

# Graphics Standards

## Healthy South Dakota

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### About This Guide

The Healthy South Dakota graphic is the primary identifier of Healthy South Dakota for all printed and visual communication. It provides a distinctive visual symbol that, when used properly establishes a continuity of style and relationship for Healthy SD.

This continuity becomes especially important as the logo is applied to various media such as stationery, forms, publications, event signs, banners, merchandise and advertising.

The logo components must be displayed in relationship to each other as a complete unit and must not be altered in any manner.

The South Dakota Department of Health reserves the right to review all materials that utilize the Healthy SD visual identity system; and in cases when visual identity standards have not been adhered to, deny all uses of the system.

**The South Dakota Department of Health retains the right to withdraw permission if the logo is not used correctly, and to pursue and enforce legal action if the logo is used without prior permission or after permission has been withdrawn.**

This document reflects the most current communication policies of Healthy SD. It is not intended to inhibit the creative process, nor is it expected to provide solutions to all design objectives. Coupled with individual judgment based upon good design principles, the guidelines provide the means to represent Healthy SD in a visually consistent manner. The objectives of the graphic guidelines must prevail over subjective preference in order to maintain the quality and integrity of the system. Users must consult with the South Dakota Department of Health when creating and developing communications solutions not predetermined by the document.

A team effort from the Department of Health, contract staff, vendors, community, and others is needed. The understanding and cooperation of all who use the visual identity system is essential to prevent misuses and to ensure that the full potential of the program is realized in every area of application.

Questions and applications regarding the use of the logo may be directed to:

South Dakota Department of Health  
Nutrition and Physical Activity Coordinator  
615 E. 4th Street  
Pierre, SD 57501  
Phone: 1-800-738-2301

Email: [DOH.INFO@state.sd.us](mailto:DOH.INFO@state.sd.us)

Established: January, 2007

## Basic Guidelines:

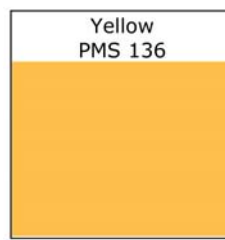
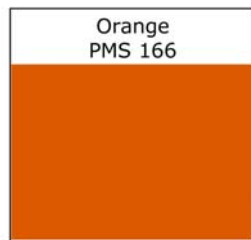
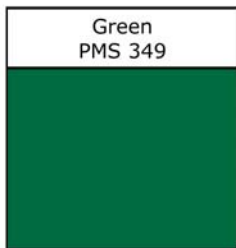
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### Configuration:

The dimensions x and y should always be scaled proportionally to each other to assure proper logo representation. Elements of the logo should not be arranged differently or components removed without prior approval. Whenever the logo is used with supporting copy or graphics, a generous amount of space should be left around the logo.



Colors: Whenever possible, printed materials should be printed PMS 349, PMS 166, PMS 136 and Black. The samples below are approximations. Pantone Color Guides must be consulted when printing.



### Other considerations:

Any alternate/additional accent colors will need to be discussed and identified with the Department of Health for approval before use.

## Healthy South Dakota Logo Color

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High-quality, electronic files available upon request.



## Healthy South Dakota Logo Black and White

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High-quality, electronic files available upon request.



## Healthy South Dakota Graphics Release



Organization/Agency:

Contact Person:

Phone Number:

Email Address:

Describe how Healthy South Dakota graphic will be used:

Please indicate which graphic will you be using?

Black/White with graphic only

Color with graphic only

Will the use of Healthy SD graphic generate income/funds in anyway? Y (explain) / N

Time frame you intent to use the graphic:

**Signed:** \_\_\_\_\_ **Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Please fax your request to: Kristin Biskeborn -- Fax: (605) 773-5942**

Please allow two weeks for response.

Kristin Biskeborn  
State Nutritionist  
Nutrition & Physical Activity  
Office of health Promotion-Department of Health  
615 E. 4<sup>th</sup> Street  
Pierre, SD 57501  
(605) 773-3737  
[kristin.biskeborn@state.sd.us](mailto:kristin.biskeborn@state.sd.us)

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Office Use: Approved \_\_\_\_\_ Not Approved \_\_\_\_\_ Date \_\_\_\_\_

Signed: