

Department of Behavioral Health

COLLATERAL MATERIAL GUIDELINES CONTRACT PROVIDER EDITION



PURPOSE

The purpose of this is to guide Department of Behavioral Health (DBH) contract providers when submitting any internal or external collateral material to the Public Relations and Outreach (PRO) division.

Audience

- Public
- Clients
- Stakeholders

- Be written at a 3rd to 5th grade reading level,
- Include Americans with Disabilities (ADA) language,
- Include a contact phone number, and
- Be free of technical jargon and no acronyms.

- Staff
- Contract Providers

Be clear to the specific audience intended.

Note: May include technical terminology, if appropriate.

Submitting

Please review the following guidelines before submitting material for review.

Before submitting the collateral material, contract provider staff must:

- Write using Associated Press (AP) writing style,
- Check for spelling (tip: Grammarly is a great resource),
- Include intended audience if using technical terminology,
- Reference this guide for approved logo usage.

*Contract Provider staff must submit through their appropriate department liason and not directly to Public Relations.

Before submitting the collateral material, department staff must:

- Review spelling, grammar and logo usage.
- Have approval from the Senior Program Manager/Deputy Director before submission.



COLLATERAL MATERIAL GUIDELINES

Email Submission Guidelines

For DBH liason staff only

For DBH liason staff only

Email Subject

Please use the following naming convention when submitting requests to PIO.

Project Name: For Review Date

Example: HMA Survey Flyer: For Review 5.17.2024

Email Address

Please email items for review to dbh_pio@dbh.sbcounty.gov, do not use dbh-publicrelations@dbh.sbcounty.gov.

Do not send requests to a specific PRO staff.

Approval Statuses

Approved – No changes necessary.

Approved with Changes—minor edits are needed. There is no need to send it back for approval. Please make the noted edit and proceed.

Changes Required and Resubmit – This is when there are many edits and the PRO team needs to re-review prior to distribution.

ADA Language

Staff will include ADA language as follows:

English: If you speak another language, language assistance services are available to you free of charge by dialing (888) 743-1478. TTY users dial 711. DBH complies with applicable federal, civil rights laws and does not discriminate on the basis of race, color, national origin, sex, gender identity, age, disability or LEP.

Spanish: Si habla otro idioma, los servicios de asistencia de idiomas estan disponibles de forma gratiuta llamando al (888) 743-1478. Usuarios de TTY marque 7-1-1. DBH cumple con las leyes federales, de derechos civiles aplicables y no discrimina por motivos de raza, color, nacionalidad, sexo, identidad de genero, edad, discapacidad o LEP.

COLLATERAL MATERIAL GUIDELINES

Photos and Graphics

When adding photos/graphics to collateral, staff will ensure:

- Photos/graphics are from a legal, reliable source.
- Not stretch/squish photos.
- Use copyrighted images.
- Use culturally competent images.
- Must be high quality.

Date Formatting

When including dates, staff must:

- Abbreviate months with six or more letters if they are used with a specific date and/or day of the week.

Correct Example:

Aug. 13

June 10

Monday, Jan. 21.

- Spell out the month when used without a specific date.

Correct Example:

February 2019

- Use only numerals on the date of the month and do not add “th” or “st”

Time Formatting

When including times, staff will use:

- Numerals, a space, lowercase letters, and periods for a.m. and p.m.
- Do not use extra zeros on times to show minutes on the whole hour.

Correct Example:

7 p.m. and 10 a.m. 7:30 a.m. – 4 p.m.

- The words “midnight” and “noon” rather than the numbers.
- Use a.m. or p.m. once to designate hours within the same timeframe.

Correct Example:

7 – 8 a.m.

COLLATERAL MATERIAL GUIDELINES

Address and Phone Number

When including addresses and phone numbers, staff must:

- Use only the street number, name, and city.
- Phone numbers are to be written as (xxx) xxx-xxxx.

Correct Example:

303 E. Vanderbilt Way, San Bernardino

- Include state and zip code only if the address is included for mailing purposes.
- Use the address abbreviations for Ave, Blvd, St.

Correct Example:

(909) 123-4567

Logo Usage

DBH Logos

Please double-check (before submission) that the design uses the correct logo version. The difference is the length and weight of the divider line.

Correct Example:



Behavioral Health



Behavioral Health

All white or white and gold are great for darker backgrounds.



Behavioral Health

All black are great for darker backgrounds.

Incorrect Example:



Behavioral Health

Incorrect logo version.



Behavioral Health

Not enough color contrast for background



Behavioral Health

Do not alter. No drop shadow.



Behavioral Health

Too small. Not legible.



Behavioral Health

Not enough logo clearance.