

# Brand Guidelines



For HealthySteps Sites | 2020



PEDIATRIC CARE • SUPPORTING • PARENTING  
A Program of ZERO TO THREE

These brand guidelines have been produced to ensure that the HealthySteps identity is represented consistently.

A unified approach creates a strong and positive impression both internally and externally.

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## Program Boilerplate

The program boilerplate should be used on communications that require a short overview of the HealthySteps program, which typically include press releases, blog posts, e-newsletters, brochures, grant proposals, etc. It should be used with audiences for which non-technical language is appropriate.



HealthySteps is an evidence-based program of ZERO TO THREE, the nation's leading nonprofit working to ensure all babies and toddlers have a strong start in life. HealthySteps transforms the promise of pediatric primary care through a unique team-based approach that integrates a HealthySteps Specialist, a child development expert, into the health care team. All children ages 0-3 and their families receive a tiered model of services, from universal screening to risk-stratified supports, as needed. HealthySteps practices serve as trusted and valuable partners as families foster their children's healthy development. Together, the national network of HealthySteps sites aims to reach more than 1 million young children annually by 2032. Visit [healthysteps.org](https://healthysteps.org) or contact ZERO TO THREE to learn more at [zerotothree.org](https://zerotothree.org).



ZERO TO THREE works to ensure all babies and toddlers benefit from the family and community connections critical to their well-being and development. Since 1977, the organization has advanced the proven power of nurturing relationships by transforming the science of early childhood into helpful resources, practical tools and responsive policies for millions of parents, professionals, and policymakers. For more information, and to learn how to become a ZERO TO THREE member, please visit [zerotothree.org](https://zerotothree.org), [facebook.com/zerotothree](https://facebook.com/zerotothree) or follow [@zerotothree](https://twitter.com/zerotothree) on Twitter.

## HealthySteps Program Definitions

The program definitions should be used when more a more descriptive, technical explanation of the HealthySteps program is warranted, which may be necessary in certain grant proposals, a presentation to potential sites or payers, or a set of comments on a proposed federal policy change, etc. These descriptions should be used with audiences for which detailed, technical language is appropriate.

### Short Version

HealthySteps, a program of [ZERO TO THREE](https://www.healthysteps.org), is an evidence-based, team-based pediatric primary care program that promotes the health, well-being and school readiness of babies and toddlers, with an emphasis on families living in low-income communities. Visit [healthysteps.org](https://www.healthysteps.org) to learn more.

### Mid-Length Version

HealthySteps, a program of [ZERO TO THREE](https://www.healthysteps.org), is an evidence-based, team-based pediatric primary care program that promotes the health, well-being and school readiness of babies and toddlers, with an emphasis on families living in low-income communities.

Babies' brains grow faster from ages 0-3 than any point in life and pediatric primary care is a trusted source of information for parents during these critical years. Yet, pediatric primary care physicians have an impossibly long list of services to provide during a well-child visit that can last just 15 minutes. HealthySteps provides tailored support for common and complex concerns that physicians often lack time to address, such as: behavior, sleep, feeding, attachment, parental depression, social determinants of health, and adapting to life with a baby or toddler. The entire practice works together to implement the HealthySteps model, with leadership from a Physician Champion and a child development professional, known as a HealthySteps Specialist, integrated into the primary care team. HealthySteps Specialists connect with families and guide them during and between well-child visits.

A multi-site randomized controlled trial, as well as other more recent site-level studies of HealthySteps, have demonstrated positive outcomes for children, their families, and the physicians and practices that serve them. Visit [healthysteps.org](https://www.healthysteps.org) to learn more.

### Long Version

HealthySteps, a program of [ZERO TO THREE](https://www.healthysteps.org), is an evidence-based, team-based pediatric primary care program that promotes the health, well-being and school readiness of babies and toddlers, with an emphasis on families living in low-income communities.

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HealthySteps is a population health model that includes eight Core Components organized into three tiers of service that are responsive to each family's needs. Universal services (Tier 1) for all children and families in the practice include: child developmental and social-emotional/behavioral screening; family needs screening; and access to a child development support line. Based on these universal screenings as well as clinical judgment and/or identified parent concerns, the practice identifies children and families in need of additional services. As needed, families receive short-term support services (Tier 2), including development and behavior consults with the HealthySteps Specialist; care coordination and systems navigation services; positive parenting guidance; and early learning resources. Children and families with the greatest needs also receive comprehensive services (Tier 3) in the form of ongoing, preventive, team-based well-child visits, during which both the HealthySteps Specialist and primary care provider meet with families.

A multi-site randomized controlled trial, as well as other more recent site-level evaluations of HealthySteps, have demonstrated positive outcomes for children, their families, and the physicians and practices that serve them. Children who participate in HealthySteps are more likely to attend recommended well-child visits and receive timely screenings and vaccinations. Their parents are more likely to: receive information on community resources and services; provide infants with age-appropriate nutrition; adhere to child safety guidelines; use positive parenting strategies; and engage in early literacy-enhancing practices with their children. They also report higher levels of satisfaction with their pediatric care than other parents. In addition, HealthySteps improves provider experiences, with physicians reporting that the model fosters a team-based approach to care and enhances their ability to effectively meet the needs of the children and families they serve. Visit [healthysteps.org](https://healthysteps.org) to learn more.

## Logo Usage

The HealthySteps logo is constructed of four elements: the logo mark, the registration mark, the tag line, and the program line. There are two options to choose from when using the logo. **The logo must always include “A Program of ZERO TO THREE”.** Sites can download the logo from [healthysteps.org/brand-assets](https://healthysteps.org/brand-assets) (login required).

### Primary Logo

The primary logo consists of all three main elements and should be used in all communications whenever possible.



### Secondary Logo

The secondary logo consists of the logo mark and program line. This horizontal version should be used only when necessary; use of primary logo is preferred.



## Color Options

All variations of the HealthySteps logo are produced in color, grayscale, black, white or reversed (see examples below). These are never to be altered. Should you need to alter the palette, please obtain permission by contacting the HealthySteps National Office at ZERO TO THREE.

COLOR



GRAYSCALE



NAVY (Preferred 1-color application)



WHITE/REVERSE



BLACK



### Logo Clear Space

To maintain clear space around the logo, imagine an invisible frame that is as wide as the height of the “H” in “Healthy” in whatever size it is reproduced. No other text or graphic should enter that space.



### Minimum Size

To ensure legibility, the logo must not appear smaller than 1.75" for the primary logo and 2" for the secondary logo. If printing within a smaller space (example: a pen), please contact the HealthySteps National Office at ZERO TO THREE for an alternative logo option.



### Brand Protection

#### LOGO USAGE WITH IMAGERY

To maintain the visual integrity of the HealthySteps logo and brand consistency across all materials, it is important to keep the logo clear and unobstructed when using it in conjunction with imagery and background colors. While placement may vary, proper contrast is vital for logo visibility. Whenever possible, use the color logo on a white background.



BACKGROUND TOO BUSY



GOOD CONTRAST



NOT ENOUGH CONTRAST



GOOD CONTRAST



COLORS TOO SIMILAR



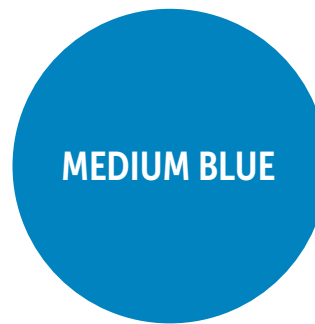
GOOD CONTRAST

## Color Palette

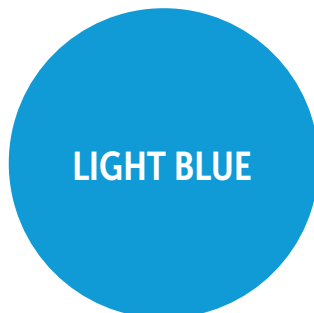
### Primary Color Palette



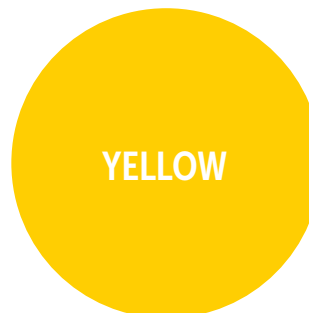
PRINT	PMS	<b>541 C</b>
	CMaYK	<b>100/78/32/21</b>
SCREEN	RGB	<b>15/64/107</b>
	HSV	<b>208/77/39</b>
	HEX	<b>#174063</b>
	WEBSAFE	<b>#036</b>



PRINT	PMS	<b>Process Blue C</b>
	CMYK	<b>100/35/7/0</b>
SCREEN	RGB	<b>0/131/191</b>
	HSV	<b>198/100/80</b>
	HEX	<b>#008dcb</b>
	WEBSAFE	<b>#06c</b>

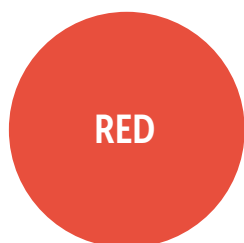


PRINT	PMS	<b>2925 C</b>
	CMYK	<b>76/25/0/0</b>
SCREEN	RGB	<b>16/154/214</b>
	HSV	<b>198/100/87</b>
	HEX	<b>#009bde</b>
	WEBSAFE	<b>#09f</b>

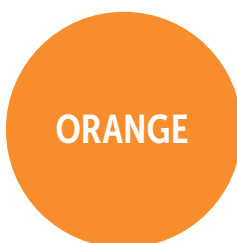


PRINT	PMS	<b>116 C</b>
	CMYK	<b>0/18/100/0</b>
SCREEN	RGB	<b>255/206/2</b>
	HSV	<b>48/100/100</b>
	HEX	<b>#ffce00</b>
	WEBSAFE	<b>#fc0</b>

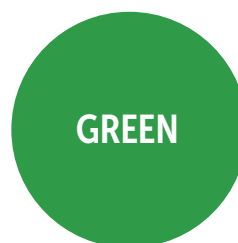
## Secondary Color Palette



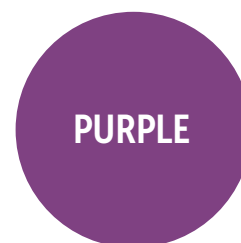
PRINT	PMS	<b>7625 C</b>
	CMYK	<b>3/84/82/0</b>
SCREEN	RGB	<b>232/79/61</b>
	HSV	<b>4/68/94</b>
	HEX	<b>#f0584d</b>
	WEBSAFE	<b>#c33</b>



PRINT	PMS	<b>715 C</b>
	CMYK	<b>0/54/93/0</b>
SCREEN	RGB	<b>247/141/44</b>
	HSV	<b>28/87/96</b>
	HEX	<b>#f58420</b>
	WEBSAFE	<b>#f63</b>



PRINT	PMS	<b>7739 C</b>
	CMYK	<b>81/15/100/2</b>
SCREEN	RGB	<b>47/154/71</b>
	HSV	<b>143/85/61</b>
	HEX	<b>#179b49</b>
	WEBSAFE	<b>#393</b>



PRINT	PMS	<b>7662 C</b>
	CMYK	<b>59/88/18/3</b>
SCREEN	RGB	<b>127/65/130</b>
	HSV	<b>296/51/51</b>
	HEX	<b>#7e4082</b>
	WEBSAFE	<b>#639</b>



PRINT	PMS	<b>2248 C</b>
	CMYK	<b>61/4/56/0</b>
SCREEN	RGB	<b>103/185/142</b>
	HSV	<b>148/36/56</b>
	HEX	<b>#67b98e</b>
	WEBSAFE	<b>#6C9</b>



PRINT	PMS	<b>7548 C</b>
	CMYK	<b>0/26/100/0</b>
SCREEN	RGB	<b>255/192/0</b>
	HSV	<b>45/100/50</b>
	HEX	<b>#ffc000</b>
	WEBSAFE	<b>#fc0</b>



PRINT	PMS	<b>1645 C</b>
	CMYK	<b>0/70/88/0</b>
SCREEN	RGB	<b>243/112/51</b>
	HSV	<b>19/88/57</b>
	HEX	<b>#f37033</b>
	WEBSAFE	<b>#f37</b>

## Typography

HealthySteps typefaces include Museo Sans and Museo Sans Condensed in multiple weights. As Museo is not a standard font, please use Calibri and Calibri Light as alternative fonts when needed.

### MUSEO SANS

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

### MUSEO SANS CONDENSED

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz

## Header Level 1

## Header Level 2

### Header Level 3

#### HEADER LEVEL 4

Body copy. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. *Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.*

Captions, references, text within graphics. Fusce eget sapien eget leo eleifend ornare. Nam magna ligula, consectetur at ligula sed, aliquet pulvinar libero. *Mauris varius sapien nec commodo finibus.*

## Imagery

Use imagery to reinforce the focus on relationships. Whenever possible, images should show infants and toddlers with parents, caregivers or pediatric professionals/HealthySteps Specialists. Imagery should feel authentic and reflect the diversity of the audience. Avoid images that feel unnaturally staged, such as isolated figures over white studio backgrounds. Please be sure you have full permission when publishing photos, whether online or in print.

### SAMPLES





## For More Information

If you have an application for the HealthySteps brand that is not covered in this guide or questions regarding proper use, please contact:

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ZERO TO THREE: National Center for Infants, Toddlers and Families  
1255 23rd Street, NW, Suite 350, Washington, DC 20037