

Branding and Public Relations GUIDELINES

WINTER 2019

At Delta Dental of Colorado Foundation, we believe that a healthy mouth leads to a healthy life.

Every day we partner with communities to re-imagine how all of our neighbors access, benefit from, and value the importance of proper oral health care.

Because when we go the **extra mile for every smile**, we elevate the well-being of all Coloradans.

Communication is key to sharing our progress toward achieving oral health equity. We look forward to sharing results and lessons learned from your efforts. Your stories about the positive results your work creates are important examples of how anyone can have a healthy mouth, regardless of life circumstances. Please reach out to us with content ideas that we can help develop. You can also share our oral health news with your partners and communities.

We strive to maintain clarity of our messages. In every communication, whether it is a face-to-face conversation, email, social media post, press release or presentation, the information about Delta Dental of Colorado Foundation (DDCOF) should be consistent. The DDCOF contract section “General Conditions” #12¹ supports this vision.

The following information provides guidance when referring to DDCOF in your marketing communications. You can use this resource to inform your content development, including:

- **Referring to this document** when creating any type of communication piece affiliated with DDCOF.
- **Including the DDCOF name, logo and messages** on public relations, news features, publications, or other media information related to your grant.
- **Sharing communications with our team** for review prior to public release.

Your active participation creating oral health solutions is important to our work to reduce disparities for ALL Coloradans. If you have questions or would like to discuss content ideas and needs, please feel free to contact me at 303-889-8605 or amaillet@ddpco.com.

Thank you,

Amy Maillet
Communications Manager

¹ “Unless otherwise directed by DDCOF, the Grantee will clearly and accurately identify DDCOF’s funding participation in all subsequent public relations, news features, publications or other media information related to the purpose(s) for which the grant was provided. Grantees will abide by DDCOF brand standards in using DDCOF logo, which will be shared with Grantee. Copies of these published materials will be sent to DDCOF.”

Delta Dental of Colorado Foundation Branding and Communications Guidelines

Communications guidelines

As a DDCOF grantee partner, we want to support efforts to promote your oral health outreach. We request that you adhere to the following communications guidelines:

- Please respect the DDCOF graphic standards when using our logo.
- Press releases that mention DDCOF should be sent to our communications manager for review and approval before being distributed.
- Please request quotes from our executive director or send any quotes attributed to DDCOF for review before distribution, allowing 48 hours for feedback.
- All media pitches that include DDCOF should be reviewed by our team before being sent to the media. We are happy to work with your staff to coordinate media opportunities as well.
- All print and digital marketing materials that include the DDCOF logo should be reviewed by our team prior to printing or distribution.
- Once distributed, please send us a link or copy of media articles.

Foundation Quick Facts

Following are the terms and messages that are key to accurate representation of DDCOF:

Name

Delta Dental of
Colorado Foundation
(DDCOF)

Mission

To improve the well-being of
all Coloradans by advancing
oral health equity.

Our Approach

- Partnering with communities
- Oral health equity
- Reaching historically overlooked populations
- Accessible care across a lifespan
- Starting a conversation

Focus Areas

- Access to Care
- Prevention of tooth decay
- Connecting oral health to overall health

Goal

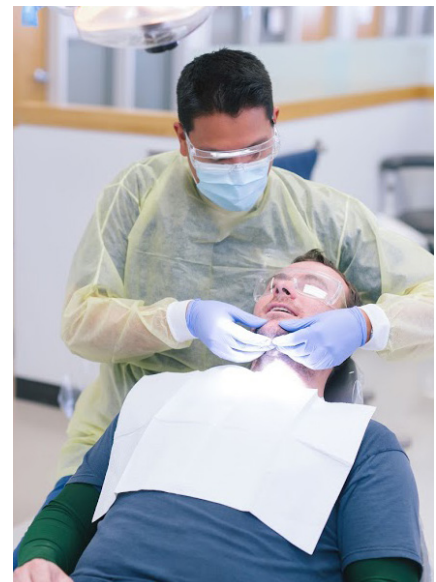
Every community has unique needs, assets and priorities. By cultivating partnerships, we seek a state in which every person can have a healthy mouth regardless of life circumstances.

General content to use in communications

Following is a description of DDCOF that can be used when drafting your press release or other communications content. This sample version can be incorporated into your communications as you best see fit.

About Us

Delta Dental of Colorado Foundation (DDCOF) is a 501(c)(3) organization funded by the nonprofit Delta Dental of Colorado. Our mission is to elevate the well-being of all Coloradans by advancing oral health equity. DDCOF partners with communities and provides grant funding to improve access to comprehensive oral health care, promote systems and support services that prevent tooth decay, and emphasize the vital connection of oral health to overall health. DDCOF also works as an operating foundation for such projects as the Colorado Medical-Dental Integration Project and Land of Smiles. Together with our partners, we implement innovative programs and projects intended to reach people that have been historically overlooked. To learn more, visit www.deltadentalcofoundation.org.



Delta Dental of Colorado Foundation Branding and Communications Guidelines

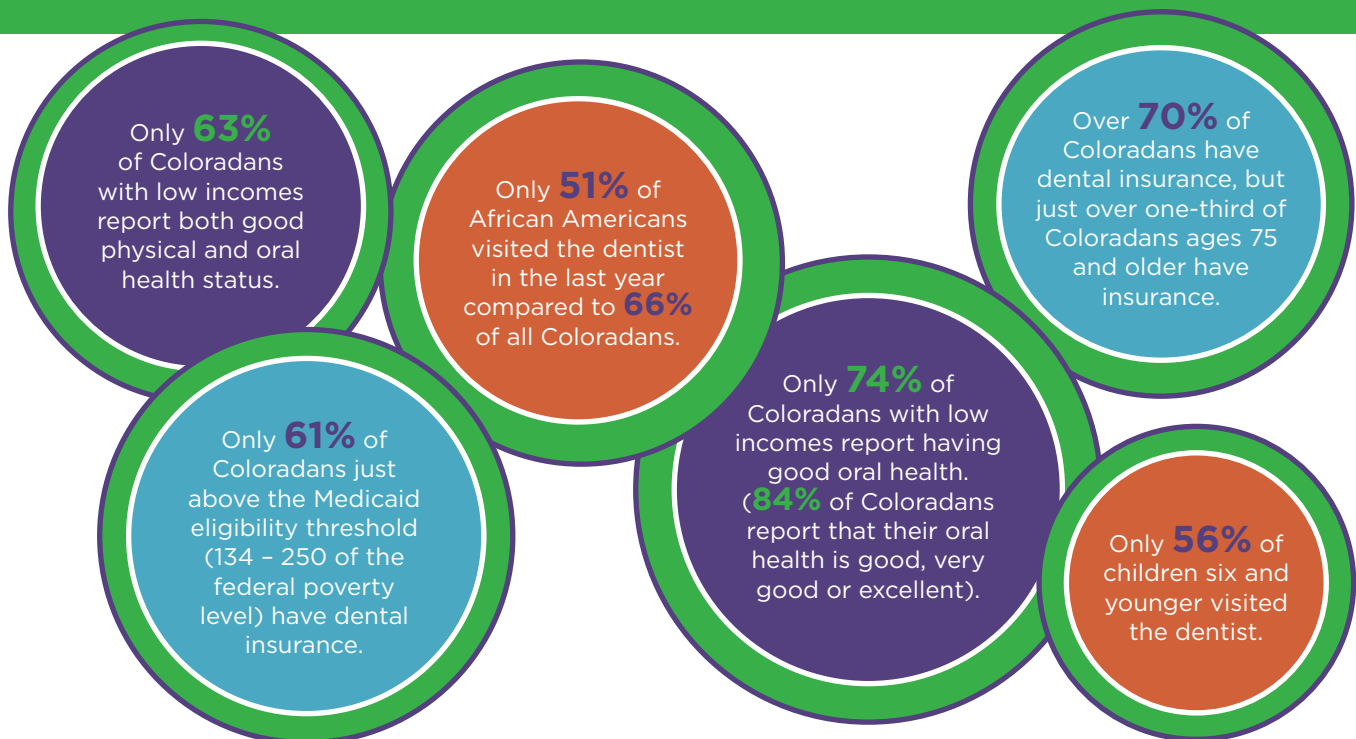
Other relevant oral health information

Following is secondary information regarding DDCOF that could be used in your communications:

- DDCOF is improving access to comprehensive oral health care, promoting systems and support services that prevent tooth decay, and emphasizing the vital connection of oral health to systemic health.
- Everyone has a smile. We work to create a continuum of accessible dental care for people experiencing oral health inequities.
- Working with communities, we can strengthen opportunities for people that have historically been overlooked.
- Oral health inequities are reflected in differences in people's length and quality of life; rates and severity of disease, disability and death; and access to treatment.
- There are social determinants that impact a person's oral health and ability to access preventive dental care. These include race, ethnicity, age, geography insurance status and income.
- We define oral health equity as "every person can have a healthy mouth regardless of life circumstances."
- Through listening and partnering, we will have an ongoing dialogue to help everyone enjoy a healthy smile.
- Implementation of our strategic plan includes an evaluation framework, which informed our [Theory of Change](#).
- The Colorado Health Institute administers our evaluation framework, which includes:
 - Measuring population, foundation and grantee impact.
 - The foundations for success and levers.
 - Inequities we are trying to address.

Oral Health in Colorado Data Points

In 2017, the Colorado Health Institute prepared an [environmental scan of oral health in Colorado](#). Data analysis conducted on behalf of DDCOF shows that large disparities exist in oral health status, access to care and insurance. Key findings include:



Delta Dental of Colorado Foundation Branding and Communications Guidelines

Using the DDCOF logo

We provide downloadable versions of our logo for use in printed and online materials. Several different logo file types are available to download at this link: deltadentalcofoundation.org/news-resources/

Our DDCOF logo includes the green box, the delta symbol and the words Delta Dental. The pantone 361C green used in the DDCOF logo can't be changed. Our logo was designed to be used as represented to the right.

The logo consists of a green square containing a white delta symbol followed by the text "DELTA DENTAL" in white, uppercase letters.The logo consists of a green rectangle containing the text "DELTA DENTAL OF COLORADO FOUNDATION" in white, uppercase letters.

- Please do not alter or recreate the Delta Dental logo.
- Please do not crop the green Delta Dental box.
- Please provide the appropriate amount of space around the DDCOF green box.

Always use the supplied DDCOF logo file for all graphic forms of communication. Color and black and white versions of the logo are provided when requested. If you need additional support, please contact:

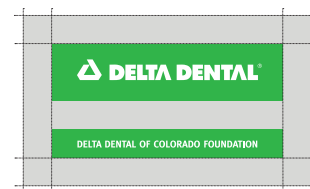
Amy Maillet, Communications Manager,
303-889-8605, amaillet@ddpco.com

If you are active on social, please tag @DeltaDentalCO with your posts and we will share content.

Logo guidelines

Space around the logo

The logo elements are in a fixed relationship. The logo should always appear with clear space around it. The distance marked 'X' (as shown on the right) represents the minimum clear space distance around the logo. Please try to follow this when placing the logo among other graphics or with partner logos.



Minimum size

The width of the Delta Dental logo should be no less than 1 inch.



Incorrect usage

It is critical that the logo is not altered in any way. Some examples of incorrect logo usage are included below.

Do not crop



Do not screen



Do not add a drop shadow



Do not distort



Do not change logo colors or add effects



Do not change position of logo elements

