



North Carolina WIC Program Logo Usage Style Guide

Introduction

WIC stands for Women, Infants, and Children. Also called the Special Supplemental Nutrition Program, WIC is a federal program designed to provide food to low-income pregnant, postpartum and breastfeeding women, infants and children until the age of five. The program provides a combination of nutrition education, supplemental foods, breastfeeding promotion and support, and referrals for health care. WIC has proven effective in preventing and improving nutrition-related health among those it serves.

The United States Department of Agriculture (USDA) funds the WIC Program. In North Carolina, it is administered by the Department of Health and Human Services, Division of Public Health, Women's and Children's Health Section, Nutrition Services Branch. The services are provided by county health departments, community and rural health centers, and community action agencies.

Why a *Logo Usage Style Guide*?

With the introduction of the new WIC foods in October 2009, the WIC Program developed key behavioral messages and a new logo to support healthy habits and healthy families. The logo is to be used to create brand awareness among WIC participants, health care providers, community partners and the general public.

The logo is the cornerstone of the WIC Program brand. It is instrumental in building heightened awareness, a strong image and positive growth. Oversight, provided by the Training and Field Services Unit (TFSU) of the Nutrition Services Branch, of the use of the logo is needed to ensure WIC nutrition education materials are consistent with the program's key messages. Compliance with this *Style Guide* ensures that the WIC Program logo is presented clearly and consistently.

How to Use the *Style Guide*

Use this *Style Guide* when preparing materials that will include the WIC Program logo. It provides guidelines for developing WIC Program materials, specific rules for logo usage, application guidelines and answers the most frequently asked questions regarding the WIC Program logo. Sufficient flexibility has been provided to ensure continuity regardless of application; however, there may be some exceptions. Should you have questions regarding specific usage, please contact Kathy Andersen at kathy.andersen@ncmail.net.

Branding

Branding is the essential element - a name, look, design, tone or other feature - that is a common thread throughout your program and distinguishes it from others. Branding is the quickest way to express what your program is about and to link the various components.

Elements of a brand include:

- Graphics – Visual appearance such as logo, color, images, etc.
- Content – Messages, ideas and philosophy that the program is trying to relay.
- Style – Tone and personality of the program that should carry through all the elements making them distinctive and identifiable.

Developing WIC Program Materials

It's not just what we say, but how we say it. The WIC Program is about empowerment. We actively create the change we want to see for our participants. In order to communicate this passion, our tone must reflect it. Here are some guidelines to follow when developing WIC Program messaging:

- When developing materials, lead with passion and vision. Support those statements with facts.
- Be inclusive when writing materials. Avoid sounding exclusive, authoritative or preferential.
- Be real. Project confidence and a "you can do it" attitude without being preachy. Be inspirational, but leave off the sugar-coating.
- When writing for WIC participants, think about how they might describe themselves and what they are doing in the following words:
 - It's not easy, but we want the best for our families.
 - We're in control.
 - I can do something to help the people I love.
 - Together we can.
 - If I can do it, so can you.
- For low-income audiences, be mindful of the target's reading capability. WIC Program materials should be written for a 6th grade literacy level.

To write text at this level you must keep in mind the capacity of our low-income target audience to understand the information and make appropriate decisions related to their health. The following are quick tips for writing low-literacy materials.

- Use short, simple words and sentences.
- Use active voice and conversational style.
- Use correct grammar, punctuation, and spelling.
- Avoid jargon and acronyms.
- Order main points in a logical manner.
- Make sub-points clearly correspond to the main point.
- Use bulleted lists and numbered steps to make information visually accessible.

There are many ways to assess the reading level of materials. The Nutrition Services Branch uses the Flesch-Kincaid Readability Test in Microsoft Word®. To display readability statistics follow these steps:

1. In the **Tools** menu, click Options, and then click the **Spelling & Grammar** tab.
2. Check the **Check Grammar with Spelling** and **Show Readability Statistics** check boxes.
3. Select **OK**.
4. When you are ready to check your document, click on the **Tools** menu and then click **Spelling & Grammar**. Word will then check your document and display the readability statistics.
5. If the result is higher than 6.0, refer to the tips above and modify the content.

The Logo

The WIC Program logo consists of a graphic with three overlapping rectangles/squares. The largest rectangle has a blue beveled border surrounding the words "Healthy Habits, Healthy Families" in blue text. On the left edge of the primary rectangle is a blue square with a red-shaded fill and a graphic depicting a tree with two branches and three leaves. To the right of the square and slightly overlapping the primary rectangle is a smaller rectangle with a red border and the word "WIC..." in blue text. **The logos below are the only approved versions.** This logo has been carefully designed for a specific look. No attempt should be made to alter or recreate these elements in any way.



Logo Usage Terms and Conditions

In using the logo, you are agreeing to the following:

- Your materials will convey a quality image of the WIC Program brand. See **Developing WIC Program Materials** (above) for details.
- The logo is free to use if your agency supports the mission of the WIC Program and the materials meet the guidelines for WIC Program materials described above.
- Use of the logo is for the sole purpose of promoting the WIC Program.
- Approval must be obtained when the logo is going to be used for promotional pieces such as hats, clothing, water bottles, etc. The TFSU handles all logo usage approvals. To submit your request for logo use, contact Kathy Andersen at kathy.andersen@ncmail.net.

- No other organization or entity may identify the logo/brand as their own.
- Display the logo only in the form specified in this guide.

Logo Standards

- Use the logo only in its complete form. It must be consistent in all forms of communication, including education materials, 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 for minimum size. It is unacceptable to distort the logo in any way.
- Use only the master electronic artwork files included on the CD-ROM associated with this *Style Guide*. Use the logo only as it appears in the file. Do not reproduce the logo from faxed or photocopied images.

Surrounding Area

- Maintain a clean and uncluttered space around the WIC Program logo, which maximizes the visual impact of the brand. Maintain $\frac{3}{4}$ " of uncluttered white space around the logo at all times. This area must be free of any text, wordings, slogans, organizational names or design elements, illustration, background, decoration or graphic treatment.

Minimum Size



- The minimum size for the logo shall be 1.0" wide for print or 125 pixels wide for screen or monitor.

Color and Background Color

- The WIC Program logo should always be reproduced using a four color process build, or if using spot colors, PMS Reflex Blue and PMS 200. Grayscale versions are also available. The color breakdown is as follows:

- For Print

- Blue **PMS Reflex Blue**
- Red **PMS 200**

- For the Web

- Blue **R 0 G 85 B 164**
- Red **R 211 G 17 B 69**

- When the WIC Program logo is placed on a background, a white background is preferred.
- Avoid placing the logo against any blue or red background. The logo will lose its definition.
- **Note:** Do NOT use this guide to match for final color. Colors shown here are for reference only and may not reflect accurate representation due to variances in monitors and printers. The only true way to accurately proof color is through a match print provided by a printer or an already printed piece of literature directly from the WIC Program.

Improper Logo Usage











- Do not recreate or alter the logo for other uses.
- Do not recreate the logo in colors other than those specified.
- Do not put a drop shadow around the logo.
- Do not put a glow around the logo.
- 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 or 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 translate elements of the logo into another language or change them into another character set.
- Do not place the logo on a complex photo or patterned background, which makes it difficult to read.
- 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 enclose the logo within any other shapes, boxes or borders.

Electronic Formats

If you are producing a flyer, Web page, PowerPoint® presentation, a printed publication, or any other document, you will find the appropriate electronic file format on the CD-ROM associated with the *Style Guide*.

Use the chart on the next page to help you choose the correct file format for logos, images, illustrations and graphics.

The WIC Program logo indicates the recommended formats.

| Use | .AI/.EPS | .TIFF | .JPG | .GIF | .PNG |
|--|---|---|---|---|---|
| Print (by professional printer) |  |  | | | |
| Word Processing (Microsoft Word®) | | |  |  |  |
| PowerPoint® | | |  |  |  |
| Web | | |  |  | |

- .AI/.EPS is the most versatile graphic format available. You will not be able to open an .AI/.EPS file if you do not have a graphics program. A professional printer will have the appropriate software.
- .TIFF files are generally used for high-resolution images (a high-resolution image is 300dpi or larger). It is possible for .TIFF files to be low-resolution, and they can be black and white, gray-scale, or full color. Check the resolution of an image before you send it to get professionally printed.
- .JPG files are not transparent. Do not place a .JPG file on a colored background because a box will appear around the logo.
- .GIF files are transparent. Use a .GIF file to place a black or white logo on a colored background.
- .PNG files are also transparent but are NOT recognized in Internet Explorer.

Contact Us

Thank you for your cooperation. If you have any **QUESTIONS ABOUT LOGO USE**, please contact Kathy Andersen at kathy.andersen@ncmail.net in the Nutrition Services Branch.

Sources: www.EatSmartMoveMoreNC.com, www.networkforahealthycalifornia.net and www.cachampionsforchange.net



N.C. Department of Health and Human Services • Division of Public Health • Nutrition Services Branch
www.ncdhhs.gov • www.nutritionnc.com

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