



Branding, Logo Usage and Style Guide

Table of Contents

Introduction	2	The Eat Smart, Move More North Carolina brand	4	Approved boilerplate for Eat Smart, Move More North Carolina	7	Writing style	10
Why does Eat Smart, Move More North Carolina need a branding guide?	2	Mission	4	Spoken references to Eat Smart, Move More North Carolina	7	Typography	10
The benefits of using the Eat Smart, Move More NC brand	2	Messages	4	Use of the Eat Smart, Move More NC logo	7	Imagery	11
Branding: What is it? Why use it?	3	Target audience	4	Logo standards and surrounding area	8	Photography selection criteria	11
Who should use this guide?	3	Brand promise	4	Color and background	8	Color scheme	12
Why use this guide?	3	Personality	5	Which logo version do I use?	9	Document layout	12
How to use this guide	3	Stylistic elements	5	Improper logo use with examples	9	Website guidelines	13
		Terms and conditions	5	Use of individual elements: the walking figure and knife/fork	10	Co-branding	13
		Required approvals of logo use	5			What is co-branding?	13
		Use of the Eat Smart, Move More NC name	6			Co-branding guidelines	13
		Typographical uses of Eat Smart, Move More North Carolina	6			Conclusion	14

Introduction

Eat Smart, Move More North Carolina is a statewide movement that aims to reverse the rising tide of obesity and chronic disease by helping North Carolinians eat smart, move more and achieve a healthy weight. The movement is led by the Eat Smart, Move More NC Leadership Team, a multi-agency partnership working to bring about change in our state.

All Leadership Team partner organizations can use the Eat Smart, Move More NC brand to promote healthy eating and physical activity to consumer audiences. Proper use of the brand in all public communications creates a unified Eat Smart, Move More NC identity and enables all partner organizations to convey a consistent message. A consistent message has greater power to influence the change we seek in North Carolina.

This Branding Guide has two purposes. One, to help state and local partners use the Eat Smart, Move More NC brand consistently and effectively to communicate with consumer audiences; and two, to provide guidance for co-branding a program with the Eat Smart, Move More NC brand.

PLEASE NOTE: *Eat Smart, Move More NC materials produced prior to the release of this document are not subject to the guidelines described within. It is not necessary to discard any previously produced materials.*

Why does Eat Smart, Move More North Carolina need a branding guide?

Successful brands must be recognizable and memorable to consumer audiences. As a result, maintaining the features of a brand is vital for that brand's success. The purpose of the Eat Smart, Move More NC Branding Guide is to strengthen the identity of Eat Smart, Move More North Carolina by clarifying and further defining it. This will enable consistent delivery of the brand and provide visual cohesiveness for websites, literature, public relations, presentations, newsletters, correspondence and advertising. Achieving a stronger, more consistent brand identity will enhance the public's awareness of Eat Smart, Move More North Carolina and further differentiate the movement from others.

The benefits of using the Eat Smart, Move More NC brand

Use of the Eat Smart, Move More NC brand allows all partners throughout the state to convey a consistent message. By conveying a consistent message, we can shape social norms to make the healthy choice the easy choice.

Using the Eat Smart, Move More NC brand also saves time and money. Eat Smart, Move More North Carolina partners have designed targeted resources for use by professionals, advocates and community leaders to promote healthy eating and physical activity in a variety of settings. Eat Smart, Move More NC programs and tools are available free online for use in the following nine settings: community, family, health care, preschool, faith, policy, school, worksite and after school. To access all of Eat Smart, Move More North Carolina's programs and tools, and to learn more, visit www.EatSmartMoveMoreNC.com.



“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 Eat Smart, Move More NC Coordinator for help tailoring your program. Email Lori.Rhew@EatSmartMoveMoreNC.com with your logo-usage questions.

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

The Eat Smart, Move More NC Brand

Mission

The mission of Eat Smart, Move More North Carolina is to reverse the rising tide of obesity and chronic disease among North Carolinians by helping them to eat smart, move more and achieve a healthy weight.

The vision is a North Carolina where the healthy choice is the easy choice. The Eat Smart, Move More NC Leadership Team and partner organizations believe in working together to ensure that all North Carolinians have the means to lead a healthful life through proper nutrition and physical activity. By working together we can create a North Carolina where adults and children of all ages and abilities eat smart and move more wherever they live, learn, earn, play and pray.

All forms of public communication that use the Eat Smart, Move More NC name or logo should be consistent with the mission and vision of Eat Smart, Move More North Carolina.

Messages

Eat Smart, Move More North Carolina promotes six, evidence-based, individual health behaviors to reduce obesity. These behaviors include: reduce sugar sweetened beverages; increase physical activity; reduce screen time; increase fruit and vegetable consumption; reduce consumption of energy dense foods (control portions and prepare and eat more meals at home); and breastfeed babies through their first year of life. Messages have been developed around each of these behaviors. These messages are ways for individuals to eat smart, move more and achieve a healthy weight.

Target audience

Eat Smart, Move More NC targets “Seeking but Struggling moms.” Market research shows this audience is more likely than others to make behavior changes and has the ability to influence the behavior of others.

Keep in mind that the Eat Smart, Move More NC messages were created with the Seeking but Struggling audience in mind and may not be as effective with other audiences.

Seeking but Struggling Moms. This target audience was chosen based on the CDC’s Segmenting Audiences to Promote Energy Balance (Segmenting Audiences to Promote Energy Balance: Resource Guide for Public Health Professionals available online at http://www.cdc.gov/nccdphp/DNPAO/socialmarketing/pdf/audience_segmentation.pdf) guide. Women in this group are unhappy with their weight. They recognize the threat to their health and try to eat a healthy diet, but often eat when they are stressed or upset. They don’t like to exercise but are pleased with themselves when they do. Motivated to eat well and exercise more, they are confident in their ability to be physically active, but struggle to eat right.

Brand promise

The Seeking but Struggling audience needs to build confidence in making healthier choices. Therefore, the brand promises consumers simple, effective tips and strategies that help them to eat smart and move more. In addition, the Eat Smart, Move More NC movement works to make it easier for North Carolinians to eat healthier and be more active by creating environments that support individual choices. All forms of public communication that use the Eat Smart, Move More NC brand should strive to fulfill this promise.

Personality

The personality of Eat Smart, Move More North Carolina is encouraging, empowering and positive. Seeking but Struggling Moms realize the importance of eating right and of being active, but they struggle to adopt these behaviors into their busy lives. The personality of all Eat Smart, Move More NC public communications should be motivating, uplifting and supportive. This personality should especially come through in the language and images used in all communications.

Stylistic elements

The stylistic elements of a brand include artistic features such as the name, logo, writing style, typography, imagery, color scheme, document layout, templates and websites.

Terms and conditions

Required approvals of logo use

Approval must be obtained when the logo or name are going to be used as part of an advertisement and/or applied to promotional pieces such as hats, clothing, water bottles, etc. The Eat Smart, Move More NC Coordinator approves all logo usage for the N.C. Public Health Foundation. To submit your request for logo use, Email Lori.Rhew@EatSmartMoveMoreNC.com.

Eat Smart, Move More NC name and logo use is restricted. In 2005, the Eat Smart, Move More NC logo received a trademark designation. The logo's ownership was transferred to the N.C. Public Health Foundation in 2008 to ensure its accessibility to all Eat Smart, Move More NC partners. The Eat Smart, Move More NC Coordinator provides oversight of the logo's use. In using the name or logo, you agree to the following:

- Do not use the logo for commercial purposes. The logo cannot be used to promote stores, products, services or sponsors selling their products.
- All public communications will convey a quality image of Eat Smart, Move More North Carolina through consistent and appropriate use of its brand. Use of the Eat Smart, Move More NC brand requires that your communications:
 - Follow science or evidence-based standards
 - Establish a culture of good health
 - Promote collaboration and teamwork
 - Uphold the mission, vision and promise of Eat Smart, Move More North Carolina
 - Portray a positive message aligned with the personality of Eat Smart, Move More North Carolina
 - Use all the stylistic elements of the Eat Smart, Move More NC brand
- Use of the name and/or logo is for the sole purpose of promoting programs that support the Eat Smart, Move More NC movement. Eat Smart, Move More NC Leadership Team partners can incorporate the name and/or logo on their letterhead, media publications, PowerPoint® presentations, brochures, exhibits, fact sheets, newsletters, etc. This includes efforts or events that would facilitate and create community interest the Eat Smart, Move More NC movement.

Use of the Eat Smart, Move More NC name

Consistent use of the Eat Smart, Move More NC name is key to maintaining the integrity of the Eat Smart, Move More NC brand and increasing its recognition statewide.

Typographical uses of Eat Smart, Move More North Carolina

The name of the movement may appear in text as one of two forms depending on the grammatical usage.

- If the name stands alone as a complete proper noun or is used with a possessive apostrophe “s” then it should always appear as Eat Smart, Move More North Carolina(s) with North Carolina spelled out.
- If the name is used as part of a proper noun, then North Carolina may be abbreviated with NC, as in Eat Smart, Move More NC brand. No periods should be used between the N and C.
- The abbreviations ESMM or ESMM NC should never be used in public communications.
- The name of Eat Smart, Move More NC programs should always appear in italics.

The following examples show the proper use of the Eat Smart, Move More NC name:

Eat Smart, Move More NC Leadership Team

Eat Smart, Move More North Carolina’s effect on obesity

Eat Smart, Move More North Carolina is a movement

Eat Smart, Move More...Maintain, don’t gain! Holiday Challenge

The following examples show the improper use of the Eat Smart, Move More NC name:

Eat Smart, Move More N.C.

Eat Smart, Move More NC’s effect on obesity

ESMMNC is a movement

Families Eating Smart and Moving More (The name should be in italics.)

- Maintain the name on one line when possible. If it becomes necessary to go to a second line, the break can be made before North Carolina or NC.
- Eat Smart, Move More North Carolina has both a consumer and professional version of its website. Refer to the “website” section of this document for details.

Approved boilerplate for Eat Smart, Move More North Carolina

The following approved boilerplate can be used to describe Eat Smart, Move More North Carolina in written documents.

“Eat Smart, Move More North Carolina is a statewide movement that encourages healthy eating and physical activity wherever people live, learn, earn, play and pray.”

“The mission of Eat Smart, Move More North Carolina is to stem the rising tide of obesity and chronic disease by helping people eat smart, move more and achieve a healthy weight.”

“Physical activity and healthy eating benefit all North Carolinians by improving the quality of their lives.”

“Make your community a place where you can eat smart and move more.”

“Visit www.MyEatSmartMoveMore.com to learn ways you and your family can eat smart, move more and achieve a healthy weight.”

Spoken references to Eat Smart, Move More North Carolina

In verbal public communications such as interviews or speeches, the Eat Smart, Move More NC name should always be pronounced in full as “Eat Smart, Move More North Carolina.” The use of spoken abbreviations such as “ESMM” or “Eat Smart, Move More NC” should be avoided.

Use of the Eat Smart, Move More NC logo

The Eat Smart, Move More NC logo consists of the following elements: a bordered green rectangle; symbols of a walking figure and a fork and knife; and the words “Eat Smart, Move More” all in block above a horizontal line; the words “North Carolina” and the ™ symbol resting below the horizontal line. One version of the logo has no slogan. A second version contains the slogan “Making the Healthy Choice the Easy Choice” beneath the black border along the bottom edge of the logo. The logos are available in full color and grayscale. The only approved versions follow:

This logo has been carefully designed for a specific look. No attempt should be made to alter or recreate these elements in any way.

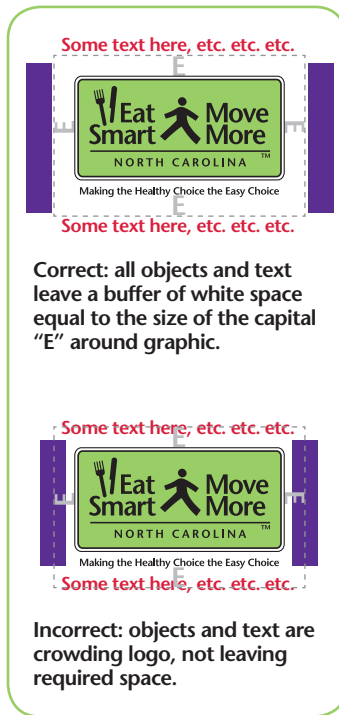


Making the Healthy Choice the Easy Choice

Making the Healthy Choice the Easy Choice

Logo standards and surrounding area

- Use the logo only in its complete form. It must be consistent in all forms of communication including literature, public relations, presentations, newsletters, correspondence and advertising. The logo may not be modified in any way except that it may be proportionally reduced or enlarged in size to fit the space available, as long as it meets the standard minimum size described below. It is unacceptable to distort the logo in any way.
- Do not reproduce the logo from faxed or photocopied images. Do not cut and paste the logo from any website other than the www.EatSmartMoveMoreNC.com site.
- Maintain a clean and uncluttered space around the Eat Smart, Move More NC logo, which maximizes the visual impact of the brand. Maintain an area of uncluttered white space equal to the size of the capital "E" around the logo at all times. This area must be free of any text, wording and organizational names or design elements, illustrations, backgrounds, decorations and graphic treatments other than the Eat Smart, Move More NC slogan.



Color and background

Always reproduce the Eat Smart, Move More NC logo using a four-color process build, or if using spot colors, Pantone 375 and Black. Grayscale versions are available if using spot colors other than Pantone 375. The color breakdown is as follows:

- For Print Versions:
PMS 375 and Black for spot-color printing;
43C, 0M, 79Y, 0K for four-color process
- For Digital Versions:
The RGB breakdown for the green is
R140 G214 B0
- When the Eat Smart, Move More NC logo is placed on a background, a black or white background is preferred. You may also place the logo on a grey background Pantone 427
- It is preferred that the logo not be placed on a green background, unless it remains visually defined.

Minimum Size

The minimum size for the logo **without** the slogan shall be .75 inches wide for print or 125 pixels wide for screen or monitor.



The minimum size for the logo **with** the slogan shall be 1.25 inches wide for print or 200 pixels wide for screen or monitor.



Which logo version do I use?

There are two versions of the Eat Smart, Move More NC logo: the traditional version, and a new version with the slogan, "Making the Healthy Choice the Easy Choice" below the green logo. The slogan "Making the Healthy Choice the Easy Choice" expresses the most important benefit of Eat Smart, Move More North Carolina to its target audience. As such it serves to increase the brand's recognition and to create more positive associations upon exposure to the brand. You may use either version of the logo based on your audience and intended purpose.



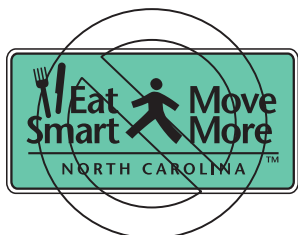
Making the Healthy Choice the Easy Choice



- Use the logo with the slogan where space permits. If the logo will be printed in a small space, use the logo without the slogan if the slogan is not legible in the size you intend to use on the item.
- Use the professionally designed logo containing the slogan in all cases where it is desired to use the slogan, rather than attempting to type the slogan on or near the logo yourself.

Improper logo usage with examples

Do not recreate or alter the logo for other uses.



Do not recreate the logo in colors other than those specified.



Do not put drop shadow around the logo.



Do not put a glow around the logo.



Do not translate elements of the logo into another language or change them into another character set.



Do not rotate, skew, redraw, re-proportion, reproduce three-dimensionally, or otherwise alter or distort the logo or its elements in any way.



Do not use any bevel effects of Photoshop filters on the logo.



Do not combine the logo with any other elements such as logos, words, graphics, photos, slogans, or symbols that create a hybrid mark.



Do not use the logo for any commercial purpose. The logo cannot be used to promote stores, products, services or sponsors selling their products.



Do not place the logo on a complex photo or patterned background, which makes it difficult to read.



Do not enclose the bordered logo within any other shapes, boxes or borders without prior approval.



Use of individual elements: The walking figure and fork/knife

The walking figure or fork/knife from the logo may be used outside of the logo as separate graphical elements in documents that use the Eat Smart, Move More NC brand. To use these elements, the full logo must appear within the document and the document must conform to all elements of the brand. Use of the walking figure or fork/knife is restricted and must adhere to the following rules:

- The walking figure or fork/knife may not be modified in any way except that they may be proportionally reduced or enlarged in size to fit the space available.
- The walking figure or fork/knife must appear in one of the colors specified in the “Color Scheme” section of this document.
- Full color and grey scale versions of these graphics are included on the CD-ROM associated with this Branding Guide or can be download at <http://EatSmartMoveMoreNC.com/Media/LogoGuide.html>. Use only these master electronic artwork files. Do not attempt to recreate or alter these images.

Writing style

The writing style of Eat Smart, Move More North Carolina embodies the personality of the brand and is positive, empowering and uplifting.

- Use active voice rather than passive voice. Sentences and paragraphs should be short and use simple language.
- Use Associated Press (AP) style.
- State key points directly and clearly.
- Use first person voice and keep the reading level at 6th to 8th grade.

Typography

Use the Stone Sans font in all Eat Smart, Move More NC publications. If Stone Sans is not available, use Lucida Grande, Arial or Helvetica. Avoid italics unless used for an Eat Smart, Move More NC program name. Avoid use of all capital letters.

Eat Smart, Move More North Carolina

Stone Sans Medium

Eat Smart, Move More North Carolina

Lucida Grande Regular

Eat Smart, Move More North Carolina

Arial Regular

Eat Smart, Move More North Carolina

Helvetica Medium

Imagery



Photography, illustration and graphics are powerful visual tools that change the “feeling” of a publication. Use images extensively throughout all Eat Smart, Move More NC publications. However, some visuals can decrease the effectiveness and desired “feel” of a publication and may damage the overall image of the Eat Smart, Move More NC movement. Choose visuals carefully and be mindful of their appropriateness for the target audience. Take care to demonstrate gender, ethnic and cultural diversity with images and avoid images that reinforce stereotypes.

- Use caution when placing visuals and shaded elements on the page to avoid decreasing the readability of the text. The placement of visuals and text is as important as the selection of the visual itself.
- Use only high quality visuals. Avoid use of graphics that appear grainy, blurry or pixilated.
- Use photographs whenever possible. Avoid the use of clip art.
- Use a variety of orientations (vertical/horizontal) and crop photographs to different sizes and shapes. Images may even bleed off the edge of the paper, especially on covers.
- Crop photographs to focus on personal interaction. The background of an image should only give context.

Photography selection criteria

Photographs should:

- Depict real-looking, positive, and enthusiastic people who are not too muscular, perfect-looking or trendy.
- Represent diversity in ethnicity and age, without seeming forced or unrealistic.
- Appear authentic, believable and genuine.
- Be candid and capture the moment.
- Capture positive, proactive, real life scenarios and when possible depict one of the six key behaviors.
- Focus on people and activities, not backgrounds.
- Have ample natural light, bright colors, and local-looking settings.

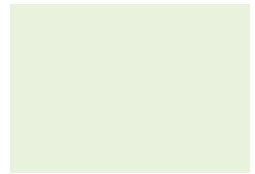
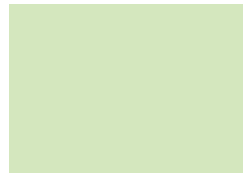


Photographs should never:

- Depict unsafe behaviors such as riding a bike without a helmet.
- Depict unhealthy behaviors such as the consumption of unhealthy foods or cigarette smoking.
- Contain ambiguous relationships between the individuals depicted.
- Appear staged or posed.

Color scheme

The color scheme of Eat Smart, Move More North Carolina uses bright, pure colors. Specific colors include:



Bright green: 43C, 0M, 79Y, 0K (from the Eat Smart, Move More NC logo) or screens of the logo green



Medium green:
100C, 0M, 100Y, 0K



Dark green:
100C, 0M, 100Y, 40K



Red:
10C, 100M, 80Y, 0K



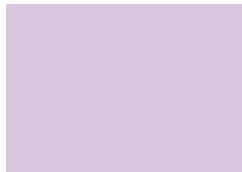
Warm red:
0C, 90M, 100Y, 0K



Blue:
100C, 40M, 0Y, 0K



Purple:
80C, 100M, 0Y, 0K



Light purple:
10C, 20M, 0Y, 3K



Cream/Yellow:
0C, 5M, 50Y, 0K



Orange:
0C, 70M, 100Y, 0K

Other colors may be used but should not conflict with the colors listed above. The use of full-color documents is encouraged when possible.

Document layout

Eat Smart, Move More NC documents and materials should be visually attractive and easy to understand. The layout of Eat Smart, Move More NC documents plays a major part in unifying publications and reinforcing the brand.

- In general, white space or “empty” space should be roughly half of the document. This prevents cluttering or crowding.
- Headings may be used to introduce content by placing them directly above the text which they introduce. Headers should be simple, specific and concise. When headings are used, the text may be bolded or presented in a different color to grab the reader’s attention.
- Use curved boxes or borders around important concepts or information to provide emphasis. These boxes may also be presented in a different color for added emphasis.
- Also, use bullet points to draw attention to text or to present information in the form of a list.
- Documents that are more than one page should display the Eat Smart, Move More NC logo in the bottom right corner of the final page or back cover of the document. In such cases, position the professional or consumer Web address to the left of the logo and underline it with a colored horizontal line.
- For professional materials, always provide the professional Web address and for consumer materials, always provide the consumer Web address.

Website guidelines

All references to the Eat Smart, Move More NC professional or consumer website should display the Web address with the first letter of each word capitalized (www.EatSmartMoveMoreNC.com or www.MyEatSmartMoveMore.com). This provides a Web address that is easy to read and recognizable as Eat Smart, Move More North Carolina.

For consumer-focused communications, always provide the consumer Web address: www.MyEatSmartMoveMore.com. Please feel free to also include a statement such as, “Visit www.MyEatSmartMoveMore.com to learn ways you and your family can eat smart, move more and achieve a healthy weight.”

For professional or advocate-targeted communications, always provide the professional Web address: www.EatSmartMoveMoreNC.com. Please feel free to also include a statement such as “If you would like more information on the Eat Smart, Move More NC movement, visit our website at www.EatSmartMoveMoreNC.com.”

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.



COUNTY COALITION



Correct: coalition name in approved font is positioned directly above the logo and sized to match "North Carolina."

County Coalition



Incorrect: coalition name is too large and the wrong font.

Correct example:

WAYNE COUNTY
HEALTH DEPARTMENT



- Alternatively, local health departments and Eat Smart, Move More NC coalitions may brand themselves by adding the name of their agency or coalition directly above the Eat Smart, Move More NC logo. This is the only exception to the buffer of white space specified in this section. Agency or coalition names must be in Stone Sans, Lucida Grande, Arial or Helvetica font to most closely match the Eat Smart, Move More NC logo font. The font size of county, agency or coalition names cannot exceed the size of "North Carolina" in the logo. The logo cannot be otherwise altered. Refer to the examples at left for additional guidance.
- Programs may co-brand materials using the Eat Smart, Move More NC logo. The program icon can be no more than twice the size of the Eat Smart, Move More NC logo, which must meet minimum size requirements set forth in the logo usage section of this guide. The program logo should always appear to the left of or above the Eat Smart, Move More NC logo, which should be placed in the lower right-hand corner of the document. When two or more icons are arranged side-by-side, the logos should be separated by a 0.5-point vertical line with a buffer of white space equal to size of the capital "E" existing between each logo and the vertical line. Refer to the example below for additional guidance.



Conclusion

This document guides partners in using the Eat Smart, Move More NC brand consistently and effectively. This allows the many partner organizations of Eat Smart, Move More North Carolina to convey a consistent message. By working together to build communities that support healthy eating and physical activity, we can reverse the rising tide of obesity in North Carolina.

Writing and Review Team

Jennifer Bryan Greene
Appalachian District Health
Department

Deborah Dolan
N.C. Division of Public Health

Carolyn Dunn, PhD
N.C. Cooperative Extension,
N.C. State University

Brooke Findley, MS, RD*
N.C. Division of Public Health

Alice Keene
Pitt County Community Schools and
Recreation

Nate Kelly*
Gillings School of Global Public Health
University of North Carolina
at Chapel Hill

Karen Klein-Stanley, RD, LDN
N.C. Division of Public Health

Mary Bea Kolbe, MPH, RD, LDN
N.C. Division of Public Health

Terri March, BSN, MPH
Buncombe County Health Center

Amber Mosher*
Gillings School of Global Public Health
University of North Carolina
at Chapel Hill

Lori Rhew, MA, CHES, PAPHS*
Eat Smart, Move More North Carolina
Coordinator

Nidhi Sachdeva
Orange County Health Department

Jackie Sergent, MPH, RD, LDN
Granville-Vance District Health
Department

Stacy Shelp
N.C. Division of Public Health

Cathy Thomas, MAEd
N.C. Division of Public Health

**Sherée Thaxton Vodicka, MA, RD,
LDN***
N.C. Division of Public Health

*Denotes Writing Team

www.EatSmartMoveMoreNC.com



Making the Healthy Choice the Easy Choice