Franklin County Public Health

Brand Standards for promoting our look, logo, name and website

January 2021
Introduction

This guide offers information about the identity of public health in Franklin County. The work of public health is constantly evolving and we want our name and logo to reflect our current initiatives and future goals.
In 2010, we changed our name from the Franklin County Board of Health to Franklin County Public Health.

It was important to include the public in public health as part of our new name. Our obligation and charge is to improve and protect health at a community level and to focus on the health of the public at large. There is an important distinction between “health” and “public health” and this is highlighted with our name.

Our work directed by the leadership of our Board and the Health Commissioner. These dedicated individuals provide oversight to the staff and guide us in a direction that meets the needs of the communities we serve. Our Board is known as the Board of Health.
The triangular shape of the logo conveys many aspects of Franklin County Public Health. The logo is a fresh twist on a traditional shape. The logo displays the agency’s commitment to being dynamic and flexible yet based in the tradition of public health like the conventional triangle. The logo illustrates movement and evolution as we progress forward to future of public health. It is also open and transparent – hallmarks of a trustworthy agency. The three sides of the triangle demonstrate various facets of our work.

- Our Mission – Prevent, Promote, Protect
- Our Structure – Environmental Health, Health Systems & Planning, Prevention & Wellness
- Our Communities – Cities, Townships, Villages
- Our Workplaces – Businesses, Homes, Communities
- Our Impact – Children, Adults, Seniors

All parts are equally important yet distinctly different and held together around our agency "One Goal" which is Franklin County Public Health will adopt equity as the foundation for conducting its daily work. The logo depicts both the solidarity and complexity of the work of Franklin County Public Health.
The Colors

This bold color scheme showcases the strength of public health and our agency. We are steadfast in our charge to protect public health. The colors are diverse yet complimentary which reflects the work of Franklin County Public Health. Our programs and initiatives are wide ranging but work in concert with a common mission. Furthermore, the colors of the logo are common, yet they are joined together in a unique, innovative manner much like programs and services we provide and communities we serve. This color scheme features a modern and progressive outlook of the future of public health in Franklin County.
The placement of the agency name gives the logo balance. The name also anchors the logo. We are a grounded agency - planted firmly with our name but our work expands out from this point with dynamic movement toward the future. The font is strong and clean. The words Public Health are bold to emphasize our unique role in Franklin County.
One Goal, Vision, Mission and Values

As part of an overall strategic planning initiative, our vision and mission were created to provide a solid and concise message of our overall goals.

One Goal
Franklin County Public Health will adopt equity as the foundation for conducting its daily work.

Vision
Franklin County Public Health leads our communities in achieving optimal health for all.

Mission
Franklin County Public Health improves the health of our communities by preventing disease, promoting healthy living and protecting against public health threats through education, policies, programs and partnerships.

Values
We serve our communities, our organization, and each other with: Integrity, Accountability, Excellence, Respect and Humility.
Website

www.myfcph.org

Franklin County Public Health website is customer service focused with easy navigation. Hero banners display monthly health awareness messages and promote program activities. The website serves as a primary resource for acquiring up-to-date information about all of the programs and services we provide.
Join in the conversation! We have been social networking since June of 2010 and sharing exciting updates about our programs. Connect with us on any one of the following social sites listed below.

Facebook: Franklin County Public Health
Twitter: FC_PublicHealth
Pinterest: FCPublicHealth
LinkedIn: Franklin County Public Health
Youtube: MyFCPH
Instagram: FranklinCountyPublicHealth