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Jessamine County Health Department Brand Strategy

JCHD Mission Statement: Promote, protect, and improve the health and wellness of our community.

JCHD Vision Statement: Everyone reaching their maximum health potential.

Brand Strategy Objectives:

- Effectively brand, market and promote services/programs JCHD offers to the public.
- Raise the visibility, perceived value, and reputation of our organization
- Serve as a valued, effective, and trusted leader in the community

Brand Position Statement: JCHD continues to embrace our positive reputation by remaining a visible entity that strives to fulfill our mission, vision, and value statements to better the health, wellness, safety, and environment in the community in which we live.

Value Proposition: Our Values: “C.A.R.E.”

Community. Striving to improve the overall health and wellness of our community.

Advocacy. Protecting the public through Assessment, Assurance, & Policy Development.

Respect. Treating everyone with dignity and respect.

Equality. Providing fair opportunity for everyone to reach their maximum health potential.

Why you believe our claims: The JCHD is committed to promoting, protecting and improving the health and wellness of our community through the daily services/programs we offer to enhance the quality of life for our residents. JCHD has developed strong partnerships through collaboration efforts throughout the community. The community has witnessed and stated that the JCHD is a valued, effective, and trusted leader in the community through various customer satisfaction surveys and comments on our website and social media sites. Furthermore, JCHD supports a culture of continuous quality improvement, agency strategic plan, evaluation of performance management, and workforce development.

Approved JCHD logo: The approved JCHD logo contains capital royal blue JCHD letters with the shape of Jessamine County in the Capital “D”, with “Jessamine County Health Department” written under the capital letters and “Protecting the public’s health and environment” under the agency name. JCHD logo is below:





Brand Logo: JCHD brand logo has been developed to raise the visibility of JCHD services/programs externally to the community. The JCHD logo is unique to our agency, and to the best of our knowledge, it is the only logo of its kind. JCHD documents and attire (flyers, brochures, promotional materials, grant applications, public service announcements, presentations/speeches, meeting documents, advertisements, media releases, department website, e-mail signatures, social media sites, clothing, written plans and policies, etc.) are branded with the JCHD logo. JCHD is dedicated to branding our agency to educate the community on the services/programs we provide in order to fulfill our mission and vision statements. Furthermore, stakeholders collaborating with JCHD through meetings, written communication, writing formal documents and/policies will be aware of the JCHD logo, as it is available on all JCHD documents (official JCHD letterhead, agendas, sign-in sheet, meeting minutes, and BOH approved plans and policies).

Audience Promise: The JCHD promises that the branding of our agency will be pertinent and true to all services/programs provided to audiences targeted by the JCHD. The intention of the JCHD logo is to make JCHD services/programs more visible to the community.

Appropriate branding Signage: The JCHD logo, mission, and vision statements will be posted inside and outside the health department facility to serve a consistent reminder to internal and external constituents that the visible branding of JCHD assures the community that JCHD is committed to serving as a valued and trusted leader in the community.

Staff Commitment: The JCHD staff is committed to supporting the branding strategy and agrees to abide by the branding strategies set forth in this document. JCHD staff has a clear understanding that the branding strategy of JCHD was established to meet the brand objectives stated on page 1 of this document. It is mutual understanding that all external documents marketing services/programs will be branded with the JCHD logo and will always be visible to the general public when applicable.

Brand Strategy with Strategic Plan: Several strategic priorities listed in the 2015-2019 JCHD Strategic Plan are directly related to the branding strategy. Strategic Priorities: organization, communication, and community reflect the branding strategy. Specifically, an objective under Goal 2: External Communication – the JCHD will develop a marketing/branding plan to identify appropriate channels of communication with the community and to strengthen marketing presence. Improving the marketing/branding of services/programs and to increase the visibility, perceived value, and reputation of JCHD services/programs is a priority of JCHD and will remain a priority until all communication efforts used by our agency are deemed extremely effective. A copy of our strategic plan can be found on our website at www.jessaminehealth.org.