

SOCIAL MEDIA & BRANDING TOOLKIT

ABOUT US

The Grossmont Healthcare District is a public agency that supports the health and wellness of people who live, work, or access health care services in East County. The District's boundaries extend from La Mesa to the Mountain Empire region, and from the international border to Santee. It prioritizes projects that benefit the future of healthcare for the region and promotes health literacy through its Health & Wellness Library. It is led by a five-person Board of Directors who are publicly elected by the residents of East County.

NAMING CONVENTIONS

Our organization is:

✓ **Grossmont Healthcare District**

You may abbreviate to the following versions for spacing and/or to limit redundancy as needed:

✓ **the District**

✓ **GHD**

Do not use the following versions:

✗ **Grossmont Health District**

✗ **Grossmont Healthcare Center**

✗ **Grossmont Health Care District**

✗ **Grossmont Hospital District**

✗ **Sharp Grossmont Health Care Center**

✗ **Sharp Grossmont Healthcare District**

The Grossmont Healthcare District operates a Health & Wellness Library. The library is the organization's public facing resource with materials available for people that live, work, or access health care services in East County. Wellness programs and events hosted at the library are primarily promoted and branded with library logos.

The library is referred to as:

✓ **Grossmont Healthcare District's Health & Wellness Library**

You may abbreviate to the following acceptable versions for spacing and/or to limit redundancy as needed:

- ✓ **Health & Wellness Library**
- ✓ **GHD's Health & Wellness Library**

Do not use the following versions:

- ✗ **Grossmont Health Library**
- ✗ **GHD Health and Wellness Library**
- ✗ **Grossmont Healthcare Library**
- ✗ **GHD's Library**
- ✗ **Health Library**
- ✗ **GHD's Healthcare Library**

FONTS

- **Sarabun, Regular**
- **Sarabun, Bolded**

MAIN COLORS



GROSSMONT GREEN
HEX CODE: #025049
CMYK: : 98% 0% 9% 69%
RGB: 2 | 80 | 73
PANTONE: 3305C

GROSSMONT GOLD
HEX CODE: #FFD067
CMYK: 0% 18% 60% 0%
RGB: 255 | 208 | 103
PANTONE: 134C

SOCIAL MEDIA HANDLES

Follow Grossmont Healthcare District on the following platforms:

- [Facebook: @GrossmontHealth](https://www.facebook.com/GrossmontHealth)
- [Instagram: @GrossmontHealth](https://www.instagram.com/GrossmontHealth)
- [LinkedIn.com/Company/GrossmontHealthcare](https://www.linkedin.com/company/GrossmontHealthcare)
- [Nextdoor.com/Pages/Grossmont-Healthcare-District](https://www.nextdoor.com/Pages/Grossmont-Healthcare-District)

Use our hashtag when posting:





- **#EastCountyHealth**

Also follow the Grossmont Healthcare District's Health & Wellness Library on:

- [Facebook: @GHDHealthLibrary](https://www.facebook.com/GHDHealthLibrary)
- [Instagram: @GHDHealthLibrary](https://www.instagram.com/GHDHealthLibrary)

LOGOS

Please reach out to Communications Specialist, Kara Jacobsen, for pre-approval before downloading and distributing the Library and GHD Logos. They are available in Horizontal and Vertical format depending on your design needs. File types include: .ai, .pdf, and .png. Note that the format .jpg is not available as it does not allow for transparent backgrounds.

<p>HORIZONTAL MAIN LOGO HORIZONTAL > Gold Gradient Seal + black text:</p> 	<p>VERTICAL MAIN LOGO VERTICAL > Gold Gradient Seal + black text</p>  <p>Use as spacing permits.</p>	<p>VERTICAL VERSION VERTICAL > Gold Gradient Seal + black text</p>  <p>For when spacing is limited.</p>
<p>MAIN LOGOS HORIZONTAL > Gold Gradient Seal + black text:</p> 		

Don't see what you need? Reach out to Kara Jacobsen, Communications Specialist at [kjacobson@grossmonthealthcare.org](mailto:kjacobsen@grossmonthealthcare.org).