DC | HEALTH

GOVERNMENT OF THE DISTRICT OF COLUMBIA

Style Guide v6 | February 2025

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INTRODUCTION

The women and men of DC Health come to work each day energized by a bold vision: to make the District of Columbia the healthiest city in America. To achieve that vision, DC Health focuses on five priorities:

- Promote a culture of health and wellness

- Address the social determinants of health

- Strengthen public-private partnerships

- Close the chasm between clinical medicine and public health

- Implement data driven and outcome oriented approaches to program and policy development.

DC Health promises to be the health leader for the District by acting as a convener, catalyst and change agent, and advocating for health, wellness and equity in key decisions made in the city.

The DC Health Style Guide is a reference tool for how the DC Health logo is delivered and represented. By using the DC Health logo, you are assigned the responsibility of projecting the brand promise. This guide provides the tools to consistently deliver the DC Health brand in a positive light, and advance the mission of DC Health.

BRAND PLATFORM

DC|HEALTH
GOVERNMENT OF THE DISTRICT OF COLUMBIA

VISION

To be the healthiest city in America.

MISSION

The District of Columbia Department of Health promotes health, wellness and equity across the District, and protects the safety of residents, visitors and those doing business in our nation's capital.

STRATEGIC PRIORITIES

- Promote a culture of health and wellness
- Address the social determinants of health
- Strengthen public-private partnerships
- Close the chasm between clinical medicine and public health
- Implement data driven and outcome oriented approaches to program and policy development

GUIDING PRINCIPLES

- Servant Leadership and Teamwork
- Transparency, Integrity and Accountability
- Strategic Thinking, Creativity and Innovation
- Health Equity applied to all that we do
- Know our brand and be informed ambassadors

CORE VALUES

- **Equity**—We believe that everyone should have a fair and just opportunity to achieve health and well-being.
- **Integrity**—We are trustworthy and hold ourselves to the highest ethical standards.
- **Compassion**—We care deeply about our city, our residents and our communities.
- **Humility**—We are inclusive servant-leaders who are always learning.

DESIGN VOCABULARY

A design vocabulary consists generally of a group of essential visual elements that should be applied in a planned and thoughtful manner. These components are unique to DC Health, and when used properly, they will build, support and maintain our brand identity.

These components have been considered thoughtfully and no substitutions are permitted. Altering our design vocabulary will weaken the cohesiveness and power of our brand and message.

- DC Health logo with tag line

- Main color palette

- Secondary color palette

- Typographic fonts

- Distinctive imagery

COLORS

MAIN COLOR PALETTE

These are the main colors used for the logo. You may use tints in designing, but be judicious in use. The most powerful way to present the department is with bold color accents paired with bright white or solid red or gray. To create these colors in Office products, go to Object or Font Color > More Colors > CMYK Sliders. Make the color, drag the new color to the color palette and click OK.

RED

CMYK: 17 / 100 / 100 / 9

RGB: 189 / 32 / 37
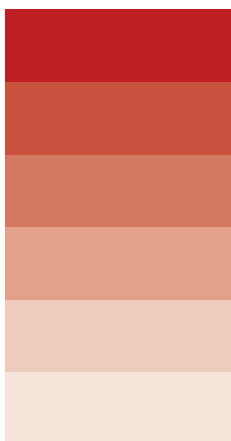
HEX: #bd2025

GRAY

CMYK: 65 / 55 / 52 / 28

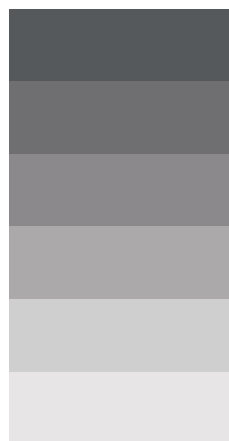RGB: 86 / 89 / 92

HEX: #56595c

@80% #c7523e

@60% #d27961

@40% #de9f8a

@20% #eccabc

@10% #f4e2d9

@80% #6f6f72

@60% #8b8a8c

@40% #aba9aa

@20% #cfcdce

@10% #e3e2e2

SECONDARY COLOR PALETTE

Use these colors as accents in designing print and digital collateral.

DARK RED

CMYK: 30 / 100 / 100 / 40

RGB: 122 / 19 / 21

HEX: #7a1315

@80% #8e3e2f
@60% #a56352
@40% #be8d7c
@20% #dabeb3
@10% #e9dad3

GREEN

CMYK: 60 / 28 / 100 / 10

RGB: 112 / 139 / 58

HEX: #708b3a

@80% #889c56
@60% #a1ae79
@40% #bcc49e
@20% #daddc9
@10% #eaebe0

GOLD

CMYK: 16 / 32 / 100 / 0

RGB: 218 / 171 / 40

HEX: #daab28

@80% #e0b952
@60% #e7c87c
@40% #eed8a4
@20% #f5e9ce
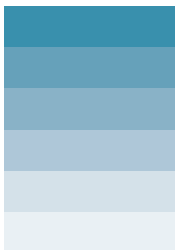@10% #f9f2e3

TEAL

CMYK: 76 / 31 / 23 / 0

RGB: 58 / 144 / 174

HEX: #3a90ae

@80% #68a1bb
@60% #8cb3c8
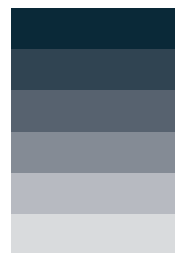@40% #afc8d8
@20% #d5e0e8
@10% #e8edf1

BLUE

CMYK: 96 / 71 / 53 / 56

RGB: 0 / 43 / 58

HEX: #002b3a

@80% #314452
@60% #586370
@40% #838a94
@20% #b8bac1
@10% #d6d7da

LOGOS

LOGO WITH TAG LINE

The logo with the tag line must be used to clarify that DC Health is part of the District government. The color version of the logo should be used as much as possible. White space is very important to the logo and the first option for presentation should be on white. As a background option, we recommend 15% tint of Gray. There are 4-color process and PMS spot versions, depending on how it is being printed.

Note: The DC Health logo should always include the tag line. Do not use it without.

Logo on white background

Logo on light gray background

ONE-COLOR AND REVERSED LOGOS

Please use the red, gray, or reversed versions for a one color application.

LOGO USE

The logo should always be placed with white space (x-space) equivalent to at least the height of the vertical line "|" in the logotype.

It's important, when pairing the DC Health logo with other logos, to maintain the x/white space buffer around and between the logos.

Correct amount of white space between logos

Incorrect amount of white space between logos - too close

Logo Size

The full logo should not be presented at a size smaller than one inch wide unless an exemption is approved by the director of the Office of Communications and Community Relations.

LOGO MISUSE

The examples shown are common mistakes used when reapplying logos for varying media, in print and online. Altering the logo in any way is prohibited.

Do not alter the space between elements.

Do not change colors.

Do not change proportion.

Use only the approved logo files. Do not re-set as typography.

Do not place on complimentary colors or colors that vibrate. Use the reversed logo..

Do not create a new logo lockup.

FONTS

For easy of cross-platform use, the Department font is Calibri. Please try to use this for designed materials. Complimentary fonts are typefaces that can be used in conjunction with Calibri when creating graphic designs. In these cases, Century Gothic shall be used with lower priority than Calibri

Note: Century Gothic is one of the brand fonts for the Mayor's office. If doing a co-branded document, it is suggested to use it for body copy.

Calibri Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"

Calibri Light Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"

Calibri Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"

Calibri Regular Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"

Calibri Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"

Calibri Bold Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"

Century Gothic Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"

Century Gothic Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"

Century Gothic Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"

Century Gothic Bold Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;'"

DC GOVERNMENT BRANDING

BRANDING

The We Are Washington DC and Stars & Bars logos have been designed to establish the official branding logo for the government of the District of Columbia. The logos will be provided for your convenience.

This brand shall be represented on all official digital and printed government materials. The positioning order of logos is as followed: the hosting agency, which is first and far left; the supporting agency, which is centered; followed by the official District government brand, which is last and to the far right.

The size of the DC Health logo should be as high or smaller than the height of the government logo, but never bigger. It should depend on the space given.

DC Health aligns with top of Government logo.

DC Health logo is larger and on wrong side of Government logo.

Logos are not in correct size, order, or alignment.

GOVERNMENT OFFICIAL TYPEFACE

For DC Health materials, please use the fonts listed on page 13. For materials representing the wider DC government use:

Neutra Text

For more information on branding and a style guide PDF for the Government, please contact the Office of Communications and Community Relations.

LOGO LOCKUPS

When there is a program hosting, the program should go first, then DC Health, then the government logo.

Incorrect

LOGO USE ON IMAGERY

The logo can be used on B/W or color photography as long as it has a clean, commanding space. Photography should be simple, clean, positive, and authentic. The logo must be clear, preferably on a solid space, such as sky, wall, ground or other area that does not compete with the logo.

Incorrect

Correct

Incorrect

Correct

Incorrect

Correct

EXAMPLES

DC:
The healthiest
city in America.

Osseque laut fugitem conecum duscideribus
inulliciet quas inti ut veribusam earunt quia
que sae pre, odi volorro temque sunt volorro
quam aspidem sitatet demperc hicaect
emporis exeruptae nonseque porem lant
escitas enihil incil int alitat ad mo volorem rae
et expercit et pelesti onsequi nonest.

Volorro quam aspidem sitatet demperc hicaect
emporis exeruptae nonseque porem lant
escitas enihil incil int alitat admo.

DC:
The healthiest
city in America.

Osseque laut fugitem conecum duscideribus
inulliciet quas inti ut veribusam earunt quia
que sae pre, odi volorro temque sunt volorro
quam aspidem sitatet demperc hicaect emporis
exeruptae nonseque porem lant escitas enihil
incil int alitat ad mo volorem rae et expercit et
pelesti onsequi nonest.

Volorro quam aspidem sitatet demperc hicaect
emporis exeruptae nonseque porem lant escitas
enihil incil int alitat admo.

ADMINISTRATION LOGOS

The administrations can use the logo with an optional sub-brand. The name should be set under the logo as shown. This is the only circumstance where the font, Proxima Nova, should be used. This is typically used in stationary and other formal print collateral, but not informally such as flyers and social media.

The name's cap-height should be the same size as 'H' white space.

Proxima Nova Bold, capital case, dark gray, 1+ leading to font size.

DC | HEALTH
GOVERNMENT OF THE DISTRICT OF COLUMBIA

Health Regulation & Licensing Administration

If name extends beyond logo, please break to second line.

The tagged logo when standing on its own.

DC | HEALTH
GOVERNMENT OF THE DISTRICT OF COLUMBIA

Health Regulation & Licensing Administration

DC | HEALTH
GOVERNMENT OF THE DISTRICT OF COLUMBIA
Health Regulation & Licensing Administration

The logo when paired with the Government logo.

DC | HEALTH
GOVERNMENT OF THE DISTRICT OF COLUMBIA
Health Regulation & Licensing Administration

WE ARE WASHINGTON
GOVERNMENT OF THE DISTRICT OF COLUMBIA
DC MURIEL BOWSER, MAYOR

EXAMPLES AND TEMPLATES

Templates provided separately as design files.

Business Card Template
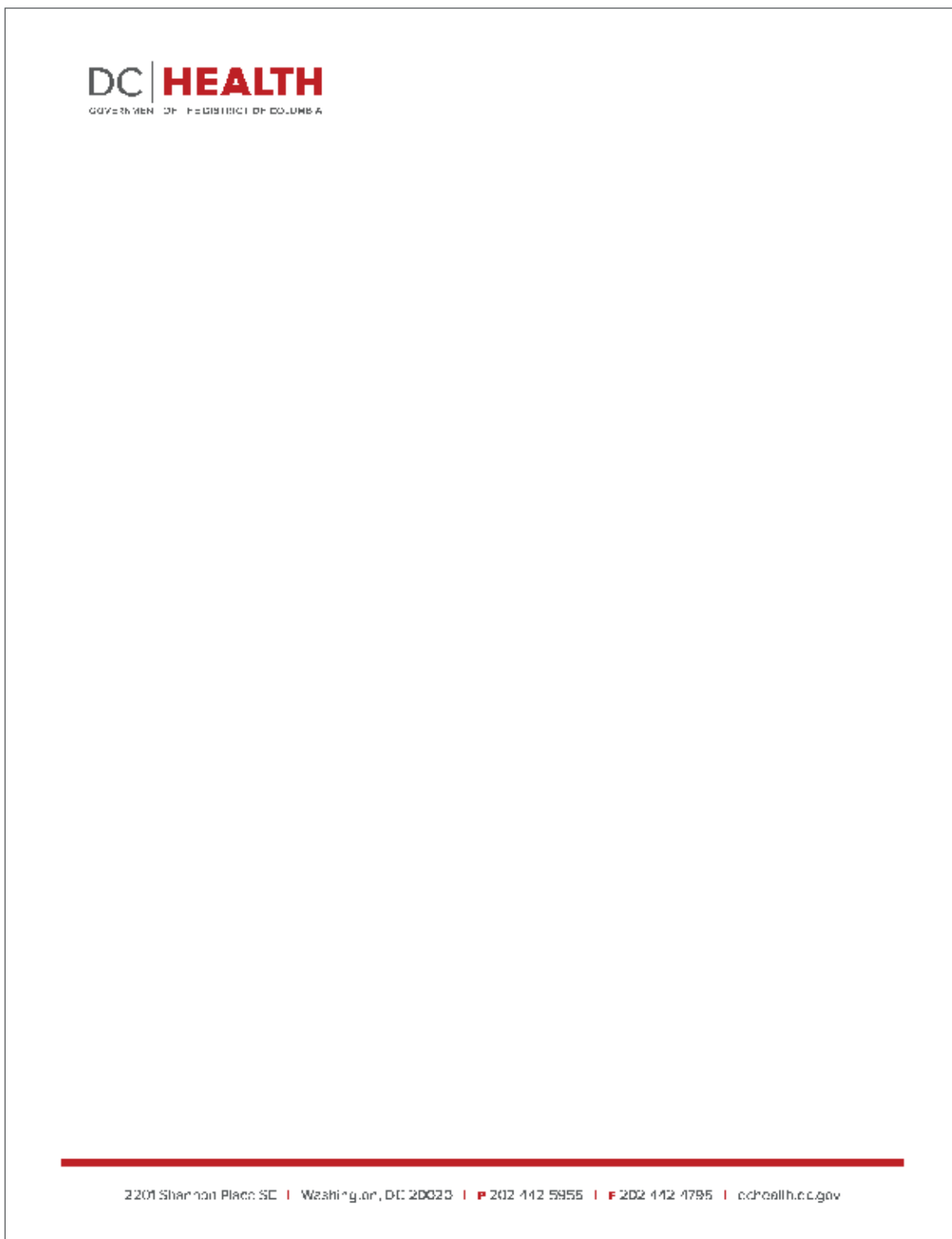*Body text is Calibri*

#10 Envelope Templates

Not to size.

There is one letterhead design, one with the DC government logo. .

Letterhead template (use as a Word document)

Not to size.

Below is the style to set additional information, such as program name or another address.

Letterhead template (use as a Word document)

Not to size.

This two-logo version should be used for any communication that also represents the Mayor's office.

Letterhead template (use as a Word document)
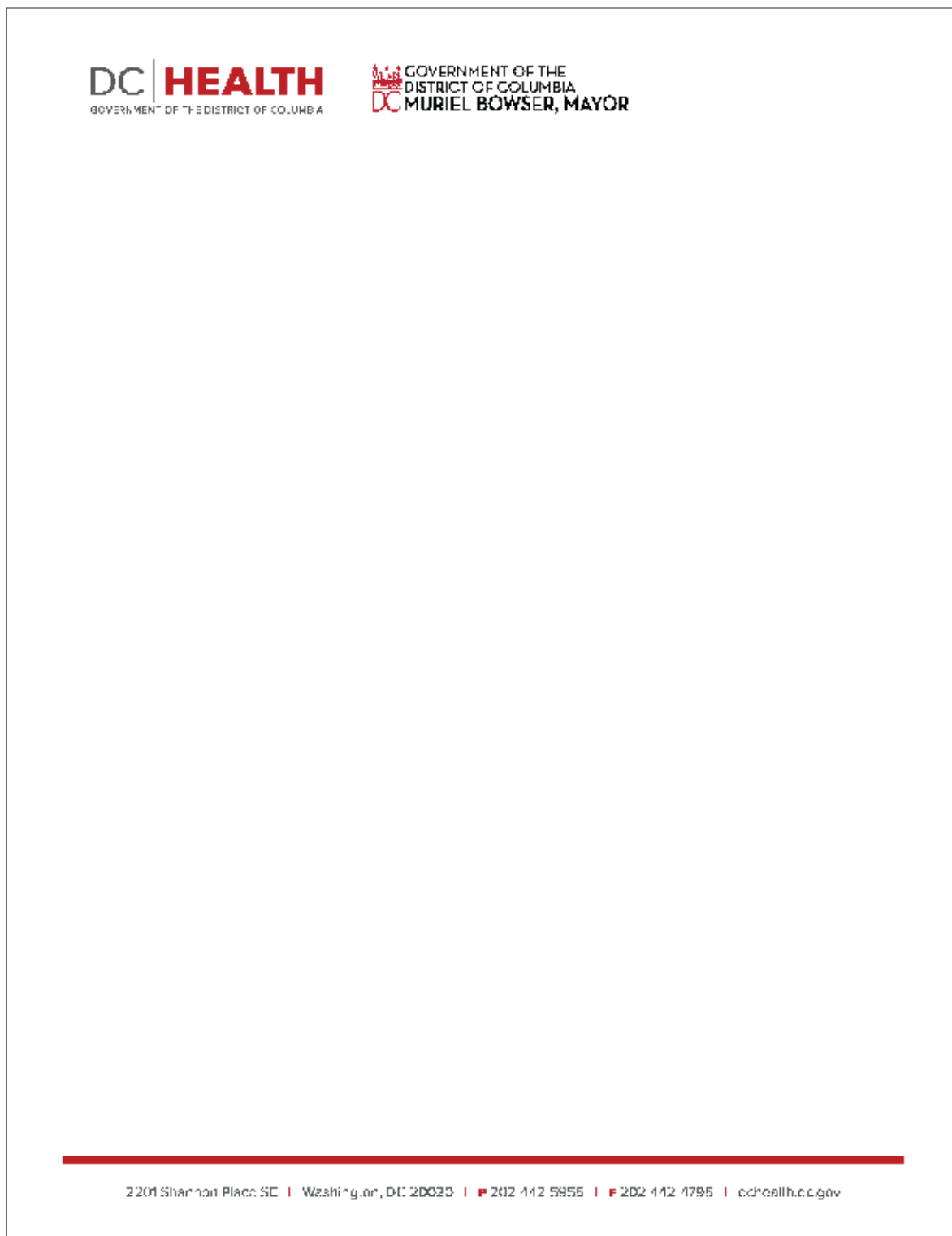
Not to size.

EMAIL SIGNATURE

The email signature should be typeset in black Calibri font within your email program as follows:

Name Calibri 11pt bold | Pronouns 8 pt (if desired)
Position Title - 8 pt (e.g. Program Manager)
Secondary Title - 8pt *(if applicable)* (e.g. Interim Senior Director)
Bureau - 8 pt *(if applicable)*
Office/Administration - 8 pt (e.g. Office of the Director)
Email - 8 pt
Administration Main Line - 8pt
Direct Line - 8 pt
Cellular Number - 8 pt
Address - 8 pt
Website- 8 pt

[DC Health and EOM logo lockup]

Social Media links - 8 pt

Firstname Lastname | pro/nouns
Position Title
Secondary Title
Bureau
Office/Administration
firstname.lastname@dc.gov
Main: 202-555-5555
Direct: 202-555-5555
Cell: 202-555-5555
2201 Shannon Place SE, Fl #, Washington, DC 20020
dchealth.dc.gov

DC HEALTH GOVERNMENT OF THE DISTRICT OF COLUMBIA   **WE ARE** GOVERNMENT OF THE DISTRICT OF COLUMBIA **MURIEL BOWSER, MAYOR**

Follow DC Health: X | Facebook | Instagram

Note: Do not use social media icons from previous signatures. They are either incorrect or obsolete.

REPLY SIGNATURE

Name Calibri 11pt bold | Pronouns 8 pt (if desired)
Position Title - 8 pt (e.g. Program Manager)'
Bureau - 8 pt *(if applicable)*
Office/Administration - 8pt (e.g. Office of the Director)
Email - 8 pt

Firstname Lastname | pro/nouns
Position Title
Bureau
Office/Administration
firstname.lastname@dc.gov

NOTES

- This style guide will be updated periodically as we explore how the logos and usages interact.

- Updated DC Health branded materials will be phased in, so please do not discard usable supplies and materials that contain the previous branding. Continue using them until your supply is exhausted, and then reorder updated materials using these templates and guidelines.

CONTACTS

For questions and assistance with branding or with communications in general, please contact the DC Health Office of Communications and Community Relations at DCHealthComms@dc.gov.