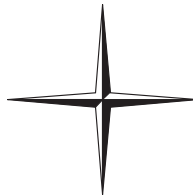




# *Ohio Society For Public Health Education*

*Style Guide Standards*



*Version 1.0 • November 2015*

**Brand Identity Study:**  
**OH SOPHE horizontal brand**



*Ohio Society For Public Health Education*

100% (Actual size via Letterhead)



*Ohio Society For Public Health Education*

125%



*Ohio Society For Public Health Education*

150%

**Brand Identity Study:  
OH SOPHE horizontal brand  
continued**



**Ohio Society For Public Health Education**

100% (Actual size via Letterhead)



**Ohio Society For Public Health Education**

75%



**Ohio Society For Public Health Education**

50% (Text height equivalent to a capital "E"  
no less than 7pt.)

**Brand Identity Study:  
OH SOPHE vertical brand**



100% (Actual size via Masthead Newsletter)

**Ohio Society For  
Public Health  
Education**

125%



**Ohio Society For  
Public Health  
Education**



150%

**Ohio Society For  
Public Health  
Education**

**Brand Identity Study:  
OH SOPHE vertical brand  
continued**



100% (Actual size via Masthead Newsletter)

**Ohio Society For  
Public Health  
Education**



75%

**Ohio Society For  
Public Health  
Education**



50% (Text height equivalent to a capital "E"  
no less than 7pt.)


**Ohio Society For  
Public Health  
Education**


*Color (CMYK/RGB/Web)*

*Font for overall brand*



*Ohio Society For Public Health Education*

 C: 65 M: 67 Y:10 K:2  
R: 109 G: 98 B: 156  
Web: #6D627C

 C: 0 M: 0 Y:0 K:100  
R: 0 G: 0 B: 0  
Web: #000000



*Ohio Society For  
Public Health  
Education*

*Myriad Pro Semibold Italic*






## Additional Color (CMYK/RGB/Web)



	<b>C: 50 M: 0 Y:100 K:0</b> <b>R: 140 G: 198 B: 63</b> <b>Web: #8BC53F</b>
	<b>C: 65 M: 67 Y:10 K:2</b> <b>R: 109 G: 98 B: 156</b> <b>Web: #6D627C</b>
	<b>C: 0 M: 0 Y:0 K:100</b> <b>R: 0 G: 0 B: 0</b> <b>Web: #000000</b>



	<b>C: 0 M: 0 Y:0 K:40</b> <b>R: 167 G: 169 B: 172</b> <b>Web: #A6ABAB</b>
	<b>C: 65 M: 67 Y:10 K:2</b> <b>R: 109 G: 98 B: 156</b> <b>Web: #6D627C</b>
	<b>C: 0 M: 0 Y:0 K:100</b> <b>R: 0 G: 0 B: 0</b> <b>Web: #000000</b>

## Title/Body copy color sample

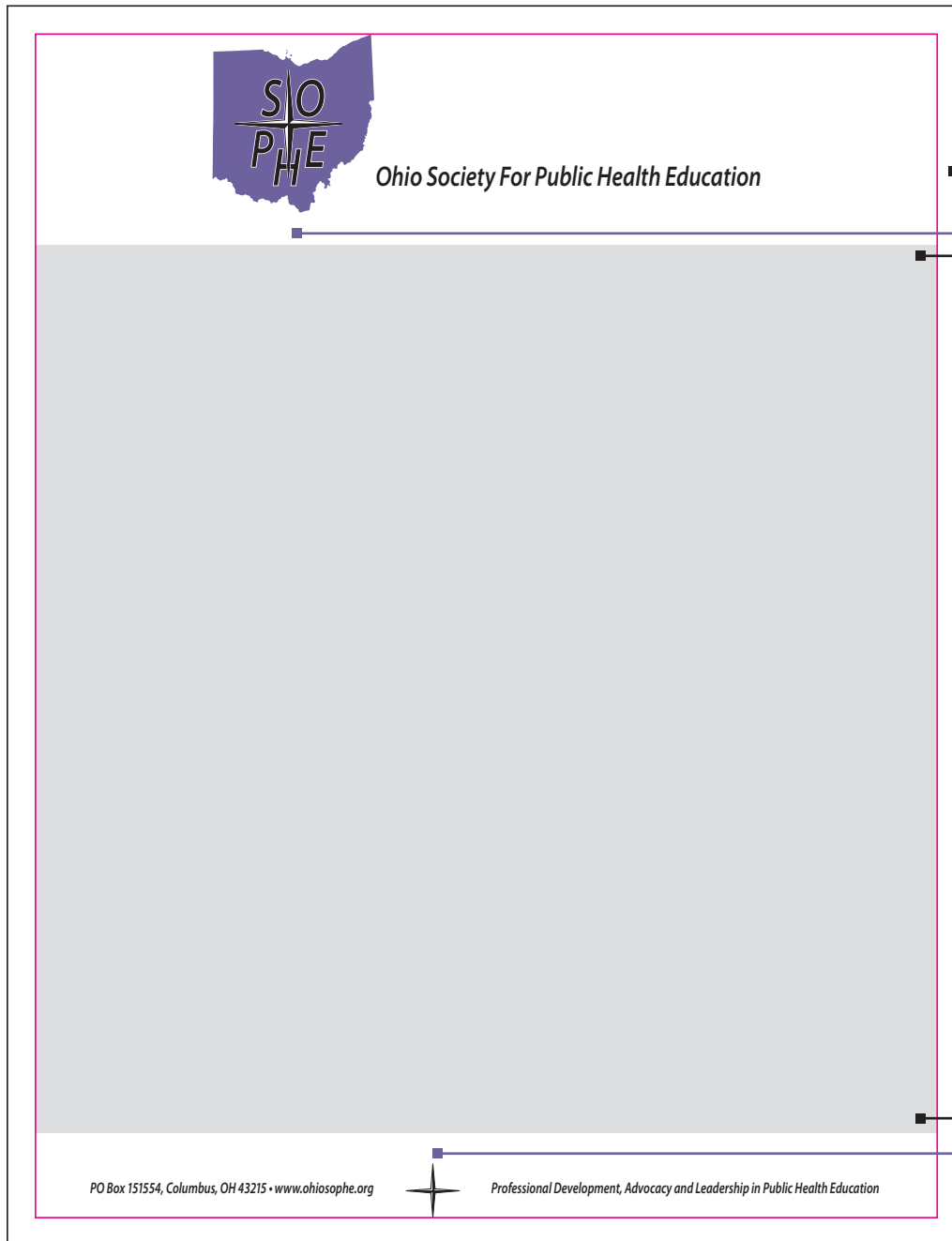
### **PARK AND LODGE ATTRACTIONS AND AMENITITES**

Deer Creek State Park is a collage of meadows and woodlands that surrounds the scenic reservoir. It is a 2,337 acre outdoor and indoor playground filled with magnificent opportunities such as hiking, swimming, golfing, bike rentals, beach, basketball and tennis courts, indoor fitness center and pool, fire pit, shuffle board courts and more! If you prefer a quiet evening, shop for local items in the gift store or rent a DVD from the front desk to enjoy in the comforts of your room.

### **PARK AND LODGE ATTRACTIONS AND AMENITITES**

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# Letterhead



8.5" x 11" letterhead

.25" margin (perimeter)

.25" from bottom of SOPHE brand to begin copy.

Copy area (Helvetica or Arial preferred)

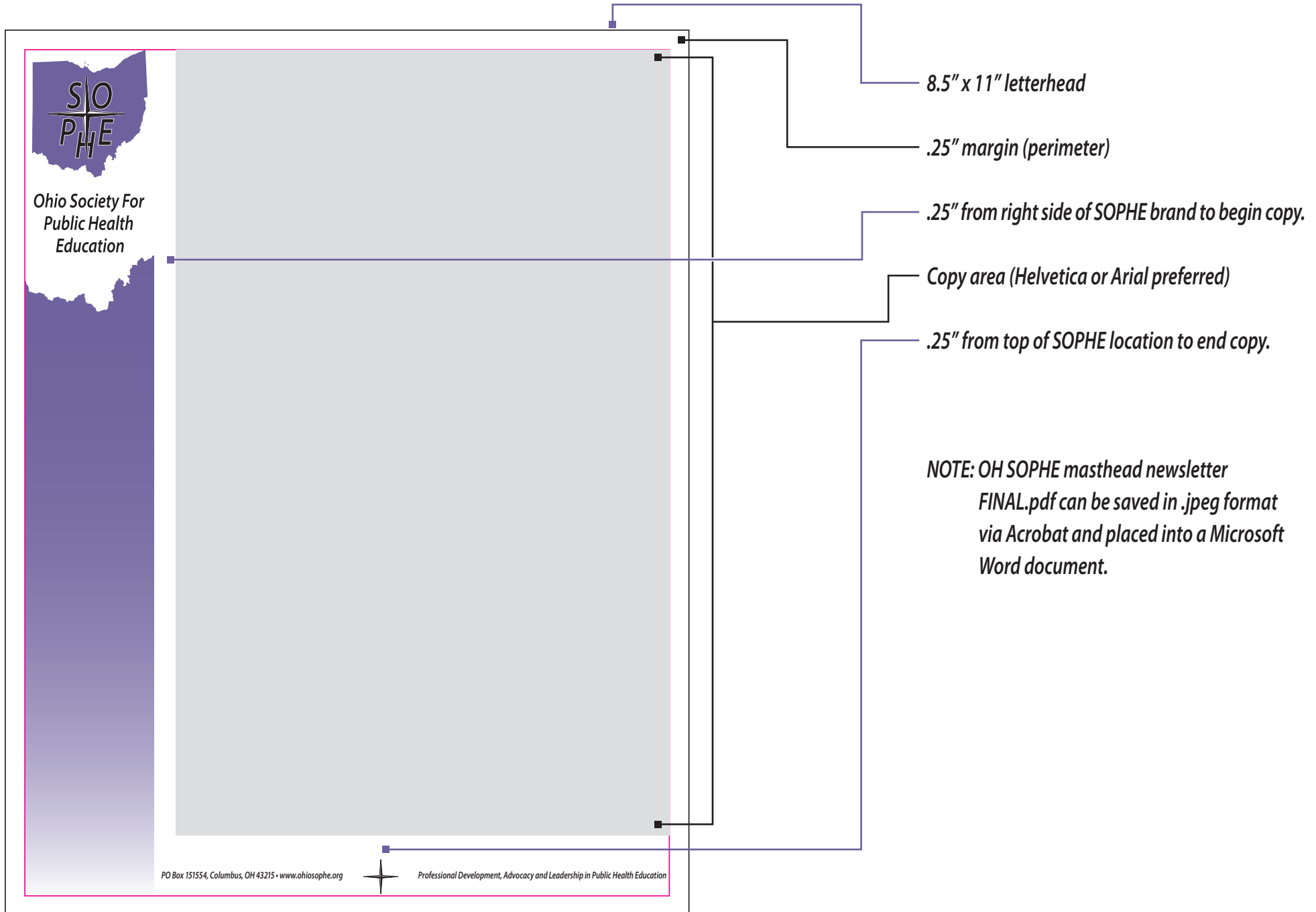
.25" from top of SOPHE location to end copy.

**NOTE: OH SOPHE letterhead FINAL.pdf can be saved in .jpeg format via Acrobat and placed into a Microsoft Word document.**





# Masthead Newsletter



*Intended to leave blank*