



We-Are-1.com

We
Are 1

We Are 1/Somos 1

Regional Health Brand Guidelines

Overview

We Are 1 (Somos 1) is a brand to promote health and wellness among men who have sex with men and transgender individuals (MSM/Trans)¹ in King County, Snohomish County and Pierce County in Washington State. The brand is intended to provide consistent and sustained health communications to this audience over time and to be a trusted source of information, helping to link individuals to local services and care.

The spirit of the brand is positive and empowering, and seeks to reflect the diversity of the MSM/Trans community, while speaking to the fact that the community shares unique barriers and motivations surrounding health issues. The brand links together and is collectively owned by a partnership of community-based organizations and health departments that worked together to create it.

These brand guidelines are for all groups and individuals, including but not limited to local governments, community-based organizations, corporate partners, and any other groups that support the We Are 1 (Somos 1) brand and its purpose.

These brand guidelines address the use of the soon to be trademarked We Are 1 and Somos 1 logos, as well as the brand color palette and URL: we-are-1.com.

We encourage you to use the We Are 1 (Somos 1) brand logo on materials, campaigns or programs that are targeted to the MSM/Trans community or a sub-section of that community, and in one or more of the three counties (King, Pierce or Snohomish). This document outlines criteria for use.

If you have questions regarding these guidelines, please send an email to Jsani.Henry@kingcounty.gov.

1. MSM/Trans:
MSM (Men Who Have Sex with Men) refers to individuals who are born male, and/or identify as male, and have sex with other MSM.
Trans refers to transgender/non-binary individuals who have sex with MSM.



Overview Cont.

Brand Promise

Healthy self and healthy community: take action to keep yourself healthy and in turn, protect the health of others in the community.

Brand Owners

The brand links together and is collectively owned by a partnership of health departments and community-based organizations that worked together to create it, including:

Community-based Organizations:

- Center for MultiCultural Health
- Entre Hermanos
- Evergreen Wellness Advocates
- Gay City
- Lifelong
- Pierce County AIDS Foundation
- Seattle Counseling Service

Health Departments:

- Public Health – Seattle & King County
- Snohomish Health District
- Tacoma-Pierce County Health Department
- Washington State Department of Health

While owned by these organizations, the brand's logo is available for use by any individual, group or organization, as long as that individual/group/organization and its intended campaign or materials meet the criteria developed by the We Are 1 (Somos 1) brand owners.

A committee of seven individuals will evaluate applications to use the We Are 1 (Somos 1) logos and word marks. The committee is made up of four representatives from community-based organizations and three health department representatives. The committee seats rotate every two years and maintain representation from all three counties at all times.

The trademark for the brand, once attained, will be held by Public Health – Seattle & King County.



Criteria for Use

Organizations, other than the brand owners, who wish to use the We Are 1 (Somos 1) logo, must request permission by filling out a short online application. To inquire about using the brand or to obtain an application, contact Jsani Henry with Public Health – Seattle & King County at Jsani.Henry@kingcounty.gov. Application forms will be evaluated by the aforementioned committee on an ongoing basis. If accepted, the applicant will receive official logo files.

Criteria include:

- Must be used on campaigns, programs or materials that are informational and educational.
- Must be used on campaigns, programs or materials that are targeted exclusively to MSM/Trans, or a smaller segment of that population (such as transgender HIV positive individuals, or MSM who smoke).
- Must be used on campaigns, programs or materials that reach MSM/Trans in King, Pierce or Snohomish Counties. It does not have to reach all three counties, but must reach at least one.
- Must be used on campaigns, programs or materials that promote health and wellness for MSM/Trans.
- Must be used on campaigns, programs or materials that share the spirit of the brand—inclusive, empowering and positive.
- Must be used on campaigns, programs or materials that offer useful and accurate health information and resources for the audience; as well as an easy way to access that information (i.e. website, event, etc).
- All materials that use the brand must be related to the approved scope of use.
- The logo may not be used:
 - With campaigns, programs or materials associated with unhealthy behaviors or products.
 - To endorse or promote a commercial product or service. Exceptions may be considered for materials that support an event associated with an approved campaign that has commercial sponsors.
 - To solely solicit funds or other contributions of monetary value.
 - In any manner that could give rise to the appearance of such endorsement or solicitation.
- When in doubt regarding logo usage, contact Jsani Henry at Jsani.Henry@kingcounty.gov.



Brand Use Guidelines

Logo Use:

- The color version of the We Are 1 and Somos 1 logos should be used whenever possible.
- The logo may appear in all-black for black & white newspaper ads or other all-black ads.
- Once the trademark is finalized, the logo must always include the appropriate mark (™), which can be superscripted in font size.
- Once the trademark is finalized, the word mark must always include the appropriate mark (™), upon first mention, but does not need to be included in subsequent mentions.
- Always use the logo in its entirety. Do not separate components, recreate the logo, or adjust its appearance by distorting or altering the shape, color, proportions, or letters, or by adding text or images. Users must use the official logos provided.
- The logo and word mark may not be integrated into a composite name or slogan of any type.
- The font used in the logo is Alte Haas Grotesk.
- The We Are 1 and Somos 1 logos are available in the following formats; Adobe Illustrator, EPS, PDF, JPG, WMF (best for use in Microsoft Word documents).
- The logos may be reduced or enlarged, as long as it does not alter their fixed height-to-width ratio. Do not attempt to remake them with your own image manipulation or desktop publishing applications. Please use the graphics provided to you.
- Logo/brand will be most effective if it's no smaller than 200X200 pixels and should be equal in size to other logos used on materials.
- If the approved options present design challenges, please contact the design administrator.



Brand Use Guidelines Cont.

Examples of Inappropriate Use of Logo:



Word Mark Usage

Examples of **Appropriate** Use of Word Mark:

We Are 1

Somos 1

Examples of **Inappropriate** Use of Word Mark:

We R 1

Somos Uno

We R One

We Are One

Brand Imagery

Color pallet and background patterns



Color:
339999



Color:
006666



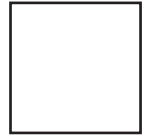
Color:
ff0099



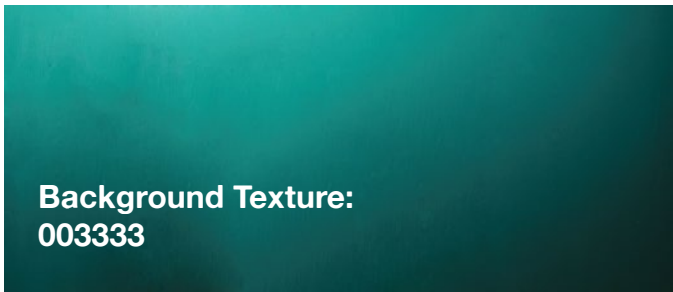
Color:
000000



Color:
993399



Color:
ffffff



Brand Imagery Cont.

