Brand Guidelines
Take Charge Ohio is an initiative to empower all Ohioans to work together to use pain medication safely. Ohio is in the middle of an overdose epidemic and safe use of pain medication is a crucial part of the solution. All of Ohio is affected by this epidemic and it will take all of us to turn the tide. We are patients, family members, doctors, nurses, dentists, teachers, parents, children, people struggling with addiction, people in recovery, people in pain, and people who want to make a difference. While many of us come from different backgrounds, the one thing we have in common is that we are all Ohioans. It’s time to Take Charge, Ohio.
who we are

MISSION
The mission of the Take Charge Ohio initiative is to empower safe pain management and medication use by educating patients and providing resources for healthcare providers. Together, we can manage pain safely and prevent pain medication abuse.

VISION
The vision for Take Charge Ohio is to empower all Ohioans to work together to use pain medication safely.

VALUES

EMPOWERMENT
We embrace the responsibility of empowering safe pain management and medication use by educating different healthcare professionals, patients, and communities on how to be champions of safe pain management and medication practices.

ACTION-ORIENTED
We always provide a solution. We direct people to what they need in a clear and simple way.

POSITIVITY
We never use fear as a motivator. We provide hope, confidence, and empowerment. We always see the glass as half-full.

PROACTIVITY
We encourage others to take action to help prevent the misuse and abuse of pain medication by following and sharing the messages and resources related to safe pain management and medication practices.

COMMUNITY
We want to help our community by sharing safe medication and pain management resources and tools on our website.

AWARENESS
We aim to educate others on the scope, causes, and consequences of the opioid epidemic in order to increase awareness on the importance of safe pain management and medication practices.
brand voice

We must use both messaging and tone to create a clear and consistent voice, reflecting our personality to better connect individuals with Take Charge Ohio.

**TONE**

- **INSPIRING**: We never use fear as a motivator. We provide hope and confidence. We always see the glass as half-full.
- **SIMPLE**: We don’t talk over people’s heads. We use plain language and avoid excessive jargon.
- **ACTIONABLE**: We always provide a solution. We direct people to what they need in a clear and simple way.

**BRAND PERSONALITY**

- **INSPIRING**
- **ENCOURAGING**
- **ACCEPTING**
- **RESPONSIBLE**
- **MOTIVATIONAL**
- **EMPOWERING**
- **PERSONAL**
- **SIMPLE**
- **CONFIDENT**
- **FUTURE-ORIENTED**
- **Proud**
- **SUPPORTIVE**
- **RELEVANT**
- **COLLABORATIVE**
- **ACTIONABLE**
- **LOCAL**
- **PROACTIVE**
- **RELATABLE**
- **UPLIFTING**
- **POSITIVE**
- **HUMBLE**
- **EDUCATIONAL**
- **INTELLIGENT**
- **TRUSTED**
- **EDUCATIONAL**
- **ENCOURAGING**
- **INTELLIGENT**
- **TRUSTED**
tone & messaging

Our voice comprises of both overall messaging and tone. When speaking as part of Take Charge Ohio, our communication must be strategically consistent, educational, positive, and community-oriented in order to resonate with the wide variety of individuals we serve. Messaging from Take Charge Ohio should be empowering and community-focused (e.g. “Together, we can manage pain safely and prevent pain medication abuse”).

EXAMPLES TO TAKE CHARGE OHIO’S BRAND VOICE:

INSPIRING

ACTIONABLE

SIMPLE

Manage Pain. Prevent Medication Abuse.

Become A Champion of Pain Medication Safety
The Take Charge Ohio tagline is our outward statement that captures our brand essence and makes a promise to our target audiences. The tagline can be used alongside the logo or as an independent statement to help communicate our brand’s message.

**MAIN TAGLINE**

Manage Pain. Prevent Medication Abuse.

**SECONDARY TAGLINES**

While the secondary taglines should never be attached directly to the logo, they can be used independently as headlines and can be great tools in helping to further express our brand message.

- **BE A CHAMPION OF MEDICATION SAFETY**
- **PAIN MEDICATION SAFETY STARTS WITH YOU**
- **TREATMENT WORKS. PEOPLE RECOVER.**
- **IT’S TIME TO TAKE CHARGE, OHIO**
- **LEAD THE WAY TO SAFE PAIN MEDICATION & PAIN MANAGEMENT PRACTICES**
- **EXTRA PILLS MEANS EXTRA RISK**
It is important to know when and where to use different logo variations. To provide versatility and depth to our brand, we offer different versions of our identity that can be used in separate forms of communication.

**Reverse Logo**
The reversed logo is to be used when placing on top of a solid colored background. It is not to be placed on top of a pattern.

**Black and White**
The black and white logo can be used when printing black and white print pieces.

**Horizontal Logo with Tagline**
Manage Pain. Prevent Medication Abuse.

**Vertical Logo**

**Vertical Logo with Tagline**
Manage Pain. Prevent Medication Abuse.
**LOGO CLEAR SPACE**
To make sure the brand is always upheld in a clear, concise manner, we provide some rules to spacing necessary around the logo at all times. This is to avoid a cluttered layout on our different touchpoints and materials.

**LOGO SIZE**
The logo may be reduced to the following sizes, but no smaller than 1.5 inches for legibility.

- Horizontal Logo with Tagline (Flush Left)
- Horizontal Logo (Centered)
- Vertical Logo (Centered)
- Primary Logo (Flush Left)

**LOGO POSITIONING**
The centered lockup should be used whenever possible (either flushed left or centered).

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Give the size of the width of the “Pill” around the logo for clear space. To make sure the brand is always upheld in a clear, concise manner, we provide some rules to spacing necessary around the logo at all times. This is to avoid a cluttered layout on our different touchpoints and materials.

Use tagline when the logo is 2.25” or bigger. Never use logo with tagline when the logo size is smaller than 2.25”.

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**OPIOID RISK TOOL**

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**Does Your Family Have A History Of Substance Abuse?**

- Yes

**Do You Have A History Of Substance Abuse?**

- Yes

**Do You Have A History Of Mental Illness?**

- Yes

**History of Preadolescent Sexual Abuse?**

- Yes

**Age (Mark box if 16 – 45)**

- Yes

**Attention Deficit Disorder**

- Yes

**Obsessive Compulsive Disorder**

- Yes

**Bipolar Disorder**

- Yes

**Schizophrenia**

- Yes

**Depression**

- Yes

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You can lower your chance of addiction by choosing non-medication treatment for your pain, or using safer (non-opioid) medications. Talk with your doctor about other ways to minimize your risk, and explore our patient toolkit to find more information and resources to take charge of your health and manage your pain safely and responsibly.


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Learn how to safely store and dispose of medication at pharmacy.ohio.gov/disposal

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**Safe Storage Tips**

- Safely Store and Dispose of Pain Medications

**Safe Disposal Tips**

- Once finished with a prescription pain medication, consider the following medication disposal options:

**Safely Store and Dispose of Pain Medications**

- Store your medication in the original container and out of sight.
- Keep medication in a locked container, drug-safe cabinet, or drawer, and out of the reach of children and pets.
- Take advantage of local drug take-back events or community drop boxes.
- Visit FDA.gov to find a list of medications that can be flushed.
- Dispose of unused medications in the trash with an unpleasant substance.
- Read the materials that came with your prescription instructions for disposing of unused medication.

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**TAKE CHARGE OHIO**

- STORYBOARD (CONT.)

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VISUAL: The people become dots rotating around a cross symbol
The *Take Charge Ohio* logo should always be used in its approved format, and it should never be modified. Altering the logo weakens the integrity and consistency of the brand. Here are examples of what NOT to do with the logo:

<table>
<thead>
<tr>
<th>Incorrect Usage</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not outline the logo</td>
<td><img src="image1.png" alt="Incorrect Logo 1" /></td>
</tr>
<tr>
<td>Do not squish or stretch the logo</td>
<td><img src="image2.png" alt="Incorrect Logo 2" /></td>
</tr>
<tr>
<td>Do not change the color of the logo</td>
<td><img src="image3.png" alt="Incorrect Logo 3" /></td>
</tr>
<tr>
<td>Do not crop the logo</td>
<td><img src="image4.png" alt="Incorrect Logo 4" /></td>
</tr>
<tr>
<td>Do not change letter-spacing</td>
<td><img src="image5.png" alt="Incorrect Logo 5" /></td>
</tr>
<tr>
<td>Do not place the logo on a color that makes it illegible</td>
<td><img src="image6.png" alt="Incorrect Logo 6" /></td>
</tr>
<tr>
<td>Do not change the weight of the font</td>
<td><img src="image7.png" alt="Incorrect Logo 7" /></td>
</tr>
<tr>
<td>Do not angle the logo</td>
<td><img src="image8.png" alt="Incorrect Logo 8" /></td>
</tr>
<tr>
<td>Do not alter the tagline in any way</td>
<td><img src="image9.png" alt="Incorrect Logo 9" /></td>
</tr>
<tr>
<td>Do not place the full color logo on images or textured background that makes it illegible</td>
<td><img src="image10.png" alt="Incorrect Logo 10" /></td>
</tr>
<tr>
<td>Do not rearrange the logomark</td>
<td><img src="image11.png" alt="Incorrect Logo 11" /></td>
</tr>
</tbody>
</table>
color & typography

Typography is key in all communication. We use different fonts within our font families. Color is an important element of our brand identity. We use color to differentiate parts of our campaign.

**Fonts**

**Logo/Headline Font**
Open Sans Condensed (Use All Caps)

**Sub-Headline Font**
Arvo Regular
Arvo Regular Italic
Arvo Bold
Arvo Bold Italic

**Body Copy Font**
Open Sans Regular
Open Sans Regular Italic
Open Sans Bold
Open Sans Bold Italic

**Color Palette**

**Primary Colors**
Prescriber Primary Blue
General Public Primary Blue

c100 m10 y42 k0
c85 m60 y35 k 20

c10 m90 y100 k0

c31 m25 y25 k0

**Secondary Colors**

c10 m35 y90 k0
c5 m90 y100 k0
c31 m25 y25 k0
brand elements

The Take Charge Ohio brand uses certain graphic design elements throughout all materials to display information with impact. Keeping a consistent look and feel throughout all pieces aids in brand recognition, brand communication, and the overall success of a communication strategy. When using iconography, we color code to differentiate parts of our campaign.
Our brand reflects our vision and our community. Our photography should always depict people from Ohio and a style that fosters a personal, positive, and active approach to their lifestyles, feelings, relationships, and interests. It should also feature positive and collaborative interactions between prescribers and patients to help demonstrate our goal of empowering safe pain management and medication use among Ohioans.
benchmark usage

Below are some benchmark applications for applying the *Take Charge Ohio* brand assets. Use them as a “True North” for the development of additional creative executions.

**PRINT USAGE EXAMPLES**

* When placing the logo or headline over a photo, use a white box or gradient film overlay to lighten up the area.

**SOCIAL MEDIA USAGE EXAMPLES**

Together, we can manage pain safely and prevent pain medication abuse.

#WednesdayWisdom

“We can’t solve our problems by using the same kind of thinking we used when we created them.”

- Albert Einstein

Ask Your Doctor About the Risks.
When a partnership logo is needed, it should always be placed separately from the Take Charge Ohio logo, usually within the footer. Along with the logo, the words “Brought to you by:” must be written above in gray.

To ensure the integrity of lockups, never reduce them smaller than the established sizes specified in the brand guidelines for the company of the logo being used. Reducing them beyond the minimum size will compromise their readability when reproduced.

When disseminating Take Charge Ohio materials, the following can not be modified, changed, or removed:
- Do not change written text
- Do not remove the Take Charge Ohio logo
- Do not remove the Take Charge Ohio URL
- Do not remove the Ohio Department of Health logo

Partnership Branding

Partner Logo Placement

When a partnership logo is needed, it should always be placed separately from the Take Charge Ohio logo, usually within the footer. Along with the logo, the words “Brought to you by:” must be written above in gray.

Call-to-Action & URL Standards

When adding a partner’s website, please use one of the lockups shown here. Above the divider line is space to add the partner’s website, call-to-action information, and publishing details. Under the line, the verbiage “Visit TakeChargeOhio.org to find more information on safe pain management tips.” must be included.

Reductions

To ensure the integrity of lockups, never reduce them smaller than the established sizes specified in the brand guidelines for the company of the logo being used. Reducing them beyond the minimum size will compromise their readability when reproduced.

Co-Branding Requirements

When disseminating Take Charge Ohio materials, the following can not be modified, changed, or removed:
- Do not change written text
- Do not remove the Take Charge Ohio logo
- Do not remove the Take Charge Ohio URL
- Do not remove the Ohio Department of Health logo

What to Ask Your Doctor Before Taking Opioids: A Checklist

Opioids (such as hydrocodone, oxycodone, codeine and morphine) are not right for everyone. They can have some very serious side effects. Ask your health care provider these questions before taking opioids.

- Why do I need this medication—is it right for me?
- How long should I take this medication?
- Are there non-opioid alternatives that could help with pain relief while I recover?
- How can I reduce the risk of potential side effects from this medication?
- What if I have a history of addiction with tobacco, alcohol or drugs?
- Could this treatment interact with my other medicine for anxiety, sleeping problems, or seizures?
- Can I share this medication with someone else? Why not?
- How should I store my opioid medication to prevent other people from taking it?
- What should I do with unused opioid medicine?
- Can I have an Rx for naloxone?

Learn More | www.fda.gov/forconsumers/consumerupdates/ucm529517.html
Visit TakeChargeOhio.org to find more tips and resources on safe medication and prescribing practices.
Thank you for partnering with us on this important branding initiative to help increase safe medication and pain management practices throughout Ohio. Together, we can manage pain safely and prevent medication abuse.