



Brand Guidelines

July 2024



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Contents

This guide details important components that identify the Washington State Department of Health’s Be Well WA program.

It is designed to help employees, program/community partners, designers, communicators, and more preserve a consistent visual identity for Be Well WA. This will ensure that all work is cohesive and effective in creating public awareness and trust.

This document outlines specific usage guidelines for the logo, color palette, typography, and photography, as well as direction on brand messaging and tone. These standards should serve as the basis for creating materials that represent Be Well WA for internal and external communications.

Please always:

- Follow these standards as you plan print or electronic communications.
- Provide a copy of this guide to partners when working together to plan publications, signs, brochures, mailers, flyers, etc.
- Contact Jenny Almgren (Jenny.Almgren@doh.wa.gov) if you have questions or comments that are not covered in this guide. She will also provide final approval on all new external or public-facing materials.

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Logo

Primary-use logo

It is essential that this logo is present on all Be Well WA branded materials and assets, both digital and print.

The primary language used in the material will dictate whether to show the English or Spanish logo. Bilingual materials should have both logos.



Horizontal & single-color logo

Use sparingly, only in instances when the primary logo does not fit. Available in both English and Spanish.



Logo colors

This blue and red are reserved for the logo.



CMYK: 84/54/35/12
RGB: 51/100/126
HEX: 33647E



CMYK: 17/100/87/7
RGB: 193/2/48
HEX: C10230

Logo Usage

Clear space & minimum sizing

The logo should always be protected by sufficient clear space, separated from other graphic elements and text. Proper clear space can be measured by rotating the height of the apple stem & leaf around the logo.

To maintain the integrity and legibility of the logo, it should never be reproduced smaller than 3/4" width on screen and print media.



3/4" minimum

Logo misuse

Consistent and proper use of the Be Well WA logo is imperative to building strong brand recognition. The logo should not be modified in any way.



DON'T stretch or condense the logo



DON'T change the colors of the logo



DON'T add new text or graphics to the logo



DON'T alter the relationship or sizes of the logo's elements



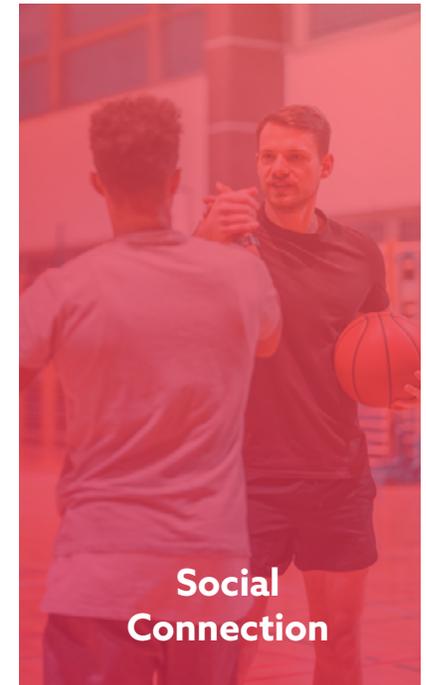
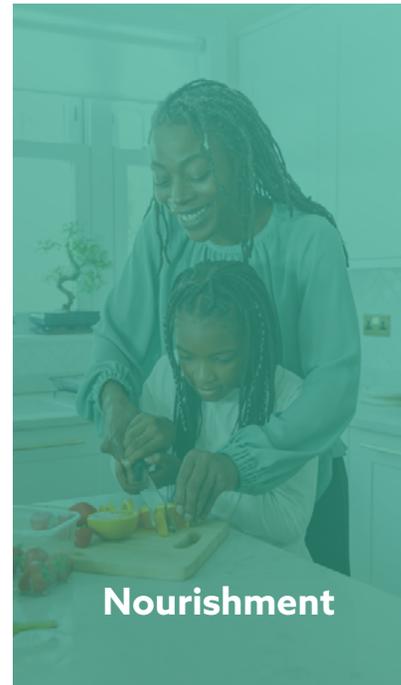
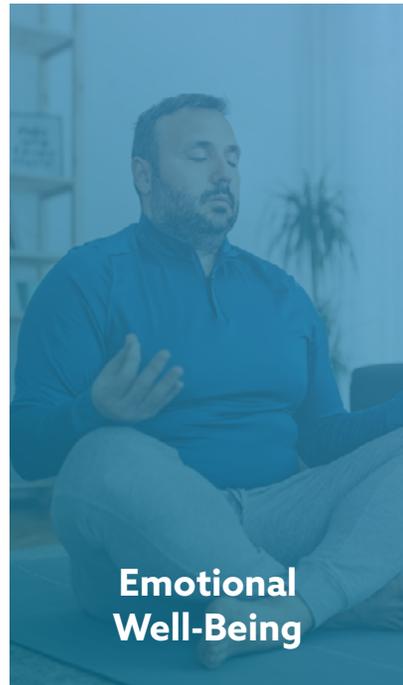
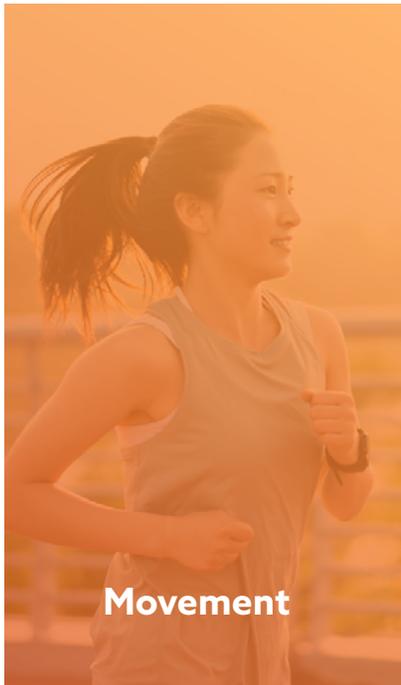
DON'T isolate elements of the logo or use them individually



DON'T use a drop shadow or any other special effects on the logo

Wellness Pillars

Be Well encourages all kinds of healthy actions, big and small. To help people understand the components of health in an organized way, these actions are divided into four “pillars” emphasizing different aspects of a well-rounded healthy lifestyle.



Each pillar has an assigned color. Correct use of these colors is necessary to maintain a consistent visual identity system for the brand. Use the gradients and color values on the next page.

Colors & Gradients

Use the CMYK values for print materials and the RGB/HEX values for digital. The gradients are only for backgrounds and apple leaves. The darker solid colors can be used for pillar text. Charcoal and white are supporting colors for text and backgrounds.



Movement

CMYK: 0-46-86-0
RGB: 255-157-57
HEX: FF9d39

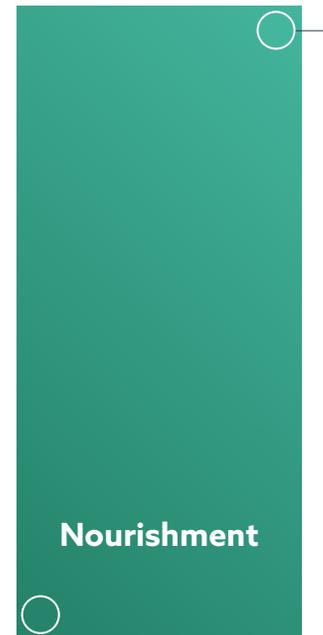
CMYK: 5-77-99-0
RGB: 229-96-37
HEX: E56025



Emotional Well-Being

CMYK: 67-26-5-0
RGB: 80-156-204
HEX: 509CCC

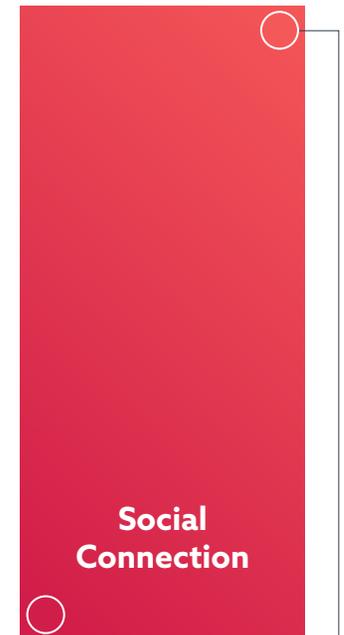
CMYK: 88-45-30-5
RGB: 11-116-147
HEX: 0B7493



Nourishment

CMYK: 69-4-48-0
RGB: 69-182-158
HEX: 45B69E

CMYK: 83-27-67-9
RGB: 37-132-107
HEX: 25846B



Social Connection

CMYK: 0-81-61-0
RGB: 245-88-88
HEX: F55858

CMYK: 12-100-67-2
RGB: 209-29-73
HEX: D11D49



Text Color

CMYK: 79/64/52/44 | RGB: 50/62/72 | HEX: 323e48

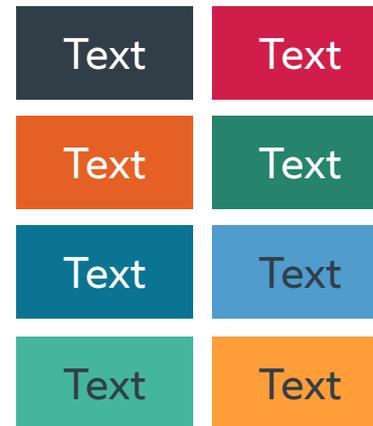
Color Combinations

Text & background pairings

To ensure legibility, your text must have sufficient contrast with its background. The following examples are potential color combinations to use and avoid.

For general web use, the color contrast should pass WCAG AA for Large Text. Use [webaim.org/resources/contrastchecker](https://www.webaim.org/resources/contrastchecker) as a guide.

YES



NO



Logo backgrounds

To maintain sufficient contrast, the primary logo is reserved for use on white backgrounds and light areas of images. The single-color logo can be used over images with darker areas.



Typography

Azo Sans is the approved typeface for use in Be Well WA materials. It is available through [Adobe Fonts](#).

Consistent type usage adds clarity and meaning to communications. The hierarchy shown to the right is important for screens and printed media.

Headlines and subheads can be any color from the brand palette. Use charcoal for body copy, never pure black.

For internal documents where Azo Sans may not be available (Word, PowerPoint, etc), the typeface Corbel is preferred.

H1

This is a headline

Font

Azo Sans Black

Case

Sentence or Title Case

H2

This is an H2 header

Font

Azo Sans Bold

Case

Sentence

This is an H2 header

BODY

This is body copy.

Font

Azo Sans Regular

Case

Sentence

Brand Voice

Be Well WA is a brand to help WA residents improve their well-being with simple actions they can do regardless of stage of life, financial constraints, time limitations, or abilities.

Well-being looks different for everyone in Washington, and that's okay – in fact, we celebrate it. In our communications and materials, we use inclusive language, visuals, and messaging.

Messaging

The brand emphasizes that well-being is simple and within reach for anyone. You don't need fancy equipment or products to achieve well-being – you have what you need within yourself. Messaging should avoid recommending that people buy expensive products or services to promote well-being.

When writing for the brand, examples and tips should fall under one or more of the four Be Well pillars:

Movement: Ways to stay moving for life

Emotional Well-Being: Reduce stress and feel your best

Nourishment: Better fuel for your body and mind

Social Connection: Strong and supportive relationships

Tone

- Encouraging
- Attainable
- Friendly
- Genuine
- Inspirational (but not salesy)

Photography

We must deliver an authentic and equitable representation of our audience. This includes showing diversity in ethnicity, body type, age, gender, lifestyle, and abilities.

Always showcase people engaged in a wellness activity from one of the four wellness pillars. See [BeWellWA.org](https://www.bewellwa.org) for activity tips and examples.

Use color photos that capture candid, everyday moments. People should look happy and content. Avoid dimly lit photos or people with forced expressions and staging.

The apple shape from the logo can be used as a container for images. The apple leaf must be colored to match the pillar of the activity shown.

These photos are for example only and cannot be used without permission.



Co-branding

Working with public agencies and private sector partners

While the Be Well WA logo should stand alone on consumer-facing materials, there will be internal and public-facing communications where it may make sense to co-brand with community partners for programs aligned with Be Well brand attributes. Instances will be determined on a case-by-case basis.

When pairing logos, ensure adequate and visually even space between them. The space should be at least 1/3 of Be Well WA logo's width.

In general, the heights or widths of the logos should be roughly the same, whichever creates the best visual balance. Be mindful of the sizes of text within logos for optimal legibility.



When three or more logos are present

If a collection of logos is needed, use full color logos on a white background. All program/community partner logos should be visually balanced. If the Be Well WA logo is present, it should be displayed first.