

Contract Promotions Guidelines

I. PURPOSE

The purpose of these guidelines is to standardize the process to create, approve, and release promotional material for community partners who receive funding from the County of San Luis Obispo to provide programming as part of the Mental Health Services Act (MHSA) workplan.

II. SCOPE

These guidelines are applicable to all community health care providers who receive funding from the County of San Luis Obispo to provide programming as part of the Mental Health Services Act (MHSA) workplan.

III. DEFINITIONS

The County of San Luis Obispo requires acknowledgement of public financial support for programs and services provided by contracted entities.

Promotional material refers to:

Any information printed, aired, or published online. This includes (but is not limited to) press releases, brochures, social media announcements, educational materials, exhibition signage, promotional items, use of County and MHSA logos, etc., that promotes, informs, provides outreach, or implements a service or program which the County of San Luis Obispo has funded as part of the Mental Health Services Act (MHSA) workplan.

IV. GUIDELINES

A. **Press Release.** Contractor shall issue a press release announcing contract award within **30 days** of executed contract.

1. Press release shall acknowledge the County of San Luis Obispo and the Mental Health Services Act (MHSA.)
2. Press release shall use the following standard language:

“Funding for this program is/was provided by the County of San Luis Obispo through the Mental Health Services Act and in collaboration with the County Behavioral Health Department.”

- B. Include the County logo (popular mark) and the MHSAs logo on print and digital materials promoting MHSAs-funded programs and activities.
1. If space allows on design, Contractor shall include the standard language stated above (A2.)
 2. The Behavioral Health Department will supply providers with County and MHSAs logo artwork. The logos must be produced as units without alteration.
 - i. On all printed and online material, County and MHSAs logo shall be in similar proportion to Contractor's logo.
 - ii. It is essential to maintain the clear space around the County mark to maximize clear recognition and visual impact. To ensure readability, the clear space around the mark should always be at minimum 1/3 of the height of the mark. For example, if the mark is 2" (two inches) in height, the clear space should be a minimum of 2/3" (two-thirds of an inch) on each side of the mark.
 - iii. The County mark can be enlarged proportionally to any size. However, for ideal legibility in print and the web, it shall not be scaled below a minimum size. For print, the mark shall not be sized to be smaller than .75 inches wide.
 - iv. Refer to the County of San Luis Obispo Identity Standards Manual for more details on requirements surrounding the County's logo. The manual can be found at www.slocounty.ca.gov/ID-standards-manual.
 3. The County Seal is for Board of Supervisors business **only** and shall not be used on materials related to any MHSAs-funded program or activity.
 4. Print and digital materials that require attribution include, but are not limited to:
 - i. **Educational Materials.** Brochures, pamphlets, flyers, etc. should all display the County and MHSAs logos and standard language from (A2.) preceded by the phrase "Funded by".

- ii. **Advertising.** Advertisements, regardless of size or length, should credit the source of their funding using the standard language from (A2) in addition to the County and MHSA logos.
 - iii. **Websites.** Websites should display the standard language from (A2) as well as the County and MHSA logos.
 - iv. **Film and Videos.** Acknowledgement of support is expected to be contained at the beginning and end of each funded program, in the form of the language presented in (A2.)
 - v. **Audio and Radio Materials.** Acknowledgement of support must be contained at the beginning and end of each program (A2,) and in all non-broadcast related materials associated with the program.
 - vi. **Promotional Materials.** Apply the language from (A2) and the County and MHSA logos prominently in any printed, filmed, or online promotional materials.
 - vii. **Exhibition Signage.** If no programs are printed for an exhibition, credit should be given by way of printed text (A2) either hung on a wall or on a placard placed by the entrance of the exhibit space.
 - viii. **Public Events.** Any MHSA-funded public event should inform its attendees orally of its sponsor. Signage at the event should give credit through use of the standard language (A2) and County and MHSA logos.
5. Public Speaking Engagement: When written credit is not applicable (such as in public speaking, panels, forums, media interviews, etc.) verbal credit must be given in the form of the standard language (A2) prior to materials airing.
- C. MHSA funds shall not be used in conjunction with an event which promotes the sales or consumption of alcohol or other drugs; therefore, the County logo and the MHSA logo shall not be used in the promotion of these events.
1. Alcoholic beverage is defined as beer, wine and distilled spirits and products. Other drugs include tobacco, cannabis, and other legal and illegal drugs which may inhibit recovery. In every instance where alcoholic beverages are permitted, the individuals and organizations involved are responsible for compliance of all Mental Health Services Act funds and regulations. When advertising events that involve alcohol products, the use of MHSA funds is prohibited.
 2. The name of an alcoholic beverage product may not be connected to the name of an MHSA funded event.

3. Organizations may not distribute posters or other promotional items that utilize the County or MHSA logo in combination with an alcoholic beverage trademark or logo.

D. To inform the County of upcoming events, activities, or program changes, contractor shall send all MHSA contract-related activity press releases, media advisories and general promotional materials to the County at behavioralhealth@co.slo.ca.us.

1. Contractor shall submit all promotional materials for review **14 days prior** to contract-related activities.

V. DOCUMENT HISTORY

DOCUMENT HISTORY			
Status: Initial/ Revised/Archived Description of Revisions	Author	Approved by	Effective Date
Initial Release		Anne Robin	07/01/2018

Approved by: _____ Date: _____

Anne Robin
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Behavioral Health Administrator