

DOUGLAS COUNTY HEALTH CENTER

SPECIAL EDITION NEWSLETTER FEATURING DCHC BRANDING

by Molly Motsinger



Douglas County
Health Center

DCHC's New Logo & Tagline!
*All branding donated by Douglas County
Health Center Foundation*



Douglas County
Health Center



Douglas County
Health Center



Douglas County
Health Center

Tagline

HOPE LIVES HERE

What is Branding?

Branding can be a marketing term that is tricky to understand. From the American Marketing Association, a brand consists of a name, term, design, symbol or anything else that may identify as an indicator of a business. This is an efficient way to convey what a business wants others to see themselves.

Importance: Branding is important to a business in order for them to represent who they are. This helps people easily recognize a brand just by its design. For example, many people are aware of McDonald's red and yellow colors and are quickly able to recognize them by the colors and the famous arch. Establishing a brand for the Douglas County Health Center is essential in establishing who we are.

The purpose of branding is to create a brand for the Douglas County Health Center. Creating an image to represent who we are will bring a strong voice to us and become recognizable to the city of Omaha.



Douglas County
Health Center

How to Create an Email Signature Using New Branding Materials

The purpose of this is to create your own, personal Douglas County Health Center email signature. Email signatures add professionalism to emails while helping to consistently brand each message that is sent from within Douglas County Health Center. This can also ensure the receiver of the message is able to contact you if they may need to.

Here is a quick step-by-step guide:

- Open your Gmail inbox
- In the top right corner, click on the Settings (grey circle), then "Settings" again in the drop-down menu
- Stay in the general settings. The signature editor is the 4th from the bottom
- Make sure the bullet is high lighted to create a signature
- Copy and paste the signature template (provided in this email) into the signature box
- Fill in with your information
- Click "Save changes" at the bottom of the page
- You have now created your email signature!

An email signature is another way to keep up with branding and create brand recognition. By adding your email signature within your emails, you're establishing and reinforcing your business, while also providing ease of contact for the receiver of your email.

Standardized Branding Materials Required for Use Throughout DCHC

- **Email Signature**
- **Letterhead (Internal & External)**
- **Meeting Template**
- **PowerPoint Template**
- **Poster Template (coming soon!)**
- **Memo Template**

Where can I find these at?

- ***DCHC Public Drive under the
TEMPLATE FILES folder***

Can I hang posters in the health center?

- ***Mass communication is to
be put on LifeLoop digital
screens***
- ***Neighborhood &
departmental posters
must printed on the Poster
Template and signed by
administrator. Please
interoffice mail to Erin
Nelson for signature.***

Reminder

*Materials will print in black
and white unless approved for
color printing*

Want help or have questions?!?

- **Feel free to call or email to set up a time for assistance**
- **Email**
molly.motsinger@douglascounty
-ne.gov
- **Call 7723**