



Update on the Development of North Carolina's Obesity Prevention Plan 2013 - 2020

Proposed Title

North Carolina's Plan to Address Obesity:
Healthy Weight and Healthy Communities
2013-2020

Update

- Writing team has met (3 times)
- Planning team has met to guide writing team
- Draft one complete
- Draft one B in works
- Expert reviewers identified
- Virtual town hall meetings scheduled

Virtual Town Hall Meetings

- June 13 10-11:30
- June 15 2-3:30



Eat Smart, Move More NC Logo Usage Guide



Branding, Logo Usage and Style Guide

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Branding

Mission

Messages

Target audience

Brand promise

Personality

Stylistic elements



"Pitt County enjoys a strong heritage of community collaboration. With the unveiling of Eat Smart, Move More North Carolina, community partners made a collective decision to join the movement. For us, it provided a concise message which we felt embodied the core behaviors that would help our citizens across the life span move toward a healthier lifestyle. Eat Smart, Move More North Carolina is the thread that binds our multi-disciplinary work, and the symbol that is recognized for increasing physical activity and good nutrition in our community."

The Pitt County Eat Smart, Move More NC Team

Branding: What is it? Why use it?

A brand is a distinct name, term, design, symbol or other feature that distinguishes one seller's good or service from those of other sellers.¹ A product's brand is its identity or personality, which allows people to recognize and remember it. Branding is used by businesses as a way to form positive associations between consumers and a product in order to make the product more appealing. Branding intentionally creates an "experience" for consumers by using elements such as graphics, content and style. Our product is Eat Smart, Move More NC.

Who should use this guide?

All Eat Smart, Move More NC Leadership Team members should use the Eat Smart, Move More NC Branding Guide.

Why use this guide?

This guide provides instructions to creating or co-branding consumer materials using the trade-marked Eat Smart, Move More NC name or logo, and other elements of the Eat Smart, Move More NC brand. Compliance with this Branding Guide ensures that the Eat Smart, Move More NC brand is presented clearly and consistently. All publications using the Eat Smart, Move More NC brand must be created or designed in accordance with the brand guidelines set forth in this guide. The purpose of this guide is not to stifle individual creativity but to provide guidance for producing Eat Smart, Move More NC materials with visual harmony.

How to use this guide

To use the guide, refer to the Table of Contents for information on specific topics. For additional guidance, please contact the Communications Unit in the Physical Activity and Nutrition Branch of the N.C. Division of Public Health for help tailoring your program. Call (919) 707-5215 with your logo-usage questions.

1. *American Marketing Association Dictionary*. 2010. Available at: www.marketingpower.com/_layouts/Dictionary.aspx.

What's new?

A Tag Line!



Making the Healthy Choice the Easy Choice

Co-branding

A new section

Co-branding



What is co-branding?

Partnerships are powerful, multi-level networks that boost momentum towards improving the public's health. When two or more organizations agree to work together, this establishes a synergy of communication strategies and marketing through a brand partnership, or a co-brand. Co-branding allows a single product or service to be associated with more than one brand name.

The object of co-branding is to combine the strength of two brands. A typical co-brand involves two or more organizations collaborating to associate a specific product with any variation of logos, color schemes or other brand identifiers. For instance, the American Heart Association and the American Stroke Association have created a successful co-brand with a common mission to promote healthier lives for all Americans, free of cardiovascular diseases and stroke.

Co-branding guidelines

Building a recognizable brand is an important priority for Eat Smart, Move More North Carolina. When co-branding a product or program with the Eat Smart, Move More NC brand, it is important to maintain the Eat Smart, Move More NC brand elements as much as possible. Some Eat Smart, Move More NC brand elements must be incorporated into all co-branded materials. These include writing in friendly, uplifting and simple language; choosing photographs that follow the photo selection criteria set forth in this document; and abiding by the terms and conditions of Eat Smart, Move More NC name and logo usage.

- Members of the Eat Smart, Move More NC Leadership Team can co-brand materials using their logo and the Eat Smart, Move More NC logo in a 50%–50% proportional relationship. In other words, both logos should be the same size. The Eat Smart, Move More NC logo should always appear on the bottom right-hand side of the document on the page where other logos are placed. Refer to the example at left for additional guidance.





www.EatSmartMoveMoreNC.com



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QUESTIONS?