

Supporting Message Guidance

The goal of the *Network for a Healthy California (Network)* is to build Champions for Change into a highly recognizable brand that stands for improving the health of low-income California families.

To help achieve this goal, the *Network* has developed a nutrition message to support the Champions for Change logo. This supporting message should be used when space is limited and Champions for Change cannot be presented in the full context of one of the *Network* pillars: increased fruit and vegetable consumption; increased physical activity; increased food security; and chronic disease prevention, beginning with obesity.

"Eat Healthy. Be Active." is the supporting nutrition message that should accompany the Champions for Change logo only when space is limited. This message is a simplified version that replaces the old *5 a Day* message "Eat Fruits and Vegetables and Be Active."

Appropriate use of the supporting message is critical and will ensure that our brand is indeed recognized as intended. Included are examples of when and how the message can be used; and examples of when it is inappropriate and should not be used.

The types of materials in which the supporting message can be used include the following:

- Nutrition Education Reinforcement Items (NERI)
- *Network*/Program Folders or Portfolios
- Posters that do not have any other nutrition messaging (Use of the "Eat Healthy. Be Active." supporting message on posters only applies to those posters that previously used the "Eat Fruits and Vegetables and Be Active" message)
- Tents and Tablecloths
- Banners
- Additional items as necessary and approved by State level staff

Appropriate and inappropriate use of the supporting message and visual examples are as follows:

APPROPRIATE USE

- When space is very tight, place the message above the logo. Placing the message above the logo sets it apart and helps maintain the integrity of the logo design. The copy message should be placed above the logo at a distance equal to the height of the word “Champions” to ensure that the message is legible and separate from the logo design.

Example:



- Use the supporting message when copy space is limited or detailed context is not appropriate, like on NERI materials.

Example: NERI Items



- Always use the message in conjunction with the *Network* logo.

Example: *Network* Folder/Portfolio

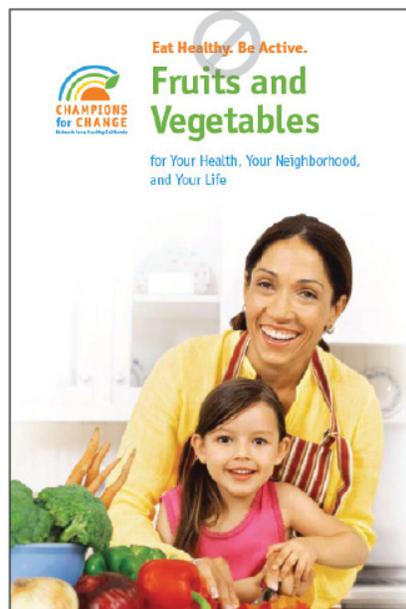
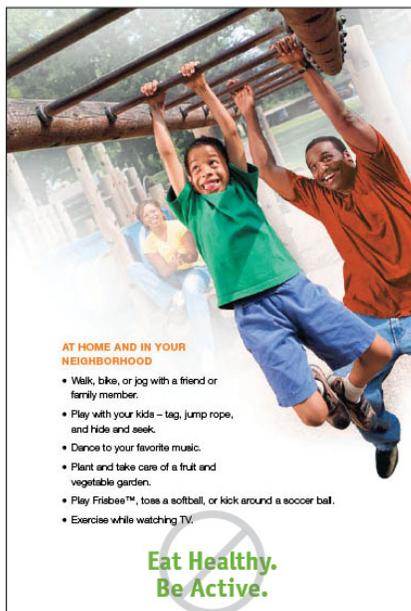


INAPPROPRIATE USE

- DO NOT place the supporting message close to the type in the *Network* logo. The message should NOT appear like it is part of the design of the logo.



- DO NOT use the supporting message in brochures, toolkits, Web sites, or other materials that describe the *Network* and provide context to our Champions for Change brand.



- The supporting message is not a new tagline. It DOES NOT replace the Champions for Change tagline within the *Network* logo.

