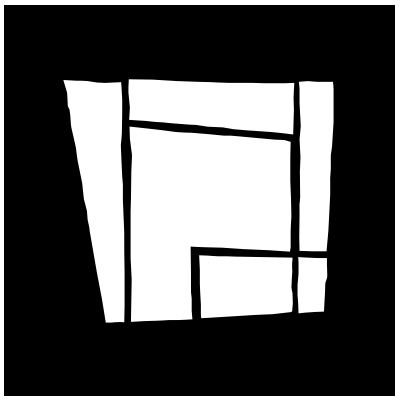
WEB ONLY VERTICAL LOGO | full name with tagline

## SYMBOL

COLOR

GREY

BLACK



REVERSED (WHITE)

## COLOR LOGO

ARIZONA DEPARTMENT
OF HEALTH SERVICES

PREVENTION SERVICES

VERTICAL LOGO | full name + sub-brand

ADHS

PREVENTION SERVICES

VERTICAL LOGO | abbreviated + sub-brand

ARIZONA DEPARTMENT
OF HEALTH SERVICES

PREVENTION SERVICES

HORIZONTAL LOGO | full name + sub-brand

ADHS

PREVENTION SERVICES

HORIZONTAL LOGO | abbreviated + sub-brand

## GREY LOGO

ARIZONA DEPARTMENT
OF HEALTH SERVICES

PREVENTION SERVICES

VERTICAL LOGO | full name + sub-brand

ADHS

PREVENTION SERVICES

VERTICAL LOGO | abbreviated + sub-brand

ARIZONA DEPARTMENT
OF HEALTH SERVICES

PREVENTION SERVICES

HORIZONTAL LOGO | full name + sub-brand

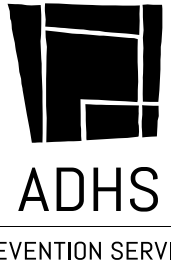
ADHS

PREVENTION SERVICES

HORIZONTAL LOGO | abbreviated + sub-brand

## BLACK LOGO

VERTICAL LOGO | full name + sub-brand




VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## REVERSED (WHITE) LOGO

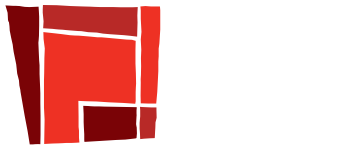
VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## COLOR LOGO




VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## GREY LOGO

VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## BLACK LOGO

VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

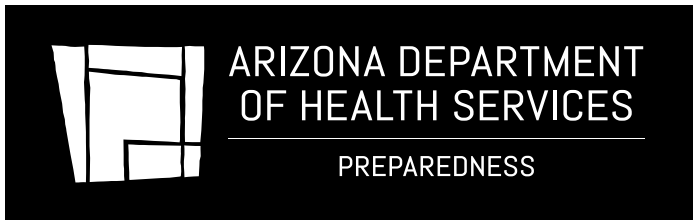
HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## REVERSED (WHITE) LOGO

VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand




HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## COLOR LOGO

VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## GREY LOGO

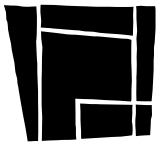
VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## BLACK LOGO



ARIZONA DEPARTMENT
OF HEALTH SERVICES

POLICY & INTERGOVERNMENTAL AFFAIRS

VERTICAL LOGO | full name + sub-brand

ADHS

POLICY & INTERGOVERNMENTAL AFFAIRS

VERTICAL LOGO | abbreviated + sub-brand

ARIZONA DEPARTMENT
OF HEALTH SERVICES

POLICY & INTERGOVERNMENTAL AFFAIRS

HORIZONTAL LOGO | full name + sub-brand

ADHS

POLICY & INTERGOVERNMENTAL AFFAIRS

HORIZONTAL LOGO | abbreviated + sub-brand

## REVERSED (WHITE) LOGO

ARIZONA DEPARTMENT
OF HEALTH SERVICES

POLICY & INTERGOVERNMENTAL AFFAIRS

VERTICAL LOGO | full name + sub-brand

ADHS

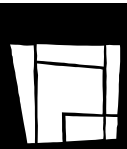
POLICY & INTERGOVERNMENTAL AFFAIRS

VERTICAL LOGO | abbreviated + sub-brand

ARIZONA DEPARTMENT
OF HEALTH SERVICES

POLICY & INTERGOVERNMENTAL AFFAIRS

HORIZONTAL LOGO | full name + sub-brand



ADHS

POLICY & INTERGOVERNMENTAL AFFAIRS

HORIZONTAL LOGO | abbreviated + sub-brand

## COLOR LOGO

VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## GREY LOGO

VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## BLACK LOGO

VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## REVERSED (WHITE) LOGO

VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## COLOR LOGO

ARIZONA DEPARTMENT
OF HEALTH SERVICES

LICENSING

VERTICAL LOGO | full name + sub-brand

ADHS

LICENSING

VERTICAL LOGO | abbreviated + sub-brand

ARIZONA DEPARTMENT
OF HEALTH SERVICES

LICENSING

HORIZONTAL LOGO | full name + sub-brand

ADHS

LICENSING

HORIZONTAL LOGO | abbreviated + sub-brand

## GREY LOGO

ARIZONA DEPARTMENT
OF HEALTH SERVICES

LICENSING

VERTICAL LOGO | full name + sub-brand

ADHS

LICENSING

VERTICAL LOGO | abbreviated + sub-brand

ARIZONA DEPARTMENT
OF HEALTH SERVICES

LICENSING

HORIZONTAL LOGO | full name + sub-brand

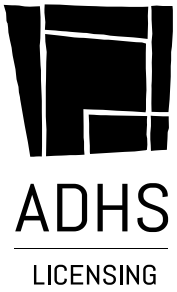
ADHS

LICENSING

HORIZONTAL LOGO | abbreviated + sub-brand

## BLACK LOGO

VERTICAL LOGO | full name + sub-brand



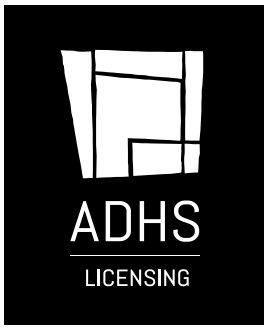

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## REVERSED (WHITE) LOGO

VERTICAL LOGO | full name + sub-brand




VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## COLOR LOGO

VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## GREY LOGO

VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## BLACK LOGO

VERTICAL LOGO | full name + sub-brand

VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

## REVERSED (WHITE) LOGO

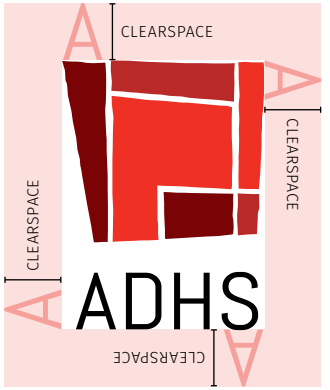
VERTICAL LOGO | full name + sub-brand

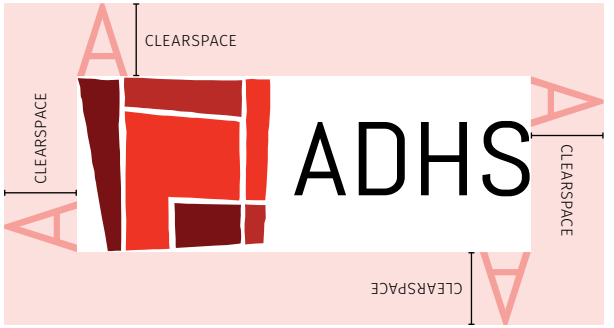
VERTICAL LOGO | abbreviated + sub-brand

HORIZONTAL LOGO | full name + sub-brand

HORIZONTAL LOGO | abbreviated + sub-brand

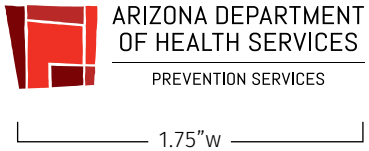
**CLEAR SPACE** Clearspace requirements are provided to preserve the integrity of the Arizona Department of Health Services corporate identity in all applications. Clearspace refers to the area immediately surrounding the identity (top, bottom, left, right), which must remain clear of visually competing typography or graphics that might compromise legibility. The cap-height of the letterforms in the identity provides the basic unit (A-measurement) of the proportional system in determining the clearspace area. The minimum clearspace for the Arizona Department of Health Services logo is diagrammed below.





**MINIMUM SIZE**

The Arizona Department of Health Services logo can appear no smaller than what has been identified below in any marketing, informational or digital materials. The legibility of our logo cannot be guaranteed if sized otherwise.



## BRAND COLORS

The Arizona Department of Health Services logo should be reproduced in CMYK whenever possible. However, when only PMS printing is available, the colors below should be employed. The Arizona Department of Health Services brand must never be shown in colors other than those specified in this manual, even if they are within the brand color palette.

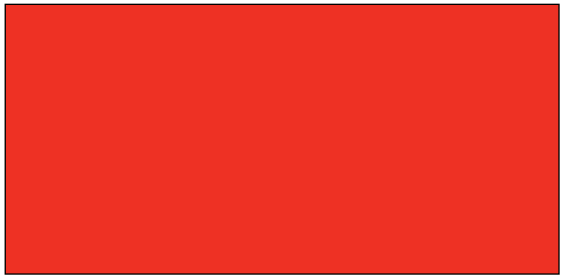
### PANTONE 7624

| CMYK breakdown | RGB breakdown | HEX |
|---|---|---|
| C....0 | R....122 | #790306 |
| M....97 | G....3 | |
| Y....87 | B....6 | |
| K....60 | | |

### PANTONE 7627

| CMYK breakdown | RGB breakdown | HEX |
|---|---|---|
| C....5 | R....184 | #b92928 |
| M....94 | G....41 | |
| Y....88 | B....39 | |
| K....22 | | |

### PANTONE 485



| CMYK breakdown | RGB breakdown | HEX |
|---|---|---|
| C....0 | R....238 | #ee3224 |
| M....95 | G....49 | |
| Y....100 | B....36 | |
| K....0 | | |

## FONT FAMILIES

The Arizona Department of Health Services has standards for typography to ensure brand consistency across all printed materials. Typography is one of the most important design elements and the font families listed below were selected for clarity and are used for the Arizona Department of Health Services logotype.

### LOGO FONT

ABEL REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&!

### PRIMARY FONT

Designed to integrate with the character of the OS, the Fira Sans typeface also aims to cover the legibility needs for a large range of handsets varying in screen quality and rendering. Fira Sans Light, Fira Sans Italic and Fira Sans Regular are the primary typefaces (font families) to be used in all Arizona Department of Health Services collateral and advertising. It can be used as headline font with the option of using the lighter weight for text. If these fonts are unavailable, substitute Open Sans or Calibri typefaces in place of Fira Sans.

FIRA SANS LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&!

*FIRA SANS ITALIC*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890&!*

FIRA SANS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&!

**COMMON FONT ALTERNATIVES**

Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web and mobile interfaces, and has excellent legibility characteristics in its letterforms. The Open Sans and Calibri typefaces below are to be used as a substitute to the primary typefaces of Fira Sans if needed. If you are unable to use our primary font (eg in MS Office documents) you must use one of our default/system fonts, Open Sans or Calibri. Both can be easily downloaded from Google Fonts.

OPEN SANS LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&!

*OPEN SANS LIGHT ITALIC*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890&!*

OPEN SANS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&!

*OPEN SANS ITALIC*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890&!*

**OPEN SANS SEMIBOLD**

**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890&!**

***OPEN SANS SEMIBOLD ITALIC***

***abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***1234567890&!***

**COMMON FONT ALTERNATIVES** Calibri is the default typeface in several of Microsoft's applications. It is a humanist sans serif typeface, known for its warmth and rounded lines. The Calibri typefaces below are to be used as a substitute to both the primary typefaces of Fira Sans or Open Sans if needed. It can be easily downloaded from Google Fonts.

CALIBRI REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&!

**CALIBRI BOLD**

**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890&!**

*CALIBRI ITALIC*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890&!*

***CALIBRI BOLD ITALIC***

***abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***1234567890&!***

**INTERACTIVE FONTS** Interactive fonts should be used for the following online applications: web based marketing, email marketing, landing pages and website. These fonts can be used as headline fonts with the option of using the lighter weight for text.

FIRA SANS LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&!

*FIRA SANS LIGHT ITALIC*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890&!*

FIRA SANS REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&!

*FIRA SANS ITALIC*

*abcdefghijklmnopqrstuvwxyz*
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*1234567890&!*

**FIRA SANS MEDIUM**

**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890&!**

***FIRA SANS MEDIUM ITALIC***

***abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***1234567890&!***

**FIRA SANS BOLD**

**abcdefghijklmnopqrstuvwxyz**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**1234567890&!**

***FIRA SANS BOLD ITALIC***

***abcdefghijklmnopqrstuvwxyz***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***
***1234567890&!***

## FILE TYPE & USAGE

**.EPS**

EPS stands for "Encapsulated PostScript." EPS is a PostScript image file format that is compatible with PostScript printers and is often used for transferring files between various graphics applications. EPS files will print identically on all PostScript-compatible printers and will appear the same in all applications that can read the PostScript format. As the name implies, EPS files contain PostScript code, which is used for storing font and vector image information. Vector images are usually drawings created by programs such as Adobe Illustrator and CorelDRAW. EPS files may also include a rasterized version of the image used for previewing the contents of the file. EPS is a file extension for a graphics file format used in vector-based images in Adobe Illustrator. An EPS file can contain text as well as graphics. It also usually contains a bit map version of the image for simpler viewing rather than the vector instructions to draw the image.

**Usage:** EPS files are primarily meant for print usage.

**.PDF**

PDF stands for "Portable Document Format." PDF is a multi-platform file format developed by Adobe Systems. A PDF file captures document text, fonts, images, and even formatting of documents from a variety of applications. You can e-mail a PDF document to your friend and it will look the same way on his screen as it looks on yours, even if he has a Mac and you have a PC. Since PDFs contain color-accurate information, they should also print the same way they look on your screen.

**Usage:** PDF files are primarily for print usage.

**.JPEG**

JPEG is a compressed image file format. JPEG images are not limited to a certain amount of color, like GIF images are. Therefore, the JPEG format is best for compressing photographic images. So if you see a large, colorful image on the Web, it is most likely a JPEG file. While JPEG images can contain colorful, high-resolution image data, it is a lossy format, which means some quality is lost when the image is compressed. If the image is compressed too much, the graphics become noticeably "blocky" and some of the detail is lost. Like GIFs, JPEGs are crossplatform, meaning the same file will look the same on both a Mac and PC. When a Hi-res JPEG is requested for print, make sure your image is 300+ DPI.

**Usage:** JPEG files are primarily for online usage but occassionally for print.

**.PNG**

PNG is a compressed raster graphic format. It is commonly used on the Web and is also a popular choice for application graphics. Unlike the JPEG and GIF formats, the PNG format supports an alpha channel, or the "RGBA" color space. The alpha channel is added to the three standard color channels (red, green and blue, or RGB) and provides 256 levels of transparency. JPEG images do not support transparent pixels and GIF images only support completely transparent (not partially opaque) pixels. Therefore, the PNG format allows Web developers and icon designers to fade an image to a transparent background rather than a specific color. A PNG with an alpha channel can be placed on any color background and maintain its original appearance, even around the edges.

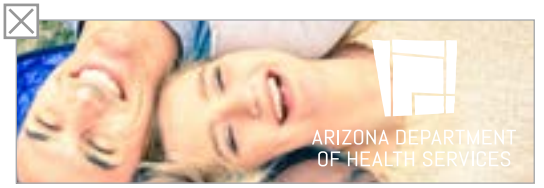
**Usage:** PNG files are primarily for online usage.

**INCORRECT USAGE**

It is important for a leading brand like the Arizona Department of Health Services to present itself in a controlled, consistent and reliable way. Never recreate, alter, color or distort the Arizona Department of Health Services logo. The set of examples shown below does not include all non-compliant possibilities.

DO NOT bend, stretch or distort the logo.

DO NOT change the relative sizes of the logo elements.




DO NOT place the white logo on a light-colored background or area of an image.

DO NOT change the type spacing of the logo or reposition the elements.

DO NOT add any effects such as drop shadows, patterns or 3D shading.

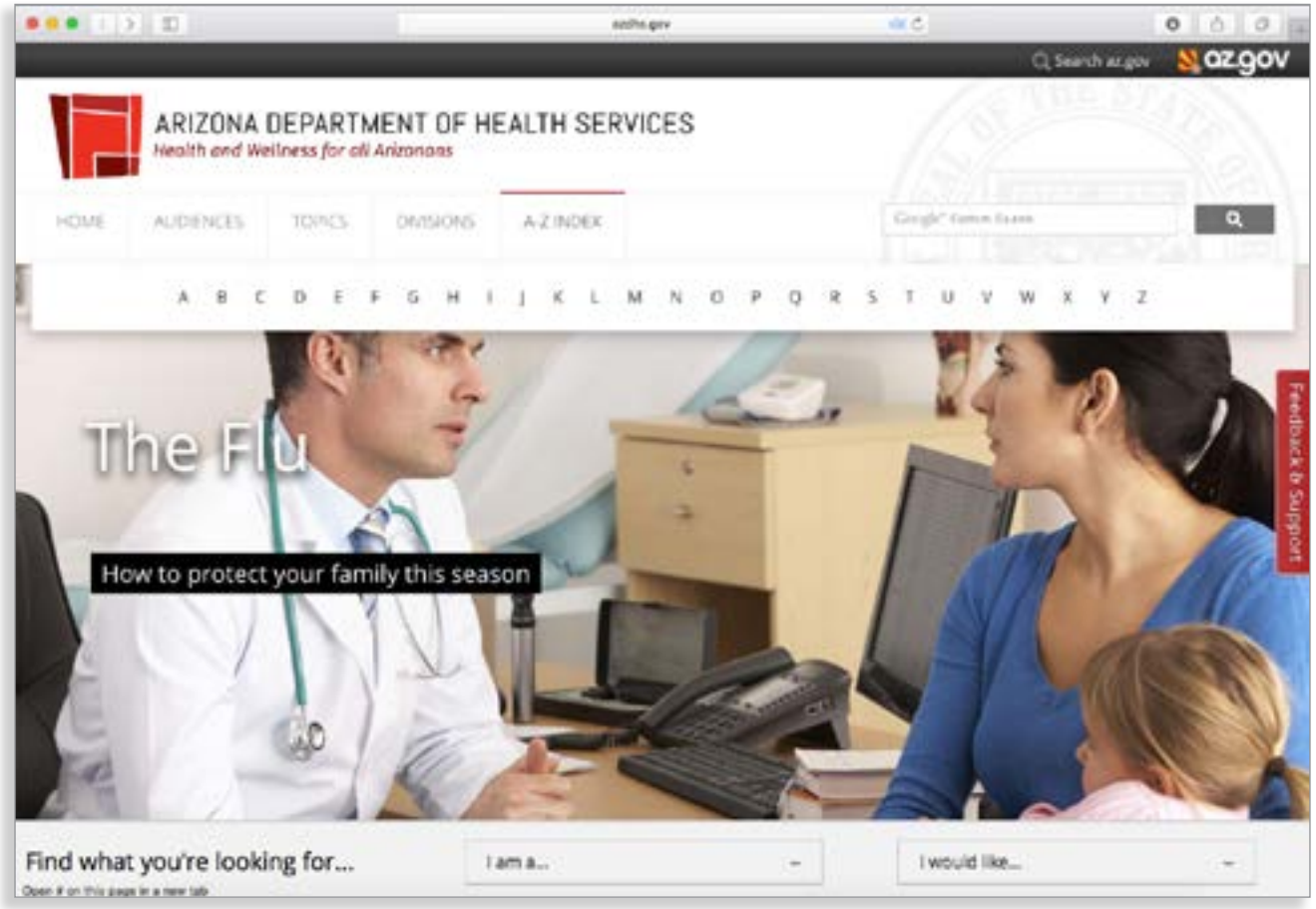
DO NOT place the main logo on a similar colored background.

DO NOT change the typeface of the logo.

DO NOT color the logo in any color other than the logo colors, white or black. No additional colors.

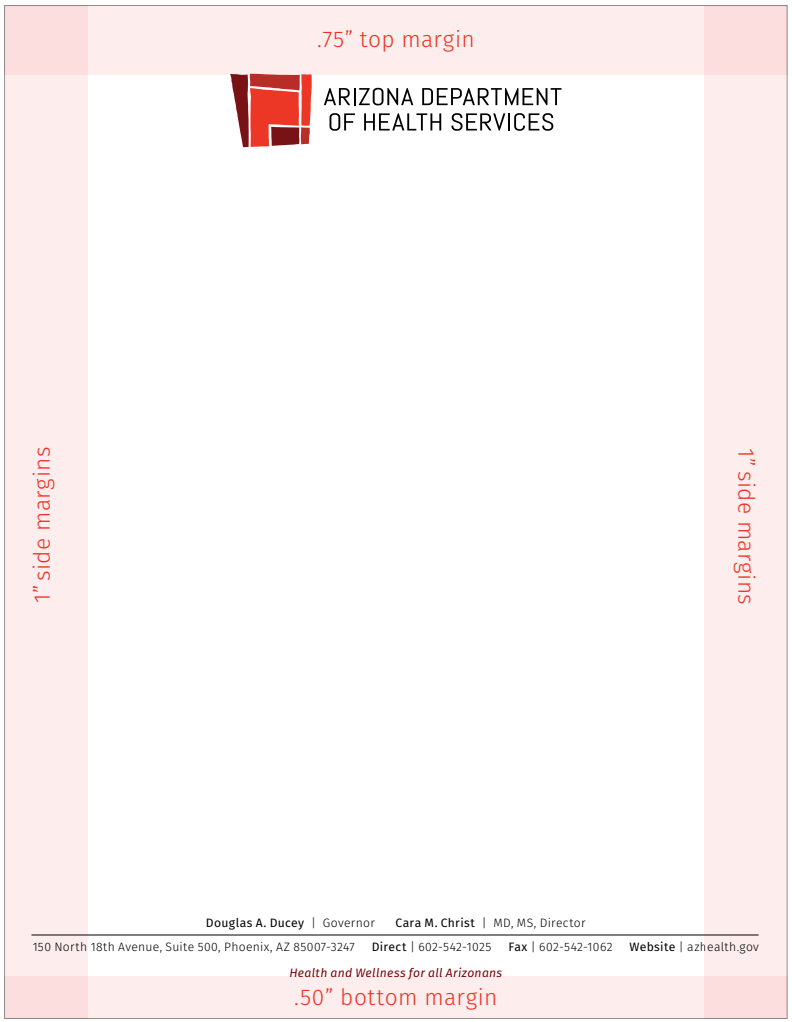
DO NOT place the main logo on a busy or a clashing-colored background.

## LOGO PLACEMENT ON WEBSITE

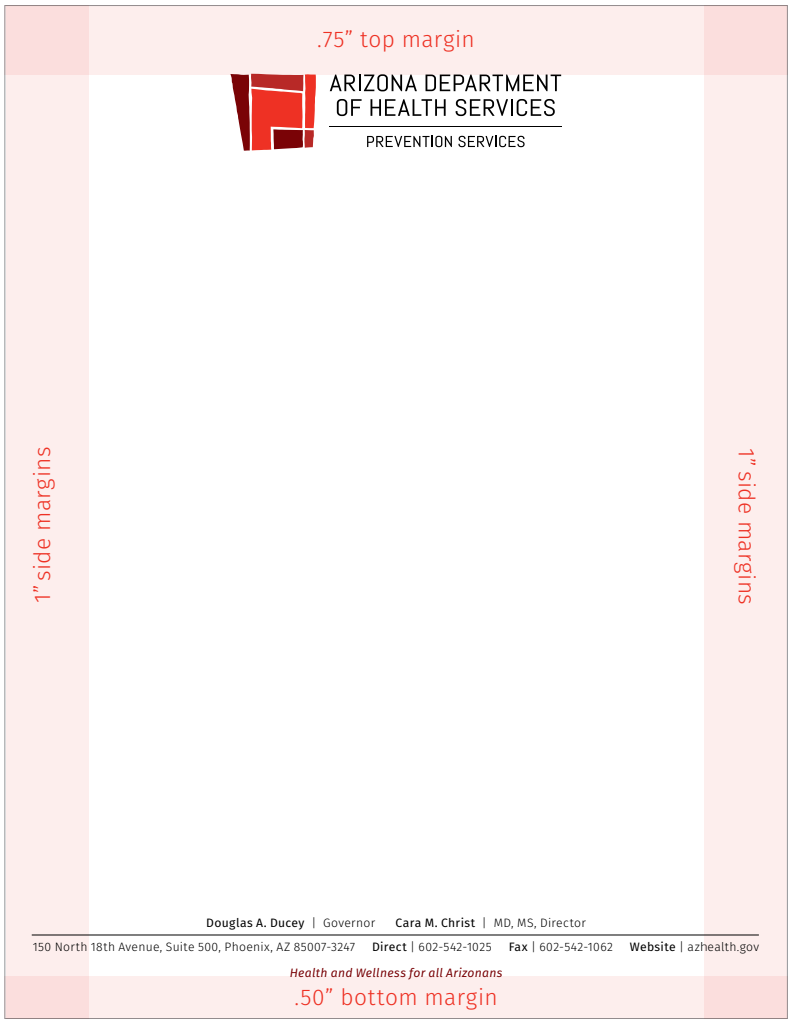


**LETTERHEAD** The first contact that people have with the Arizona Department of Health Services visual identity is often a business card being placed in their hand or receiving a letter. That is why it's important that all our stationery should conform to a consistent style, using a common layout, color and typing style.

The letterhead is constructed from a specific logo file and Fira Sans typeface. Once the logo is in the correct position and at the correct size, a type box is used for the variable information. Follow the typographic instruction for each line. The address can be updated to include the office and suite.




Letterhead




Sub-Brand Letterhead

## BUSINESS CARD

Business Card (front + back)



## EMAIL SIGNATURE

Adding a signature to the end of emails is a mandatory requirement and must be included at the end of all your business email messages.

The following are guidelines for email signatures: Background images or stationery shall not be used. Signatures shall follow the ADHS Graphic Standards, be in plain text format and not include large or complicated fonts, personal quotes, clip art or images. The signature should include your name, job title, mailing address, telephone numbers, fax number (if applicable) and website address.

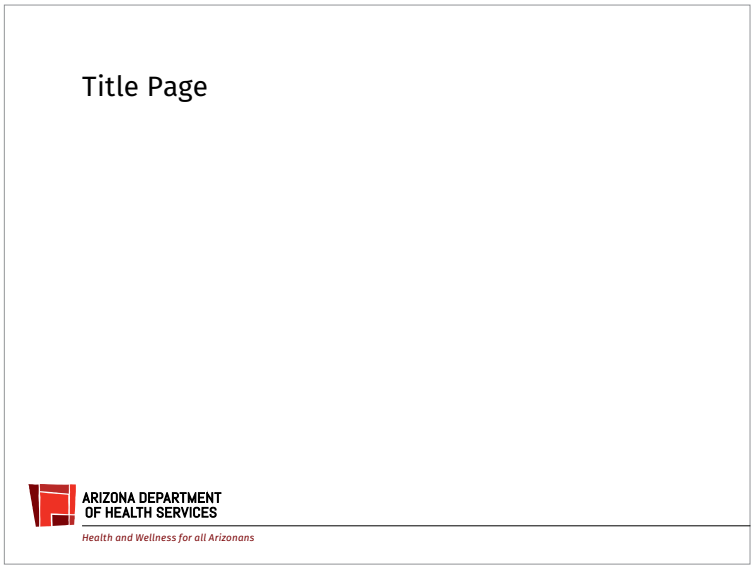
**John Smith, MD, MS**
Chief, Bureau of Health Systems Development
Arizona Department of Health Services
150 North 18th Avenue, Suite 500, Phoenix, AZ 85007
Direct 602-542-1234
Mobile 602-542-5678
Fax 602-542-9101
Email john.smith@azdhs.gov
***Health and Wellness for all Arizonans***

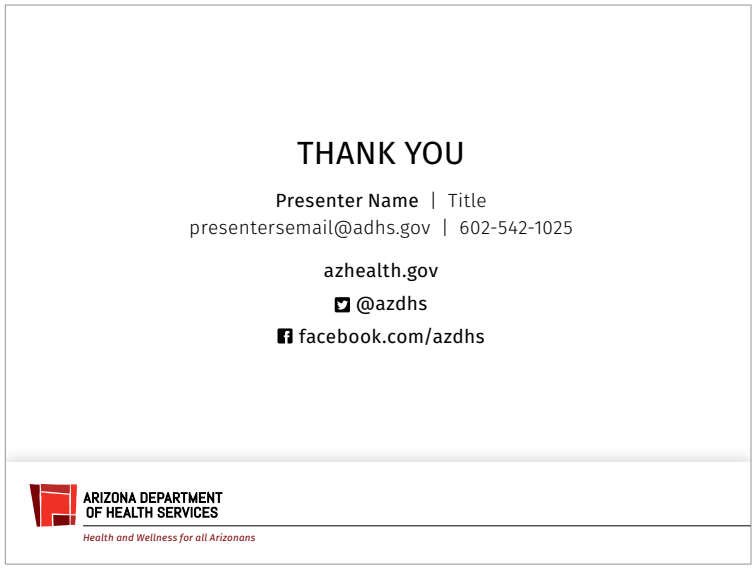
**Font: Calibri, 11 Point, Bold, Black**
**Font:** Calibri, 11 Point, Black
**Font:** Calibri, 11 Point, Black
**Font:** Calibri, 11 Point, Black
**Font:** Calibri, 11 Point, Black, Five spaces after “Direct”
**Font:** Calibri, 11 Point, Black, Three spaces after “Mobile”
**Font:** Calibri, 11 Point, Black, Nine spaces after “Mobile”
**Font:** Calibri, 11 Point, Black, Six spaces after “Email”
**Font:** ***Calibri, 11 Point, Italics; Color: R 120, G 18, B 21***

## PRESENTATION TEMPLATES

Title Slide

Interior Slide




End Slide