



**2021–
2022**

NACCHO STUDENT CHAPTER STYLE GUIDELINES



PURPOSE

We aim to enable individual student chapters of NACCHO to effectively produce materials for the recruitment of new members and to promote their events to their campus community. Below the following brand guidelines and approval process for the creation of print materials, Web pages, and social networking pages is included in accordance with NACCHO.

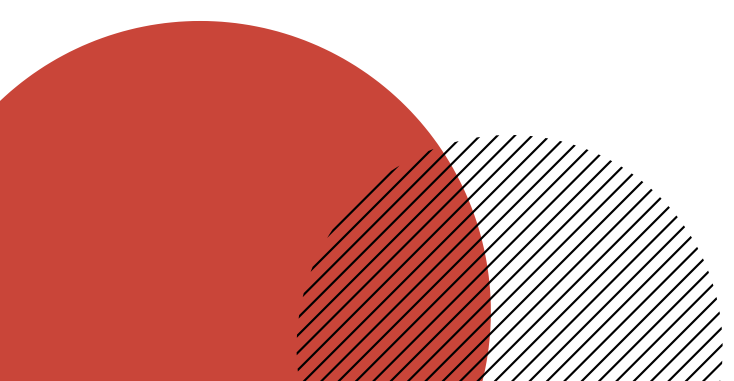




BACKGROUND

NACCHO recognizes the importance for the NACCHO Student Chapters to have the ability to promote activities and events for their campus and local communities. Establishing branding for your chapter helps differentiate your chapters from one another and from other clubs/organizations on your campus. Each chapter has the option to form a unique presence using personal design tools and resources to reflect the goals and activities of your campus chapter. However, these guidelines are intended to enable each chapter to create materials that reflect their chapter's identity while ensuring that NACCHO's brand is maintained across all chapters.

The Student Chapter Style Guidelines were developed based on the following concepts:

- Use of the NACCHO logo is important to reflect your chapter's affiliation with the organization. Use of the logo is allowed as long as the basic guidelines for logo use are followed by each chapter.
 - Materials developed by members for chapter use are the creation of the chapter and were not produced by NACCHO.
 - Standard language produced by the chapter will reflect the overall purpose and aim of NACCHO to coincide with NACCHO branding and written materials.
 - Materials produced will convey the relationship of the student chapter to the NACCHO organization while reflecting the NACCHO branding.
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SECTION I: GRAPHICS AND LOGOS

Student chapters are permitted to use the NACCHO logo and graphics if they meet the following criteria to represent an affiliation with NACCHO:

Materials developed by the student chapters of NACCHO must meet general guidelines regarding the use of NACCHO logos and icons. Materials developed by the student chapters of NACCHO that include the use of the NACCHO logo must be reviewed and approved by the NACCHO Membership and Communications teams. Students are encouraged to create their own sense of branding and personality for chapter materials but should ensure that NACCHO's branding uniformity is followed.



LOGO PLACEMENT

Consistent use of the NACCHO logo is important to build awareness of NACCHO and the association between the student chapters and the NACCHO organizations. In addition, the logo provides credibility for the products and services that NACCHO offers.

When using the NACCHO logo, it should appear on the front cover or in an equally prominent position in all materials. The NACCHO logo must never be recreated—the logo must always be reproduced from approved electronic art. The NACCHO logo should always be surrounded by an adequate amount of clear space (e.g., minimum of .75" of clear space).

The logo color is Pantone Matching System (PMS) 321 ("NACCHO teal") and PMS 446 (gray for tagline). No other colors are to be used. The logo may also be reproduced in a grayscale process using 100% black or white.

The NACCHO logo can be enlarged or reduced but should not be set any smaller than 1.5" in width so that the full name remains legible. The logo must maintain its size proportions and must not be distorted, altered, or modified in any way. Adding or deleting elements or changing font type or color are prohibited.

CORRECT USE OF THE LOGO

The following images can also be used as well to represent NACCHO:



In situations where the logo needs to be square, such as for Facebook or Flickr, this version may be used. *Pre-approval from the Membership Department is required to use this version.





USING THE NACCHO LOGO WITH LOGOS FROM OTHER ORGANIZATIONS

The NACCHO logo can be used as a stand-alone image or in conjunction with another logo. However, the logos should visually be the same height and have the same amount of clear space among them.

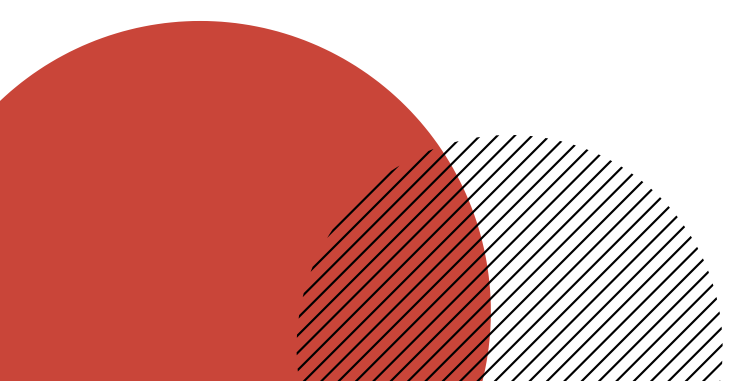
TYPOGRAPHY

NACCHO's standard typography should be used to provide a consistent feel for most NACCHO materials and resources.

Times New Roman is NACCHO's standard serif font; Arial is NACCHO's standard sans serif font. These fonts should always appear in their original form and should never be distorted.

STANDARD INTRODUCTORY TEXT

The following signature text should appear above the NACCHO logo in a font no smaller than 9 points: "The students of [University Name] operate an official student chapter of NACCHO, the membership organization representing the nation's nearly 3,000 local health departments and their staff."





NACCHO'S BRAND PLATFORM

Mission: The mission of the National Association of County and City Health Officials (NACCHO) is to improve the health of communities by strengthening and advocating for local health departments.

Tagline: The National Connection for Local Public Health

Elevator Pitch: NACCHO is the organization that represents the nation's nearly 3,000 local health departments. We connect local public health professionals to people, resources, opportunities, and ideas that will allow them to have real impact on the communities they serve.

APPROVAL PROCESS

Before using the NACCHO logo in your chapter materials, please submit the document or documents for review. Please email membership@naccho.org for your materials to be reviewed. Please note the purpose and use of the materials in your submission as well as the contact name, phone number, and email address for the approval to be sent.



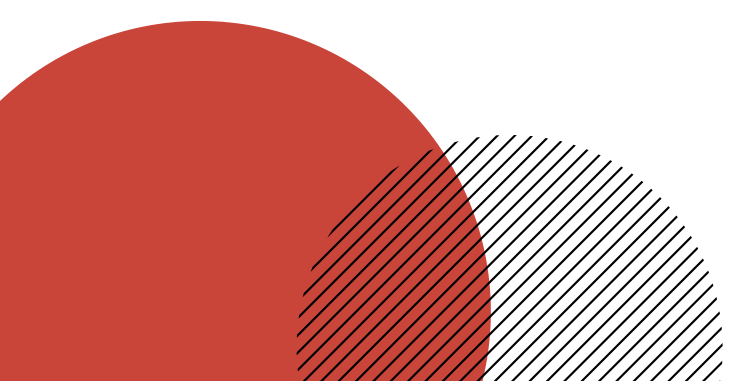


SECTION II: LANDING PAGE

NACCHO will support student chapters creating chapter landing pages within each school's student organization database/related website. This page is intended to offer general information about the chapter for new and prospective students, and for other NACCHO members looking to connect with students. One way it can be divided is in four sections including:

- Overview/Description of the chapter
- Chapter President/Vice-President
- Chapter committees if applicable
- Meetings Educational and/or service event information
- Links to the student chapter run web site and/or social networking pages

Content for the page should be submitted to the membership team via membership@naccho.org. Please allow two weeks for the material to be approved.

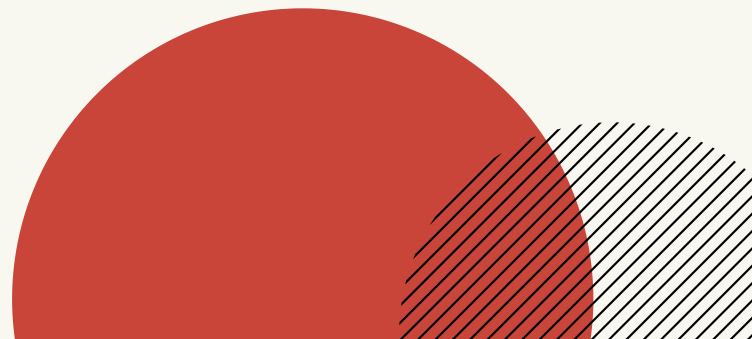




SECTION III: INDEPENDENT SITES AND SOCIAL NETWORKING

NACCHO encourages student chapters to take ownership of their Web pages and social media platforms. Student chapters can determine the most appropriate pages/platforms for creating and sustaining their professional networks. Chapters seeking an enhanced online presence are free to create independent, external web pages (those not falling under the www.naccho.org domain) and social networking groups (i.e. Facebook, LinkedIn).

The following guidelines are required to distinguish between NACCHO print materials and website content, and that of student chapter sites:

- Pages and groups created by the chapter should have the following disclaimer on the home page: This site was created and is maintained by the [your school name] student chapter of NACCHO. The content and opinions expressed herein are those of the authors and do not reflect the position of NACCHO.
 - You may use the NACCHO logo in accordance with the policy and approval process outlined for graphics and logos above.
 - Material from “members only” section of the NACCHO web site, and other NACCHO materials made available to students at free or discounted rates may not be copied or re-posted to the external site without prior written approval from NACCHO.
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SECTION III: CONTINUED

- When referencing NACCHO on social media, please use the following handles:
 - Twitter - @NACCHOalerts
 - Instagram - @nacchoalerts
 - Facebook - @NACCHOHQ
 - LinkedIn - "NACCHO"
- If your chapter is interested in setting up a specific hashtag, please reach out to the Membership Team, and we are happy to work with you.
- Students are encouraged to remember that Chapter Web pages and social networks are intended as a professional resource and should reflect positively on the Chapter as a whole.

Questions?

Please contact the membership department at membership@naccho.org or 877-533-1320.

