



HealthySteps

Supporting • Connecting • Pediatric Care

BRAND GUIDELINES

GOAL

THESE **BRAND** GUIDELINES HAVE BEEN PRODUCED TO ENSURE THAT THE HEALTHYSTEPS **IDENTITY** IS REPRESENTED **CONSISTENTLY**.

A **UNIFIED** APPROACH CREATES A **STRONG** AND **POSITIVE** IMPRESSION BOTH INTERNALLY AND EXTERNALLY.

PROGRAM DESCRIPTION



HealthySteps is a unique, proven pediatric primary care program committed to healthy child development and effective parenting. A child and family development professional, known as a HealthySteps Specialist, connects with families during pediatric well visits as part of the primary care team. The HealthySteps Specialist offers screening and support for parenting challenges like feeding, behavior, sleep and adapting to life with a baby or young child. HealthySteps Specialists are trained to provide guidance and referrals for families who need them.

HealthySteps is a program of ZERO TO THREE.



ZERO to THREE
Early connections last a lifetime

ZERO TO THREE is a national nonprofit organization that provides parents, professionals and policymakers the knowledge and the know-how to nurture early development.

Neuroscientists have documented that our earliest days, weeks and months of life are a period of unparalleled growth when trillions of brain cell connections are made. Research and clinical experience also demonstrate that health and development are directly influenced by the quality of care and experiences a child has with his parents and other adults.

That is why at ZERO TO THREE our mission is to ensure that all babies and toddlers have a strong start in life.

LOGO USAGE

To maintain clear space around the logo, imagine an invisible frame that is as wide as the height of the “H” in “Healthy” in whatever size it is reproduced. No other text or graphic should enter that space.

Stacked Logo



Vertical Logo



Horizontal Logo



ALTERNATIVE LOGOS

All variations of the HealthySteps logo are also produced in color, grayscale and gray (see examples below). These are never to be altered or converted to solid black or solid white. Should you need to alter the palette, please obtain permission by contacting the HealthySteps brand manager.*

* See last page for contact information.



ALTERNATIVE LOGOS



Logo Horizontally Aligned



Logo Horizontally Aligned Without Tagline



Horizontal Logo

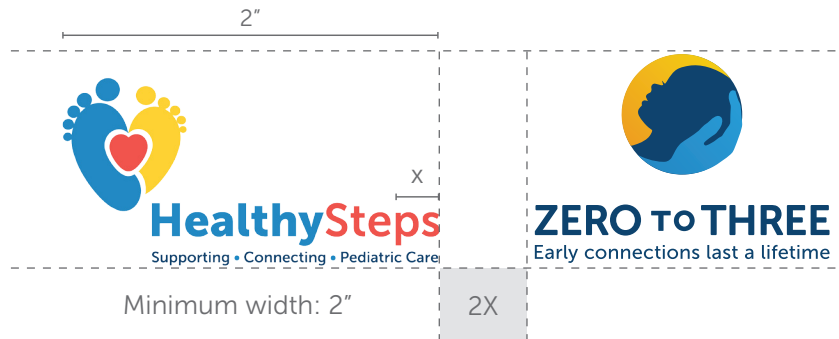


Vertical Logo

CO-BRANDING

The following guidelines should be adhered to when HealthyStep's logo is used alongside the logo of another organization.

- The HealthySteps logo must be used at the minimum size of 2" in width. If using at a smaller size it is recommended that the logo is used without tagline.
- A clear space equal to twice the width of the letters "ps" in "Steps" should separate the HealthySteps logo from any other logos.



LOGO USAGE WITH IMAGERY

To maintain the visual integrity of the HealthySteps logo and brand consistency across all materials, it is important to keep the logo clear and unobstructed when using it in conjunction with imagery and background colors. While placement may vary, proper contrast is vital for logo visibility. Whenever possible, use the color logo on a white background.

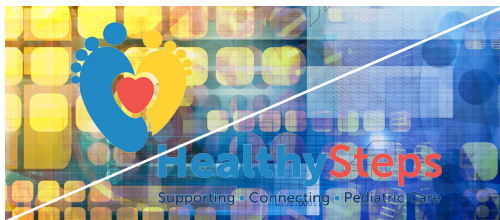
Not enough contrast. Busy background.



Good contrast!



Not enough contrast. Similar colors.



Good contrast!



Not enough contrast. Similar colors.



Good contrast!



LOGO USAGE WITH IMAGERY

The HealthySteps logo is never to be altered or converted to solid black or solid white. Should you need to alter the palette, please obtain permission by contacting the HealthySteps brand manager.*

* See last page for contact information.

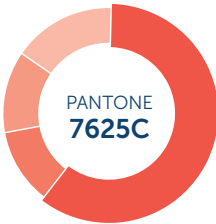


COLOR PALETTE

PRIMARY



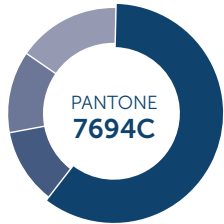
CMYK: 80/36/4/0
RGB: 41/143/194
HEX: 008dcb



CMYK: 0/81/74/0
RGB: 225/82/61
HEX: f0584d



CMYK: 0/18/100/0
RGB: 254/203/0
HEX: ffe100

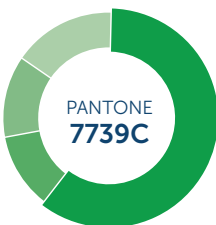


CMYK: 98/78/32/18
RGB: 1/66/106
HEX: 174063

SECONDARY



CMYK: 4/60/100/0
RGB: 246/146/64
HEX: f58420



CMYK: 85/12/100/1
RGB: 49/155/66
HEX: 179b49



CMYK: 72/22/0/0
RGB: 70/152/203
HEX: 2a9ed9

TYPOGRAPHY

Museo Sans 300

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8

Museo Sans 300 Italic

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8

Museo Sans 700

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8

Museo Sans 700 Italic

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8

Museo Sans 900

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8

Museo Sans 900 Italic

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8

Museo Slab 300

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8

Museo Slab 300 Italic

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8

Museo Slab 700

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8

Museo Slab 700 Italic

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8

Museo Slab 900

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8

Museo Slab 900 Italic

Aa Bb Cc Dd Ee Ff Gg

1 2 3 4 5 6 7 8

EDITORIAL GUIDELINES

General Style

- Use AP style
- Language should strive for simplicity and not be written above an eighth-grade reading level
- Hyperlink URLs, but for easier user readability, do not display URLs beginning with “http://” or “www”

Organization-Specific Terms

- HealthySteps is always one word (not Healthy Steps or the former iteration— Healthy Steps for Young Children)
- ZERO TO THREE should always appear in all caps

Message Themes

Language similar to or from the decided-upon brand messages can be utilized in materials (fact sheets, FAQs, resource documents), web copy, etc. depending on communication with the respective audience (pediatricians, families, funders).

Tone

The tone of language for HealthySteps should reflect the program’s brand touchstones. Accordingly, it should have a strength-based and inviting tone, and express language that is warm, helpful and trusting, personable, reassuring, and knowledgeable related to child-focused, family-centered care.

Word Choice

- Always refer to the trained professionals that deliver the HealthySteps program as “HealthySteps Specialists”
- HealthySteps locations are known as “HealthySteps sites”
- Use “comprehensive care” rather than “holistic care”
- Use “care specific to the family” or “care specific to the family member” rather than “individualized care” or “personalized care”
- Use “health and well-being” rather than “well-being”
- Use “babies and young children” rather than “babies” or young children
- The use of “raising healthy babies and young children” can be used interchangeably with “raising healthy families”
- Use “parenting challenges” or “common childhood challenges” rather than “common childhood issues”
- Use the word “supporting” rather than the word “guidance” or “advice”

Copy Organization

- Use short sentences that are informative but don’t bog the reader down in details
- Include line breaks often. Copy blocks should be no more than 50 words on the home page and 75 words on interior pages
- Use headings and subheadings to break up content
- Mix up the sentence structure in order to keep attention
- Use bulleted lists to draw attention to key details — especially when outlining process
- Provide appropriate, yet concise, context when discussing materials, services provided, etc. Don’t assume the reader automatically knows the HealthySteps lingo

Links

- Encourage cross-linking throughout the site. Insert links whenever possible to other pages within HealthyStep's site, or even to a different part of the same page. Always have links to external sites open in a new window.
- Do not use the "click here" or "find out more" directives. Simply hyperlink to relevant words.
- Never spell out a complete URL in copy. Always hyperlink to relevant keywords. Never link the entire sentence.
- Make sure all images, videos and other visual elements within the body of a page are hyperlinked to relevant copy elsewhere on the site. Avoid "static" content.

Page Titles

- Use page titles that clearly describe the content on the page.
- Keep page titles short — no more than 55 characters. This helps ensure they display properly in search.
- Specificity is more important than creativity when it comes to page titles. Page titles are an important search tool. Save the pithy headlines for your copy.

Terminology

Avoid jargon; use terms that readers of all kinds will understand.

Punctuation

- No serial (Oxford) comma
- One space after periods and colons
- Use spaces around dashes
- Be sure to use correct dashes; don't overuse hyphens

Contact info

- Stephanie Millian: 202-857-2624, SMillian@zerotothree.org
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Key Words for Digital content and SEO

Based on HealthySteps message platform, Vanguard identified keywords and key phrases for the new site that are designed to improve Search Engine Optimization (SEO). SEO allows you to target your key audiences based on relevance, search volume, and competitiveness.

To generate these keywords, Vanguard used the [Google AdWords Keyword Planner](#) tool, which takes subject areas or words and identifies search terms based on search volume related to each area. Vanguard input keywords from the message platform and the existing HealthySteps website into the Planner. All of the keywords suggested below are based on popular search terms used in Google that people have used while searching for similar content to what HealthySteps offers.

Using Keywords

In order to maintain a competitive keyword strategy, Vanguard recommends revisiting this list and revising it based on added site content to maintain search relevance at least every six months.

By optimizing pages around the following keywords and phrases (only one per page), Google's organic search algorithm will be more likely to serve HealthySteps content to users searching for this type content.

To best utilize the keywords, there are key steps in integrating them throughout a webpage's content that will help promote SEO:

- **Title Tags:** Title tags are the first places that the search engines will scan, and they are what appear as the actual link on the search engine results page.
- **URL:** The web address for the page.
- **H1 (Header) Tags:** The Main header tag for the page.
- **Body Content:** The main written text on a page (at least once). While there is not defined optimal keyword density (the amount of times your keyword appears in the body content), your page can be penalized for going above 4%.¹
- **Image Alt Text:** The HTML code used to add an image to the page.
- **Meta Description:** The snippet of text that gets displayed in the search results to describe the content of the page.

Keywords with a high search volume will be more popular search terms, but will have more competing content associated with them. More specific and lower-volume search terms have less competition. SEO best practice is to select an assortment of keywords with varying degrees of competition.

To maximize search relevance, HealthySteps should be generating more consistent content featuring high competition keywords, whereas lower competition keywords require less content investment to maximize search relevance.²

¹ Anderson, S. (2015) "Ideal Keyword Density Percentage to Improve Rankings." <http://www.hobo-web.co.uk/keyword-density-seo-myth/>

² Powers, N. (2015) "3 Things Your Blog Cannot Live Without." <http://multiplyauthority.com/3-things-your-blog-can-not-live-without/>

HealthySteps Keywords

The following keywords are organized from low, medium, to high competition.

Low	Medium	High
Pediatric health care	Pediatric home health care	Home health care
Pediatric care	Pediatrics home health	Care in the home
Pediatric health	Pediatric home care services	Health coverage for children
Child health services	Pediatric home care	Child care sites
Pediatric services	At home child care services	Child care programs
Pediatric specialty services	Home health care for kids	Healthcare for child
Care coordination	Children care home	Health care programs for families
Home health pediatrics	Children specialist doctor	Program plan for toddlers



CONTACT

YOUR BRAND MANAGER

If you have an application for the HealthySteps brand that is not covered in this guide or questions regarding proper use, please contact:

Cass Hanlon

Senior Graphic Designer

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