



COBB & DOUGLAS PUBLIC HEALTH

Healthier lives. Healthier community.

Cobb & Douglas Public Health has been the centerpiece of health and safety for the counties we serve since 1922, also impacting the state, the region and the world with our wide-reaching services. No other organization in the area does what we do to improve local quality of life: preventing the spread of disease with our environmental health, disease tracking and emergency response network, promoting health and safety through education and communication, and providing exceptional medical services.

VALUE PROPOSITION

COBB & DOUGLAS PUBLIC HEALTH:

- Prevents disease from spreading locally and beyond
- Protects our community from environmental threats
- Offers exceptional, cost-effective health services
- Is a trusted resource and an essential community partner
- Leads emergency preparedness and response
- Is comprised of compassionate staff members that are industry experts

OUR NEW LOGO HIGHLIGHTS THREE PRIMARY AREAS OF FOCUS

COMPRISED OF



PMS 1655



PMS 7408



PMS 7710



PMS 382



PMS 258



PMS 219



PMS COOL GRAY 9

PROMOTION

PROTECTION

PREVENTION

BRAND PERSONALITY

- Professional
- Compassionate
- Helpful
- Trusted
- Knowledgeable
- Accessible
- Respectful
- Dedicated
- Reliable
- Forward-Thinking
- Responsive
- Reputable
- Innovative
- Ethical
- Responsible

The Cobb & Douglas Public Health signature consists of two components. The “**Working Together Mark**”, the graphical element that captures the essence of CDPH. And the new logo type, “**Cobb & Douglas Public Health.**” The logo may be used with or without the tagline “**Healthier Lives. Healthier Community.**” Both elements combine to modernize the logo in a professional, dynamic and bold way. It distinctly differentiates CDPH from others and reflects the high quality of health services that are offered.

COBB & DOUGLAS PUBLIC HEALTH

Connecting individuals, organizations, and the community to keep them safe and healthy. Recognized as the leading public health provider in Georgia, striving to protect residents, prevent disasters and accidents, and promote health and well being. Font treatment in grey, provides stability; neutral & grounding. Clean bold sans serif that is easily read and used on a variety of media. Together with the color palette, the new corporate identity reflects the professionalism and high-quality health services that CDPH provides every day.



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WORKING TOGETHER MARK

Each section represents one of three primary areas of focus: promotion, protection and prevention. All services CDPH provides are representative of one or all of these components. The design also conveys a spirit of cooperation, representing the connection of residents with the resources they need and working with government agencies, businesses, education providers, other health providers and the community for the well being of residents and visitors.