

HealthLink was ready to hit the street with a message promoting coordinated school health—but they didn't have anything to help tell their story. They faced an uphill battle getting schools, health organizations and other community agencies to sit at the same table, let alone work together. What they needed—and got—was a set of collateral materials that delivered their strong, upbeat, multi-cultural message of cooperation.

Photography

Being sensitive to the multi-cultural communities that make up San Diego schools meant finding photography that could reach each segment of the population equally, as well as show a group of happy, healthy kids.



Stationery System

The existing logo was updated to create a sense of helpful "connection." The look of the new stationery allowed the project to reach well beyond the "feel" of a typical government program.



Promoting Coordinated School Health in San Diego County • A Project of the County of San Diego Health and Human Services Agency

Bright & Friendly Identity

Armed with a new logo, a group of happy kids and a fresh, simple, two-color palette to work with—a comprehensive package was soon introduced to the community. The new materials were a real departure from "the look" of other government sponsored programs and gave HealthLink a better chance to get in the door and have their message heard.



Collateral

The collateral package included a presentation folder, brochure, stationery package, notecard and notepads.