



OHIO DEPARTMENT OF HEALTH

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John R. Kasich / Governor

Theodore E. Wymyslo, M.D. / Director of Health

Memo #13-09

To: Help Me Grow Central Coordination, Early Intervention and Home Visiting Contract Managers

From: Lea Blackburn, Chief *LB*
Bureau for Children with Developmental and Special Health Needs

Copy: Family and Children First Council Coordinators and HMG staff

Subject: New Help Me Grow Logo

Date: May 9, 2013

I am very pleased to present the newly revised Ohio Help Me Grow (HMG) Logo. As a result of the dedicated service to all the families you serve, the HMG program and logo continue to demonstrate well-established community recognition and branding. The recently enhanced design is to serve as the official representation or logo for the HMG program.

The purpose of this memorandum is to establish, guide, and maintain consistent image use of the HMG logo for contractors of the Ohio Department of Health (ODH), Bureau for Children with Developmental and Special Health Needs (BCDSHN).

Policy: The Help Me Grow logo is not to be used with any programmatic, promotional, informational, or other resources developed without the expressed written consent of the Ohio Department of Health.

Approved Graphic Representations: When authorization for use is granted, the HMG logo should not be altered in any way, to include but not limited to: removing any lettering, or changing the format of the logo so that it is no longer representative of its intended design.

Exceptions: There are no established exceptions to this policy. Any request to deviate from this policy must be forwarded in writing to the program manager, and provide the following information:

- a. Rationale on why the HMG logo is not sufficient or appropriate;
- b. A copy of the proposed logo you wish to use; and
- c. A detailed description of the advantage(s) of an additional logo.

Written requests including how the logo is intended to be used and drafts of materials the logo is to be incorporated in shall be addressed to:

Jeffery Wynnyk
Home Visiting Program Manager
246 N. High St. 5th Floor
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I thank you for your continued partnership and look forward to future collaborations.