
Communications Guide



Wood County

ADAMHS

Promoting Community Wellbeing

Alcohol, Drug Addiction and Mental Health Services Board

THIS IS THE OFFICIAL WCADAMHS BOARD COMMUNICATIONS GUIDE

This guide will assist you in creating materials and promoting the WCADAMHS Board.

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WHAT IS THE WCADAMHS BOARD?

The Wood County Alcohol, Drug Addiction, and Mental Health Services Board is responsible for the **planning**, **funding**, and **monitoring** of **public** mental health, addiction treatment, and recovery services delivered to the residents of Wood County.

You can call us: WCADAMHS, The Board, or
Wood County Alcohol, Drug Addiction, and Mental Health Services Board.

Boom. That's it.
That is how we talk about ourselves.

PHRASES WE USE

Board Members

Board Chair

Executive Director

Board Staff

Contracted Agencies

**Community Behavioral Health
Provider(s)**

Sliding Fee Scale

(Notice the capital letters)

PHRASES WE DO NOT USE

Counseling

Therapy

Emotional Support

Treatment

Crisis Care

**(We do not provide services.
Our contracted agencies do this, not us!)**

OUR FOUNDING STORY

In **1967**, the Ohio 107th General Assembly passed House Bill 648 to establish community mental health and retardation boards. In **1969**, the Wood County Board was established.

In **1980**, the Ohio legislature enacted House Bill 160 which would split boards into what we now know as Boards of Alcohol, Drug Addiction, and Mental Health and Boards of Developmental Disabilities.

Throughout the years we have continued to expand our projects and community agencies!

Our whole story is available [here](#).

OUR CURRENT CONTRACTED AGENCIES

Wood County Addiction Response Collaborative (ARC)

Children's Resource Center (CRC)

The Cocoon

Wood County Educational Services Center (ESC)

Harbor

National Alliance on Mental Illness in Wood County (NAMIWC)

OhioGuidestone

Unison Health

Zepf Center



DATA

We take a **human-first approach** when it comes to data. Our Director of Criminal Justice and Compliance collects specific outcomes from each agency per quarter and creates an annual report each year.

The Board has also established a **Community Action Plan** for 2023-2025.

All data is made publicly available on our website:

wcadamh.org

If you require something that isn't available initially, please create a [public records request](#).

OUR LOGO



Alcohol, Drug Addiction and Mental Health Services Board



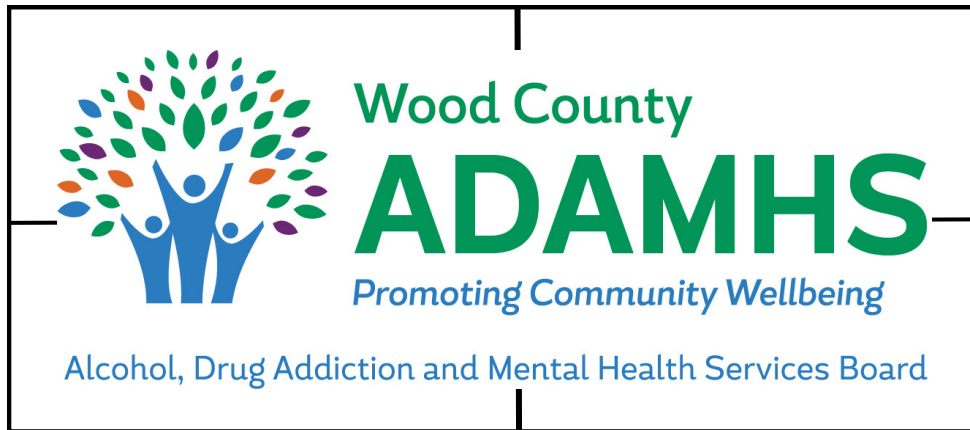
A white version of each logo is also available

These are the WCADAMHS logos.

Do not recreate, distort, stretch, or otherwise alter the logo.

Please only use the approved versions. Send an email to ksmith@wcadamh.org to request the official logo for use.

CLEARSPACE



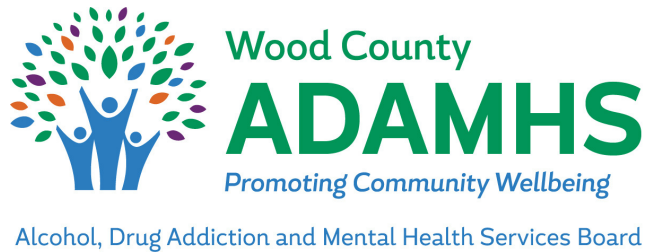
In order to preserve the integrity of our logo, it is important that no other logos, type, or other graphic elements infringe on its space.

The minimum clearspace around the entire logo is equivalent to 1/2 the height of the logo.

Clearspace also defines the minimum distance between the logo and the edge of any design.

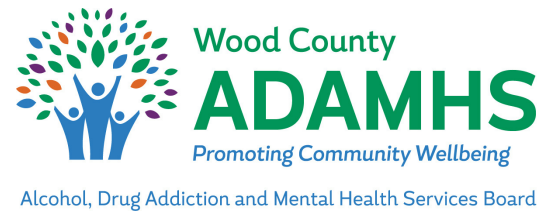
MINIMUM SIZE

DIGITAL



100 PX

PRINT



1 IN

Minimum size recommendations preserve the legibility of the logotype at small sizes. At larger sizes, the logo should increase. **It must be clearly visible and match the size of communication.**

LOGO USAGE

DO

Use the approved WCADAMHS logos on external sites or in marketing communications to promote any contracted agency with services funded by the board.

Use the standard logos in the context of driving awareness to a keyword.

Use the logo as a link to the WCADAMHS website or details on a WCADAMHS partnership.

DO NOT

Use the logo to imply a strategic partnership with the WCADAMHS Board unless approved by the Executive Director.

Modify the logos.

Display the WCADAMHS logo in a manner than is misleading, unfair, defamatory, infringing, libelous, disparaging, obscene, or otherwise objectionable to the WCADAMHS Board.

PRIMARY BRAND COLOR

This is the WCADAMHS Board's primary brand color. Please make sure to use the appropriate values below when using our green - RGB or HEX for digital, CMYK or PMS for print. With consistent use, WCADAMHS' Green is an immediate identifier of the brand.

Green

RGB: 0 / 149 / 88

CMYK: 100 / 0 / 41 / 42

HEX: #009558

PMS: Pantone Green 348 C

Why Green?

Green is often used to signify hope, resiliency, and freshness. Green grabs our viewers attention and conveys that there is hope with our treatment providers.



BRAND SECONDARY COLORS

Use these secondary colors as accents to our primary WCADAMHS Green. They should be used to complement and not detract from our main brand color.



Blue

RGB: 42 / 124 / 191
CMYK: 78 / 35 / 0 / 25
HEX: #2A7CBF



Purple

RGB: 106 / 40 / 117
CMYK: 9 / 66 / 0 / 54
HEX: #6A2875



Orange

RGB: 221 / 102 / 38
CMYK: 0 / 54 / 83 / 13
HEX: #DD6626

Thank

You!



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