Brand Guide

Updated 03/21/2025

LOUISIANA
DEPARTMENT OF HEALTH

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MISSION AND PHILOSOPHY

OUR MISSION

The mission of the Louisiana Department of Health (LDH) is to protect and promote health and to ensure access to medical, preventive, and rehabilitative services for all citizens of the State of Louisiana.

OUR PHILOSOPHY

LDH is dedicated to fulfilling its mission through direct provision of quality services, the development and stimulation of services of others, and the utilization of available resources in the most effective manner.

OUR BOILERPLATE

Boilerplate is a standardized block of language used in marketing and public relations that summarizes an organization's core identity, mission, and services. It is a key part of a brand's messaging and is often included in an organization's About page, press releases, brochures, and white papers.

This is the official LDH boilerplate:

The Louisiana Department of Health strives to protect and promote health statewide and to ensure access to medical, preventive, and rehabilitative services for all state residents. The Louisiana Department of Health includes the Office of Public Health, Office of Aging and Adult Services, Office of Behavioral Health, Office for Citizens with Developmental Disabilities, Office on Women's Health and Community Health, and Healthy Louisiana (Medicaid). To learn more, visit **ldh.la.gov** or follow us on **X**, **Facebook**, and **Instagram**.

BRAND VOICE

What is Brand Voice?

Brand voice is the personality and tone an organization uses to communicate with its audience.

Think of brand voice as the personality of the organization. Is it friendly and approachable? Formal and authoritative? Humorous and witty? The brand voice should align with the organization's values, target audience, and desired perception.

Key elements of brand voice include:
- **Tone:** The emotional attitude or feeling expressed in the brand's communication.
- **Style:** The way the brand uses language, including vocabulary, sentence structure, and grammar.
- **Personality:** The unique characteristics or traits that define the brand's identity.
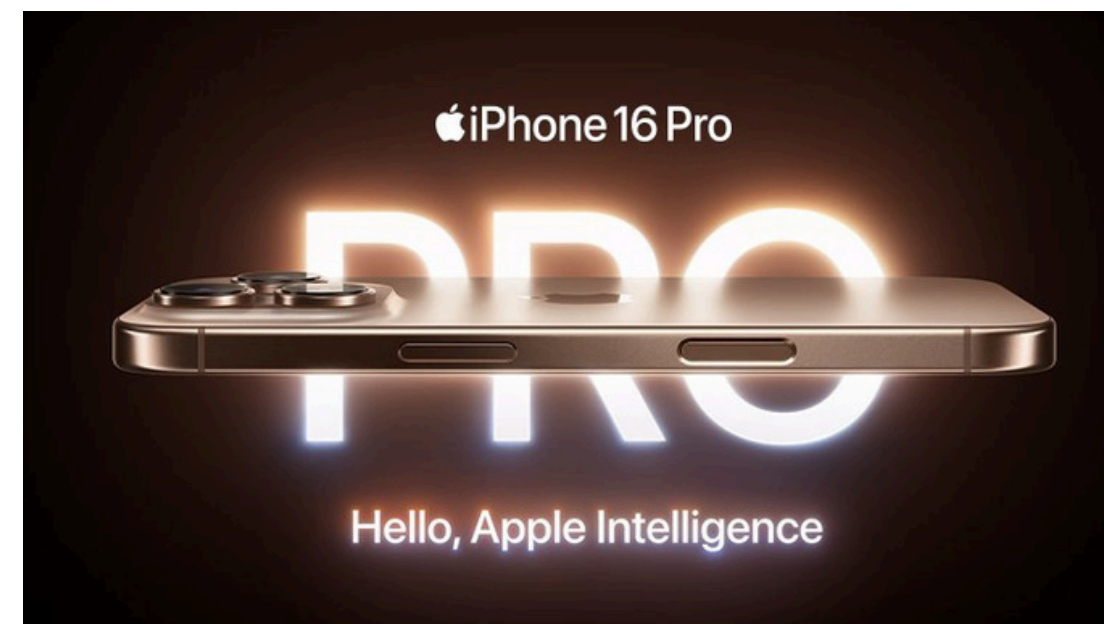
! Organizations can create a more memorable, engaging experience for their audience by developing a strong, consistent brand voice.

Examples of Brand Voice

NIKE: Energetic, inspirational, and empowering

APPLE: Minimalist, innovative, and premium

COCA-COLA: Friendly, nostalgic, and optimistic

Why Brand Voice Matters

A strong brand voice is essential for the Louisiana Department of Health to establish a positive and recognizable presence in the minds of Louisiana residents. Consistent branding helps unify the Department's various divisions and programs under a single, recognizable banner. This creates a sense of cohesion and professionalism, demonstrating to residents that LDH is a reliable and trustworthy source of health information and services.

LDH can build a strong reputation and foster trust among residents by employing consistent branding across all communication channels. This recognition and dependability are crucial for the Department to effectively fulfill our mission of promoting and protecting the health of Louisianans. A well-defined brand identity helps residents easily identify and associate LDH with quality healthcare, intentional public health initiatives, and a passionate commitment to the well-being of all Louisianans.

As we continue to strengthen our brand identity, it's important to remember the value of maintaining a consistent brand voice in all communications. Let's ensure that our messaging aligns with our Department's values and resonates with our audience.

Thank you for your ongoing efforts to uphold our brand standards and create a cohesive and professional image for the Louisiana Department of Health.

LDH's Brand Voice

Sky Blue
Dark Cyan
Dark Azure
Bronze

LOUISIANA DEPARTMENT OF HEALTH

LDH Colors

The LDH color palette is carefully selected to evoke specific emotions and associations. Each color plays a significant role in shaping the LDH brand identity:

- **Dark Azure:** This deep, rich blue conveys authority, trust, and stability. It represents the foundation of LDH, a symbol of strength and dependability.
- **Sky Blue:** A lighter shade of blue, sky blue signifies transparency, openness, and clarity. It reflects LDH's commitment to honest communication and ethical practices.
- **Bronze:** This warm, earthy tone symbolizes innovation, wisdom, and tradition. It represents LDH's forward-thinking approach and its deep roots in history.
- **Dark Cyan:** This calming, serene color evokes healing, renewal, and growth. It reflects LDH's dedication to improving health and well-being.

LDH Cross

Composed of four interlocking L's for the State of Louisiana, the LDH cross draws its inspiration from the logo of the Red Cross, which is recognized around the globe as a symbol of protection, neutrality, and humanitarian aid. At its center, the LDH cross features a Greek cross, an icon rich in historical and cultural significance that resonates with the core values of LDH:

- **Equality and Balance:** The four equal arms of the Greek cross represent the balance and harmony that LDH strives to achieve in all its endeavors.
- **Direction and Guidance:** The arms of the cross point in four directions, symbolizing LDH's commitment to guiding individuals toward a healthier future.
- **Heraldry and Symbolism:** In heraldry, the Greek cross is a symbol of power, authority, and nobility. It reinforces LDH's position as a respected and influential organization.

Using our Brand Effectively

Materials produced for external audiences that should be branded include but are not limited to:

- Advertising
- Banners
- Brochures
- Business cards
- Direct mail
- Email signatures
- Envelopes
- Flyers
- Health fair exhibits
- Letterhead
- Meeting agendas
- Nametags
- Newsletters
- Online platforms
- Policies and guidelines
- Posters
- Presentations (PowerPoint)
- Promotional items (including giveaways for public events)
- Reports
- Signage (including temporary and permanent internal and external outdoor signage)
- Social media
- Tablecloths
- Web banners

Report

Social Media

Guide

1-Pager

ACCESSIBILITY MATTERS

The Value of Accessibility

Accessibility means creating content and materials usable by people with disabilities, including those with visual, auditory, motor, and cognitive impairments. Creating materials with accessibility in mind is crucial for LDH to ensure that communications reach and benefit all Louisianans.

Improve Public Health Outcomes

Accessible communications enable individuals with disabilities to access vital health information and services. This can lead to better health outcomes, reduced health disparities, and increased overall well-being for the state's population.

Comply with Legal Requirements

The Americans with Disabilities Act (ADA) requires public entities to provide equal access to programs and services. Designing communications with accessibility in mind helps LDH meet legal obligations and avoid potential lawsuits.

BY PRIORITIZING ACCESSIBILITY, LDH CAN MORE EFFECTIVELY:

Expand Reach and Effectiveness

When communications are accessible, they can reach a wider audience. This can lead to increased awareness of health issues, improved public health outcomes, and greater effectiveness of LDH's programs and initiatives.

Enhance Inclusivity

Accessibility promotes inclusivity by ensuring that all individuals, regardless of their abilities, can participate fully in society. Accessible communications demonstrate LDH's commitment to valuing the needs of all residents.

Putting Accessibility into Practice

We are committed to breaking down barriers and making our materials accessible to all. This means designing for readability, clarity, and inclusivity. By following these guidelines, you can create materials that are accessible to a wider audience, including individuals with visual impairments.

Fonts
- See pages 31-32 of this guide for LDH's preferred fonts.
- Avoid overly decorative or script fonts that can be difficult to read.
- Use a minimum font size of 11 points for body text.
- For headings and subheadings, use a font size larger than the body text.

Color Contrast
- Ensure sufficient contrast between text and background colors.
- Use a **color contrast checker tool** to verify readability.
- Avoid relying solely on color to convey information. Use patterns, symbols, or text labels in addition to color.

Layout and Formatting
- Use a clean and consistent layout.
- Avoid cluttered designs that can be overwhelming.
- Use ample white space to improve readability.
- Organize information in a logical sequence, using headings and subheadings. Headings should be descriptive of the following text.

Images and Graphics
- Ensure that each image adds value to the document and is directly relevant to the content.
- Choose images with high resolution and clear details.
- Ensure good contrast between the image and its background to improve visibility, especially for users with visual impairments.
- Place images in a logical sequence within the document.
- Ensure that images are sized appropriately and don't disrupt the document's layout.

Image Copyright Considerations
- Purchase images, obtain the copyright holder's permission, or use royalty-free images from sites such as **Pexels** and **Unsplash**.
- Consider using images licensed under **Creative Commons** or **Wikimedia Commons**, which allow for specific uses.
- Use images that are in the public domain and have no copyright restrictions.
- You may need to add written credit for sourced images.

? NEED HELP?
Email **ldhinfo@la.gov**.

! REMINDER
You can't just use anything you pull from a Google search! Always respect copyright laws.

AGREEMENT FOR LOGO USE

In order to maintain the quality of the brand, the Louisiana Department of Health has specific rules for using the graphic materials included in this usage guide.

The Louisiana Department of Health (LDH) owns all right, title, and interest in and to any other logo and/or related marks (such as the Well-Ahead Louisiana logos) — currently in use or developed in the future — that are associated with the agency. In consideration for non-exclusive, royalty-free use of any and all LDH logos, upon the first and any subsequent or continuing use, Logo User explicitly agrees to the following terms:

A **Logo User shall only use the logo provided to it by LDH in the exact forms, colors, and styles provided.** Logo use shall follow the standards outlined by the LDH Style Guide at **ldh.la.gov/style**.

B **All materials that utilize any LDH or related logos must be sent to the LDH Bureau of Media and Communications (BMAC) for approval prior to distribution or posting.**

C Nothing contained in this agreement shall be construed as creating any legal relationship between the parties. Neither party shall have authority to contract for or bind the other in any manner.

Horizontal Logo

Stacked Logo

LDH LOGO

Logo Art and Colors

When considering the color output for the logo, please use the appropriate logo art for that particular output.

Print applications: When producing materials that require printing (office documents, reports, brochures, signage, etc.) use **CMYK** or **PMS** logo art.

Digital applications: When producing materials to be viewed only on a screen (PowerPoint presentations, web graphics, etc.) use **RGB** or **HEX** logo art.

REMINDER
Logo User shall only use the logo provided to it by LDH in the exact forms, colors, and styles provided.

Sky Blue
Dark Cyan
Dark Azure
Bronze

LOUISIANA DEPARTMENT OF HEALTH

The Official LDH Palette

Dark Azure

Sky Blue

Bronze

Dark Cyan

CMYK 100.58.9.46
RGB 0.48.87
HEX 003057
PMS 541

CMYK 83.55.0.0
RGB 66.109.169
HEX 426DA9
PMS 7683

CMYK 9.24.100.32
RGB 184.157.24
HEX B89D18
PMS 457

CMYK 62.0.18.6
RGB 99.177.188
HEX 63B1BC
PMS 320

Logo Art

The Louisiana Department of Health logo consists of a wordmark and custom icon. The icon/logo mark consists of multicolored "L" letter forms interlocking and creating a Greek cross within the negative area in the center.

Our logo can be used in two ways: stacked and horizontal. **These are the only two acceptable formats. No other configurations are allowed.**

Logo Art File Variations

The Louisiana Department of Health logo must only be used in the approved colors indicated on page 17. The full-color logo must always appear on a mostly white or light background to keep a consistently clean and vibrant look and allow the negative cross shape within the icon to be clearly visible.

For internal communications or reproduction on media where only black and white is used, please use the black or grayscale versions of the logo.

When it is necessary to reproduce a one-color logo over a dark color or image, use the knockout to white version.

Full Color (available in CMYK, RGB and PMS color formats)

Grayscale


Black

Knockout to White

Logo Art Usage Guidelines

The following usage guidelines apply to all communications, including online and print applications.

Area of Isolation/Margins

The Louisiana Department of Health logo should always be afforded a predetermined area of breathing space, referred to as an area of isolation. This ensures that the identity maintains its hierarchy and is not overwhelmed by other visual elements. The area of isolation can be calculated as a margin of clear space equivalent to the x height of the capital "H" as indicated here in the stacked logo, and equivalent to the x height of both "L" and "D" as indicated here in the horizontal logo. Always try to work with a broad white space around the logo and other elements.
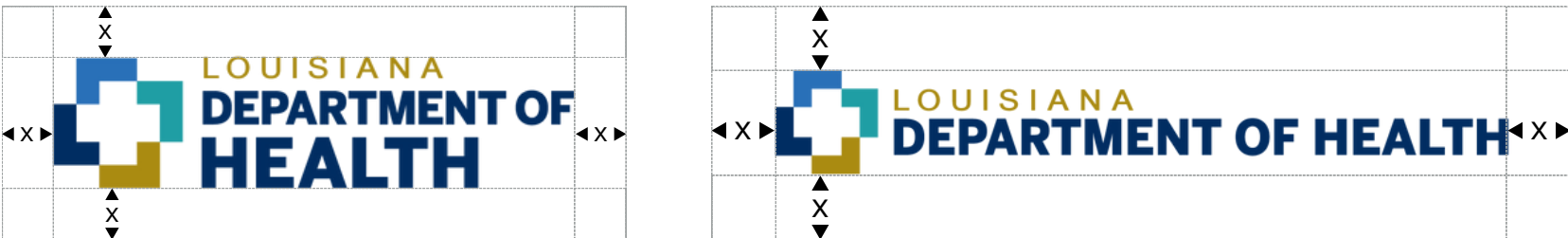
Minimum Size

On all materials, the logo must always be reproduced so the width of the stacked logo measures a minimum of 1" wide and 1.5" wide for the horizontal logo to ensure all elements of the identity are legible.
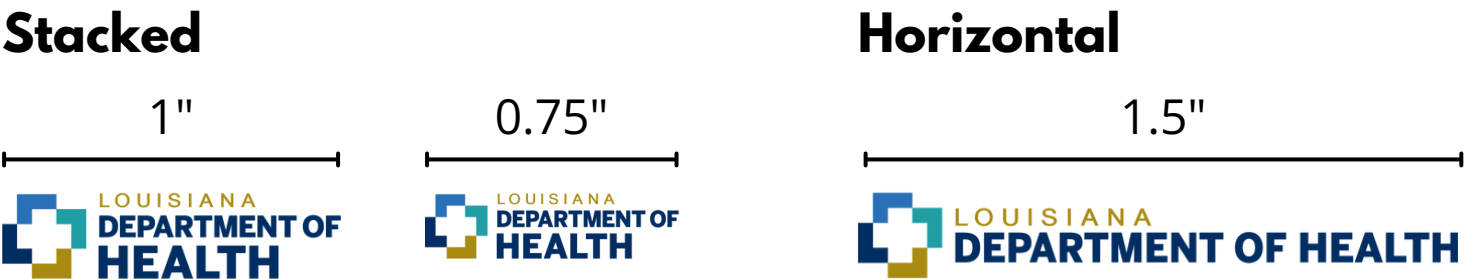
EXCEPTION

For promotional items with limited space, like pens or USB drives, you may resize the logo to fit, provided it is at least 0.75 inches wide. **However, this is only suitable for extra-small applications. Avoid using this resized version for larger logo displays.**

Stacked

1"   0.75"

Horizontal

1.5"

Co-Branding with Other Brands

The Louisiana Department of Health logo can be co-branded with other partner logos as shown here. The distance between the two logos should be double the area of isolation and the space around the lockup should be determined by the same calculations outlined on page 19.

The Louisiana Department of Health logo should always appear to the left, or first, with any co-branded logo. The partner logo should be sized appropriately to not overshadow the Louisiana Department of Health logo.
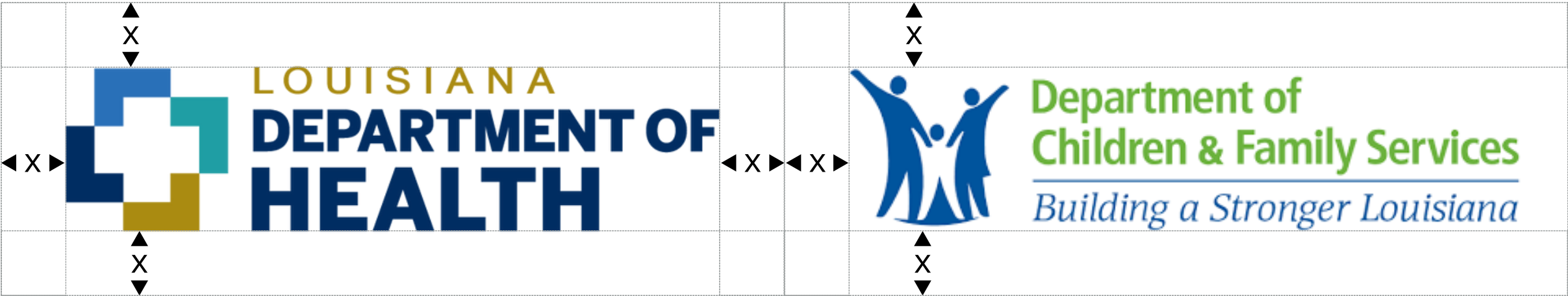
LDH SUB-LOGOS

Using our Brand Effectively: Sub-Logos

The Louisiana Department of Health's program offices are major, high-profile divisions that play a crucial role in supporting our mission to protect and promote the health of all Louisianans. We refer to these individual program office logos as **sub-logos**.

Each sub-logo has its own unique brand extension, but all are connected to the Department's overarching identity. This ensures consistency and recognition across all promotional materials, including letterheads, business cards, and more.

REMINDER
Sub-logos may not be altered in any way.

Program Office Sub-Logos

All program office sub-logos are available in full-color, black, and knockout to white versions. Any proposed new or additional logos for individual bureaus or programs must be approved by the assistant secretary of the respective program office, after which the assistant secretary or their designee must email the request to BMAC at **ldhinfo@la.gov** for consideration. BMAC will produce and distribute approved logos in digital format.

Logo of the Surgeon General

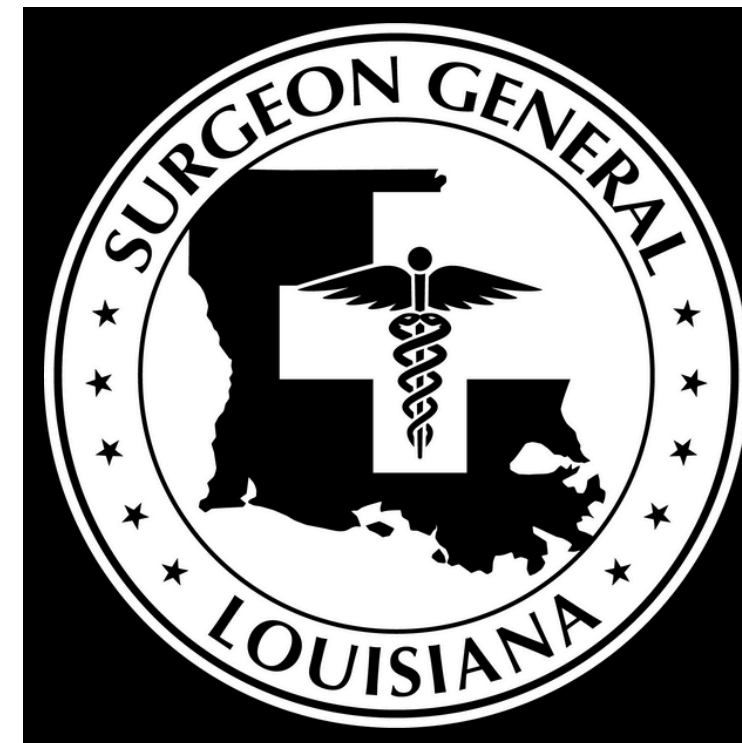The Office of the Surgeon General's logo is available in full-color, black, and knock-out to white versions in the exact styles shown below. The Surgeon General's logo may only be used by express permission of the Office of the Surgeon General. For assistance, please email **ldhbmac@la.gov**.

**Full Color (available
in CMYK, RGB and
PMS color formats)**

Black

Knock-out to White

INCORRECT USE OF LDH LOGOS

Using our Brand Effectively: What Not to Do

This guide outlines the proper ways to use our brand for maximum impact. We have included some examples of how the logo should **not** be used. This can dilute brand recognition and create confusion.

NEED HELP?
If you have any questions or require assistance with brand usage, contact the Bureau of Media and Communications (BMAC) at **ldhinfo@la.gov**.

NEVER place the logo on any color background. The logo should always be placed on a mostly white or light-colored background to maximum contrast and readability for the negative area cross in the icon/logo mark.

NEVER place the logo on a highly textured or photo image background. The logo should always be placed on a mostly white or light-colored background to maximum contrast and readability for the negative area cross in the icon/logo mark.

NEVER change the colors of the logo. The colors must be used precisely as displayed and may not be remixed.

NEVER change or move the logo elements, their position or their relative proportions.

NEVER position the logo at an angle or on its side.

NEVER add any effects to the logo. This includes drop shadows, glows, etc.

COLORS

Using our Brand Effectively: Color Palette

One of the most powerful ways to help build consistency in the Louisiana Department of Health brand is through color.

The primary palette is recommended for use on all materials. The secondary palette provides flexibility and should be used as accents to complement the primary palette. Tints of all the colors can also be used when lighter versions of the colors are needed.

Print Applications
When producing materials that require printing (e.g., office documents, reports, brochures, signage, etc.) apply **CMYK** or **PMS**.

Digital Applications
When producing materials to be viewed only on screen (e.g., PowerPoint presentations, Web graphics, etc.) apply **RGB** or **HEX** values.

Primary Palette

Dark Azure
CMYK 100.58.9.46
RGB 0.48.87
HEX 003057
PMS 541

Sky Blue
CMYK 83.55.0.0
RGB 66.109.169
HEX 426DA9
PMS 7683

Bronze
CMYK 9.24.100.32
RGB 184.157.24
HEX B89D18
PMS 457

Dark Cyan
CMYK 62.0.18.6
RGB 99.177.188
HEX 63B1BC
PMS 320

Secondary Palette

Bright Gray
CMYK 19.12.13.34
RGB 158.162.162
HEX 9EA2A2
PMS 422

Light Bronze
CMYK 6.8.35.12
RGB 207.196.147
HEX CFC493
PMS 4535

Brittany
CMYK 35.3.8.7
RGB 163.199.210
HEX A3C7D2
PMS 551

Lilac
CMYK 49.44.0.0
RGB 149.149.210
HEX 9595D2
PMS 271

Weight of Color

We should use the primary brand colors together with secondary colors in the proportions shown in this diagram to maintain a consistent brand identity.

Focus on the main logo colors of Dark Azure and Dark Cyan, using these colors prominently in all materials. Use secondary colors sparingly for accents and support, avoiding large areas of coverage.

By carefully balancing the use of primary and secondary colors, we can maintain the overall visual consistency of the brand.

TYPOGRAPHY

Using our Brand Effectively: Type Styles and Fonts

To maintain the integrity of the LDH brand, we recommend that all publications or materials use the following typestyles and fonts.

Sans Serif: Canva

Open Sans Light	Open Sans Condensed Light	Open Sans SemiCondensed Light
Open Sans Regular	Open Sans Condensed Regular	Open Sans SemiCondensed Regular
Open Sans Medium	Open Sans Condensed Medium	Open Sans SemiCondensed Medium
Open Sans SemiBold	Open Sans Condensed SemiBold	Open Sans SemiCondensed SemiBold
Open Sans Bold	**Open Sans Condensed Bold**	**Open Sans SemiCondensed Bold**
Open Sans ExtraBold	**Open Sans Condensed ExtraBold**	**Open Sans SemiCondensed ExtraBold**

League Spartan (display; i.e., headlines, subheds)

Sans Serif: Microsoft Office

Calibri (body copy)

Verdana Bold (headline)

Verdana Italic (subhed)

Serif: Canva and Microsoft Office

Cambria

Canva Type Styles and Fonts

HEADLINE: League Spartan	→	**Louisiana Department of Health adopts new style guide**
SUBHED: Open Sans Italic	→	*Updated document shares best practices with team members*
BODY COPY: Cambria	→	The Bureau of Media and Communications has launched the new LDH Style Guide.

HEADLINE: League Spartan	→	**Louisiana Department of Health adopts new style guide**
SUBHED: Open Sans Italic	→	*Updated document shares best practices with team members*
BODY COPY: Open Sans	→	The Bureau of Media and Communications has launched the new LDH Style Guide.

Microsoft Office Type Styles and Fonts

HEADLINE: Verdana Bold	→	**Louisiana Department of Health adopts new style guide**
SUBHED: Verdana Italic	→	*Updated document shares best practices with team members*
BODY COPY: Cambria	→	The Bureau of Media and Communications has launched the new LDH Style Guide.

HEADLINE: Verdana Bold	→	**Louisiana Department of Health adopts new style guide**
SUBHED: Verdana Italic	→	*Updated document shares best practices with team members*
BODY COPY: Calibri	→	The Bureau of Media and Communications has launched the new LDH Style Guide.

TERMINOLOGY

To ensure seamless collaboration, we have established a common design language. Familiarize yourself with the key terms provided and use them accurately in all design-related discussions and documents.

AI: Adobe Illustrator, the image format most preferred by designers and the most reliable file format for using artwork in all projects from digital to print. It is the industry standard for creating vectors. It is resolution-independent.

BLEED: A printing term that describes a document with images or elements that touch the edge of the page, extending beyond the trim edge and leaving no white margin. When a document has bleed, it must be printed on a larger sheet of paper and then trimmed down.

BRAND: The sum impression derived from a consumer's experience of the Department's products, services, communications, and people.

CMYK: Four-color printing process that uses cyan (C), magenta (M), yellow (Y), and black (K) inks to create other colors, including photos.

COPY: Words used in communications encompassing headlines, paragraphs (body copy), and more.

CROP: To cut off parts of an image.

EPS: Encapsulated PostScript, a file in vector format that produces high-resolution graphics for print. It is more of a universal file type (much like the PDF) that can open vector-based artwork in any design editor, not just the Adobe software. It is resolution-independent.

GIF: A raster (pixel-based) image generally used for animation and transparency in limited colors. It is a resolution-dependent file.

INDD: InDesign Document, a type of file commonly used to create larger publications, such as newspapers, magazines, etc.

JPG: A raster image used for web and print. The quality of the image decreases as the file size decreases. Paying attention to the resolution and file size is essential to produce a quality project. It is resolution-dependent.

PDF: Portable Document Format, a vector image (curve-based graphic). PDF is the best universal tool for sharing graphics that captures and reviews rich information from any application, on any computer, with anyone, anywhere. It is resolution-independent.

PIXEL: The smallest unit of a digital image or display. It is a tiny square or dot representing a single point of color. When combined, pixels form the images we see on screens.

PNG: Portable Network Graphic, a raster image standard for web purposes that allows for the saving of an image with more colors on a transparent background. It is not suitable for print. It is resolution-dependent.

PMS: Pantone Matching System, a standard color system for printing in which a single number or formula specifies each color.

PSD: Layered Adobe Photoshop Design file.

RASTER: A pixel-based image.

RESOLUTION: Refers to the number of pixels in an inch of a digital image. A high-resolution image, 300dpi or greater, is recommended for all printed material.

RESOLUTION INDEPENDENCE: Refers to displaying elements consistently across different screen sizes without distortion. This ensures a uniform user experience regardless of device or screen resolution.

REVERSING: The process of printing light-colored or white text on a dark or black background.

RGB: A system of red (R), green (G), and blue (B) representing the colors used on a screen display.

SANS SERIF: A category of typefaces that do not use serifs, or small lines at the ends of characters. **Examples**

Arial
Calibri
League Spartan

SERIF: A category of typefaces that add a stroke as a stop to the beginning and end of the main strokes of a character. **Examples**

Garamond
Rockwell
Times New Roman

SUB-LOGO: A visually distinctive arrangement of the LDH logo that brands an individual program office, bureau, or other sub-entity.

SVG: Scalable Vector Graphic, a vector artwork file using text-based XML programming language. SVG files are an excellent choice for logos, icons, or any image that needs to appear sharp and high quality, regardless of size.

TIFF: A large raster file that doesn't lose quality when resized. It is usually used when saving photographs for print and is not for web purposes. It is resolution-dependent.

VECTOR ARTWORK: Artwork created using mathematically plotted points instead of pixels, allowing it to be reproduced at any size without distortion to the image. The most common formats of vector artwork are AI, EPS, PDF, and SVG.

Sources: Lenovo, University of Louisiana Monroe Brand Guide

Need Assistance?

Email
ldhinfo@la.gov

LOUISIANA DEPARTMENT OF HEALTH

Louisiana Department of Health Brand Guide