



Health Care District
PALM BEACH COUNTY

Funded Partners Brand Standards Guide



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Please refer to this official document for appropriately crediting the Health Care District in communication materials.

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Questions:

Please contact The Health Care District of Palm Beach County's Communications Department
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James Ratchford, Communications Manager: jratchfo@hcdpbc.org, 561-804-5724

About the Health Care District of Palm Beach County

Mission: To be the health care safety net for Palm Beach County.

Vision: Meeting changes in health care to keep our community healthy.

Our Work: The Health Care District of Palm Beach County provides primary medical care and dental services for adults and children at the C. L. Brumback Primary Care Clinics, health coverage programs for eligible uninsured residents, a pharmacy operation, a nationally-recognized Trauma System, registered nurses in nearly 170 public schools, short and long-term skilled nursing at the Edward J. Healey Rehabilitation and Nursing Center in Riviera Beach, and acute care at its teaching hospital, Lakeside Medical Center, which is accredited by The Joint Commission and serves the rural Glades' communities.

We are dedicated to the health of our community and committed to providing high-quality health care services to all residents of Palm Beach County in a fiscally responsible manner.

Our History: In 1988, Palm Beach County residents decided they wanted to invest in a healthier community. They voted to create the Health Care District of Palm Beach County, an independent taxing district that has provided an array of health care services for 30 years.



Branding Guidelines

What agencies are required to meet these guidelines?

- All agencies that receive Health Care District funding as a sponsored program
- Low Income Pool funding recipients as the result of the Health Care District's contribution on their behalf
- Palm Beach County's two Trauma Centers

In this guide, these agencies are referred to as "funded partners".

Branding Guidelines

This document should serve as a guide for funded partners to properly credit the Health Care District of Palm Beach County in print materials and digital.

Collateral Materials and Logo Usage

The Health Care District of Palm Beach County's logo should appear on the following funded partners' collateral materials:

- **Flyers** promoting Health Care District of Palm Beach County programs or partnerships
- **Brochures** promoting Health Care District of Palm Beach County programs or partnerships
- **Event signage and posters** related to Health Care District of Palm Beach County programs or partnerships

The logo is fixed in terms of appearance. The words "Health Care District of Palm Beach County" are part of the logo and may not be removed for any reason.

The logo and affiliated program logos must never be reconstructed, redrawn or modified and must always be reproduced from a master original which can be obtained from the Health Care District of Palm Beach County.

You may not use other words in conjunction with the Health Care District of Palm Beach County logo including, but not limited to, member, sponsor, partner or vendor without written permission from the Health Care District of Palm Beach County.

Additionally, any use of images, video and/or the name "Trauma Hawk" must clearly include the courtesy: Trauma Hawk is owned and operated by the Health Care District of Palm Beach County.

All collateral materials that include the Health Care District of Palm Beach County logo must be approved by the District's communications department.



Website Attribution and Press Releases

Website Attribution

The funded partners' websites should include a Health Care District of Palm Beach County full color logo on the website pages that mention the Health Care District of Palm Beach County's program or partnership.

Press Releases

Any press release issued by funded partners should include the boilerplate below and the draft press release is subject to review and approval from the District's communications department.

The Health Care District of Palm Beach County's Boilerplate:

"The Health Care District of Palm Beach County provides primary medical care and dental services for adults and children at the C. L. Brumback Primary Care Clinics, health coverage programs for eligible uninsured residents, a pharmacy operation, a nationally-recognized Trauma System, registered nurses in nearly 170 public schools, short and long-term skilled nursing at the Edward J. Healey Rehabilitation and Nursing Center in Riviera Beach, and acute care at its teaching hospital, Lakeside Medical Center, which is accredited by The Joint Commission and serves the rural Glades' communities."

Additionally, when referencing the C. L. Brumback Primary Care Clinics, the following HRSA disclaimer must appear:

About the C. L. Brumback Primary Care Clinics:

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number H80CS25684 for Health Center Cluster in the award amount of \$6,972,813. Of the total project, 75.7% is financed with nongovernmental sources. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government. The C. L. Brumback Primary Care Clinics were granted Federal Tort Claims Act (FTCA) deeming status effective January 1, 2019.

This HRSA disclaimer is subject to revision at the beginning of each calendar year and the Health Care District's Communications Department will provide the revised verbiage annually as is necessary.





The Health Care District of Palm Beach County will help publicize and promote community partnerships and programs through traditional and social media outlets.

It is the responsibility of funded partners to keep the Health Care District of Palm Beach County informed of events, activities and significant milestones for promotion.

Social Media

Social Media

When promoting any joint program or partnership on social media, funded partners should tag the Health Care District of Palm Beach County in posts using the following handles:

-  Facebook: @healthcaredistrict
-  Instagram: @healthcaredistrict
-  Twitter: @healthcaredist
-  LinkedIn: <https://www.linkedin.com/company/health-care-district-of-palm-beach-county/>



To request permission to use the Health Care District of Palm Beach County logo or affiliated program logos, please contact:

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