



SHARP Survey **Brand Guidelines**



Department of Health
& Human Services

Who We Are

SHARP is a valuable tool for parents. It helps keep parents in control.

The SHARP survey is an anonymous survey given to 6th through 12th graders. SHARP is confidential. SHARP is important. And SHARP is voluntary. It gives parents a window into the minds of teens and their peers. Survey data helps parents know what to talk about. SHARP data offers powerful, localized insights. Ultimately, it helps parents stay in control so they can protect their teens' mental and physical health.

SHARP Language:

The official title of the survey is “The SHARP survey”. Using that for every instance can become cumbersome. Use “SHARP is _____” for headlines while “The SHARP survey” should first be used in body copy and then shortened to “SHARP” later on. Below is a guideline on how and when to use the official name and the shortened name.



SHARP is a valuable tool for parents.

It helps keep parents in control.

The SHARP survey is an anonymous survey given to 6th through 12th graders. SHARP is confidential. SHARP is important. And SHARP is voluntary. It gives parents a window into the minds of teens and their peers. Survey data helps parents know what to talk about. SHARP data offers powerful, localized insights. Ultimately, it helps parents stay in control so they can protect their teens’ mental and physical health.



The SHARP survey is a valuable tool for parents.

It helps keep parents in control.

The SHARP survey is an anonymous survey given to 6th through 12th graders. The SHARP survey is confidential. The SHARP survey is important. And the SHARP survey is voluntary. It gives parents a window into the minds of teens and their peers. Survey data helps parents know what to talk about. The SHARP survey data offers powerful, localized insights. Ultimately, it helps parents stay in control so they can protect their teens’ mental and physical health.

Primary Logo

Logo Guidelines

**The logo is the hallmark
of the brand.**

This is the primary logo to be used for the SHARP survey campaign materials. There are three variations of the icon available. Use the icon with the most detail when the logo is large and the icon with the latest detail when the logo is very small.

Primary Mark:

There are three color variations of the logo based on the unique needs of the project. In most instances, use the dark blue version of the logo. When appropriate, use the black or white version of the logo when color isn't possible. On dark or colorful backgrounds, use the inverted white version of the logo to help it pop off the background with greater contrast.

Large/Med
Use



**Department of Health
& Human Services**

Small
Use



**Department of Health
& Human Services**

Extra Small
Use



**Department of Health
& Human Services**

Logo color variation:

Logos must be clearly separated from other elements including type, illustration, photography, accompanying logos, and margins. The clear space around the logo preserves the legibility and its visual impact. The clear space is determined by the height of the wordmark.



**Department of Health
& Human Services**

Use the blue version
whenever possible.
Negative



**Department of Health
& Human Services**

Use the blue version
whenever possible.
Positive



**Department of Health
& Human Services**

Use the white logo on colorful
backgrounds where contrast is great.

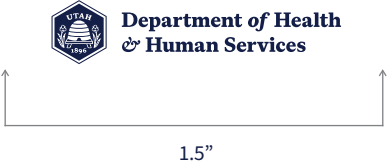
Logo Spacing:

Logos must be clearly separated from other elements including type, illustration, photography, accompanying logos, and margins. The clear space around the logo preserves the legibility and its visual impact. The clear space is determined by the height of the wordmark.



Minimum width:

To make sure the logo is legible and easy-to-read, the minimum size for reproduction of the DHHS logo and operational unit logos is 1.5" wide on the horizontal format and 1" wide on the vertical format. There are no maximum size restrictions if the clear space requirements are met, and the integrity of the letter forms and mark are retained. The graphic should not be grainy, pixelated, or distorted in any way.



Logo Don'ts:

Be careful to always use the logo properly. These are the guidelines and best practices to follow to make sure the logo is used correctly.



Do not alter the logo colors or use unapproved color formats.



Do not allow the logo to become distorted due to improper scaling. Hold down “shift” when resizing.



Do not rotate the logo.



Do not place over busy patterns or imagery.



Do not adjust the letters in any way.



Do not use drop shadows.



Do not change the font of the letters within the logo.

Logo Backgrounds:

Logo placement matters. It can affect its visibility. To ensure it is easy to see, be careful with the background you choose. These are the rules for the most common scenarios but use your best judgment so that the logo is easy to see and has high contrast.

Logo should always be in full color when on a plain white background.



Logo can appear over content as long as readability is maintained.



Variation logo should appear white when on solid colored backgrounds.



Variation logo can appear in color or white over content as long as readability is maintained.



Avoid busy backgrounds and content with poor contrast. ❌



Avoid busy backgrounds and content with poor contrast. ❌



Avoid using the full-color variation logo on solid-color backgrounds. ❌



Tagline

SHARP

is...

The brand's tagline is open-ended, allowing for endless combinations.

SHARP's tagline structure allows it to rotate through numerous positive descriptions. As a best practice, use this tagline template in combination with a third, complimentary word such as anonymous, important, or voluntary. Use your best judgment based on the layout and specific project needs. When space allows, use multiple instances of the tagline to deliver as much information as possible. Note: It's possible that a future tagline could replace this on a permanent basis or even for a specific campaign.

Spacing:

Leave enough space between the word “is” and the addition of the third word or phrase that follows. Follow the spacing requirements. Pay close attention to the box that underlines the copy.

Make sure spacing between the two sets of copy is consistent and matches. At this size it is 0.33” wide.

SHARP is  copy here.

Box underlining copy should overlap the copy and be consistent in height and positioning.

Box underlining copy should start half way into the first letter and end halfway into the ending period.

Background:

The copy should be on a legible background with high contrast. If placed on a background, use the alternative version.

SHARP is **important.**

SHARP is **confidential.**

SHARP is **voluntary.**

Colors should be changed to the following if placed on dark background to create better contrast.

Placement:

In most circumstances, it can be used as a headline to introduce the main talking points of the SHARP campaign. In certain situations, it can be used lower in the design hierarchy.



Dear Parent:
The Utah Department of Health and Human Services asks permission for your child to take the Student Health and Risk Prevention (SHARP) survey.

What is the SHARP survey?

The SHARP survey will be given to 6th through 12th grade students in spring 2025. It's **anonymous** and asks questions about physical, social and mental health; substance use; social connections; basic demographics; risky or harmful behaviors—and what protects kids from these things.

The questions your child gets depend on the grade they are in. Sixth graders do not get the same survey as older students. It's taken during school and takes about 30-45 minutes. You can find the survey questions at www.sharp.utah.gov or in the school office.



SHARP is confidential.

All responses are anonymous and confidential. We don't collect any information that could identify your child or your family. Results are reported at a local level and available to parents online. Results are also shared with your local school district, health department, and researchers.

SHARP is important.

The SHARP survey has provided insight into things affecting our kids for more than 20 years. It helps parents know what to talk about with their kids, like vaping. It also helps school administrators, teachers, parents, public health, and community leaders to work together to help Utah students.

SHARP is voluntary.

Utah law requires permission for your child to participate in the survey. Your child may stop the survey at any time or skip questions if they choose. They will not be penalized for not participating.



Department of Health
& Human Services

Sign and return the form to your child's school.

Your child's first and last name: _____

Check the box and sign below:

☐ I give permission for my child to take the SHARP survey.

☐ I DO NOT give permission for my child to take the SHARP survey.

Parent/guardian signature: _____ Date: _____

For questions about the SHARP survey or to have a copy of the questions sent to you, contact Ryan Carrier (801-859-8710 rcarrier@utah.gov), Mary Johnston (801-842-2682 mary@bach-harrison.com), or the DHHS Institutional Review Board (dhhs_irb@utah.gov).

11

Brand Guidelines

SHARP Survey

Branding Palette

Color

Colors bring the brand to life.

To keep the brand consistent, always use the correct colors. SHARP's brand colors were carefully selected to be attention-grabbing and harmonious, giving the designer flexibility depending on the medium.

Color:

The SHARP survey’s primary colors are Dark Blues , Blue and Light Blue. They should be the most used colors. Use the secondary colors when you need flexibility in your design. They bring variety and are ideal when the project is more complicated, longer, or has additional pieces to it. For additional variety, tints of all colors are allowed as accents.

Primary

Dark Blue CMYK: 100,86,41,52 HEX: 071D49	Blue CMYK: 99, 78, 0, 43 HEX: 093692	Light Blue CMYK: 48, 4, 0, 0 HEX: 81D0F0	CMYK: 0, 0, 0, 0 HEX: ffffff	CMYK: 75, 68, 67,90 HEX: 000000
---	---	---	---	--

Secondary

CMYK: 0, 29, 88, 0 HEX: FFB81D	CMYK: 0, 56, 100, 0 HEX: FF8C03
CMYK: 0,99,100,33 HEX: AA0200	

*Based on DHHS style guide

Font Suite

Typo- graphy

**Typography helps our brand
communicate clearly.**

Typography is an effective way to deliver a written message and establish a tone consistent with the brand identity. It is essential for typography to remain consistent in all our messaging.

Brand Typeface:

The State of Utah brand has its own proprietary typeface UT Industry. It is an American Style Serif, bold , hard-working and with a sense of gravitas. It comes in four weights.

Regular
Medium
Bold
Heavy

*Based on DHHS style guide

Brand Typeface:

Our supporting typeface is called Source Sans Pro. It is an open source font and is used to support the primary typeface or when accessibility is paramount.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz
Àá Ææ Éé Íí Ññ Óó Œœ Úú Üü ff ft fft
. , : ; ... ! ; ? ¿ • * # ? / \ | | - - — _ () { } [] “ ” , „ ' "
< > « » @ ¶ § † ‡ © ® ¢ ™ ° \$ ¢ £ ¥ %
0 0 1 2 3 4 5 6 7 8 9 0 1 2 3 4 5 6 7 8
1/8 1/4 1/2 2/3 3/4 + - x = ≠ ± < > ~ ≈
← ↑ → ↓

*Based on DHHS style guide

Typeface Overview:

Our typeface is designed for optimal contrast between wrights. It is important to ensure optimal contrast between different point sizes as well.

Headlines	Display Heading 1 Heading 2	ABCDEFGHIJKLMNOPQRSTU- VWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Primary	UT Industry	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Secondary	Source Sans Pro	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Body Copy	Lesciatem qui sit aniendes reiumquataUntem quaectur ant lacerep erumet antur, omnimin, Con quoditae velecum faccaeriam aut volorionse rempore porecus nihic tecerita denihil. Mo experupta prate dio doluptas maxime conectiae nistionse reribuscieni.	Lesciatem qui sit aniendes reiumquataUntem quaectur ant lacerep erumet antur, omnimin, Consequoditae velecum faccaeriam aut volorionse rempore porecus nihic tecerita denihil. Mo experupta pratendio doluptas maxime conectiae nistionse reribuscieni.

*Based on DHHS style guide

Typography Hierarchy:

Here, text is making use of our typography suite to structure content with a strong sense of hierarchy.

Always use title case in headlines to ensure legibility. Use proper hierarchy between the design’s headline, subhead and body copy. The headline should use UT Industry bold. The subhead should be noticeably smaller than the headline. However, it can use a highlight effect to help it stand out and maintain secondary importance. The body copy should always be smallest, but large enough to be clear and legible.

SOURCE SANS BLACK
Tracking 100

Headline
UT Industry Bold
Sentence Title Case or Sentence case
Tracking 0

Subhead
UT Industry
Sentence Case

Body Copy
UT Industry Regular
Sentence Case

Body Copy
Source Regular
Sentence Case

Source Sans Regular
10/12 Tracking +75

STRATEGIC PLAN

Build Here

The subheads are small, in sentence case and can be highlighted.

The body copy should look like this. Notice it’s smaller than the subhead. Choose a size that makes the message legible. This is where our audience learns more details.

The body copy should look like this. Notice it’s smaller than the subhead. Choose a size that makes the message legible. This is where our audience learns more details.

LEARN MORE

Visual Styles

Imagery

The right imagery can bring the brand to life. Choose carefully.

Use photography and design elements based on the individual needs of the project. Design shapes and elements can bring a pop of color and personality and help make the message more relatable. Photography is an ideal choice for more serious messages and when we need to help our target audience connect to the message.

Do's and Don'ts:

Original photography is ideal, but if using stock imagery, be careful to select high-quality imagery that matches the look and feel of the brand.

DO use shapes, patterns, and layering to bring texture to the design.
Use brand colors.



DO use photos that are naturally lit and not artificially bright.



DO select imagery that is realistic and doesn't feel too posed.



DON'T use obvious stock-style photography.



DON'T use illustrations of people.



Shapes and Design:

An important part of this brand is utilizing shapes alongside the photography to help the content be inviting and friendly while still being educational. While there will be some sharp edges, a majority of the edges in the art should be rounded.

Boxes behind text will have rounded edges.

What is the SHARP survey?

The Student Health and Risk Prevention (SHARP) survey is conducted by the Utah Department of Health & Human Services every other year. It's given to Utah students in 6th through 12th grades. It's anonymous and asks questions about physical, social and mental health; substance use; social connections; basic demographics; risky or harmful behaviors—and what protects kids from these things.

SHARP is confidential.

We understand that students need to feel safe. That's why the SHARP survey is confidential and anonymous. Nothing your child reports can be linked to them or your family. Results are reported at a local level and available online. Your family's privacy is a priority.

SHARP is voluntary.

Your child's participation in the survey is completely voluntary and requires your permission. Your child may stop the survey at any time or skip questions if they choose. They will not be penalized for not participating.

The survey takes about 30-45 minutes and is given during one class period. The questions your child gets depend on the grade they are in. Sixth graders do not get the same survey as older students. The more students who participate, the clearer the picture is. With more accurate information, you're able to better protect your family's health.

SHARP is important.

The SHARP survey has provided insight into things affecting our kids for more than 20 years. It helps parents know what to talk about with their kids. It also helps schools, teachers, parents, public health, and community leaders work together to help Utah students. Your participation helps us spot growing concerns, like increases in mental health needs or vaping, and craft effective solutions. Resources that have come out of SHARP data include:

SAFE UT

The SafeUT app - connecting teens and families to confidential crisis counselors

See Through the Vape

See Through the Vape - tools that prevent teens from starting to vape

Parents Empowered

Parents Empowered - tools to help parents combat underage drinking

Learn more at sharp.utah.gov.

Department of Health & Human Services

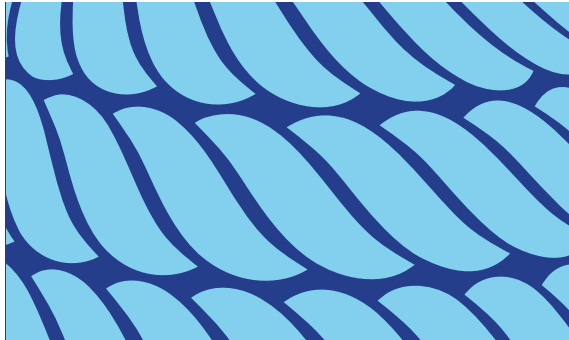
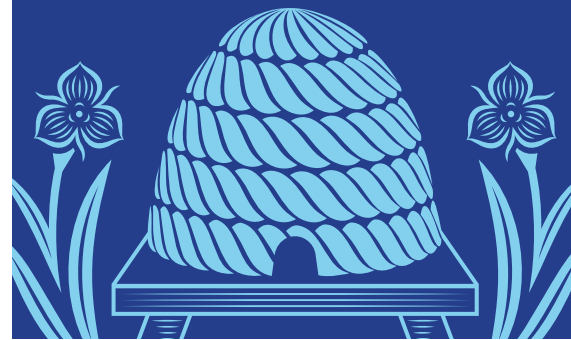
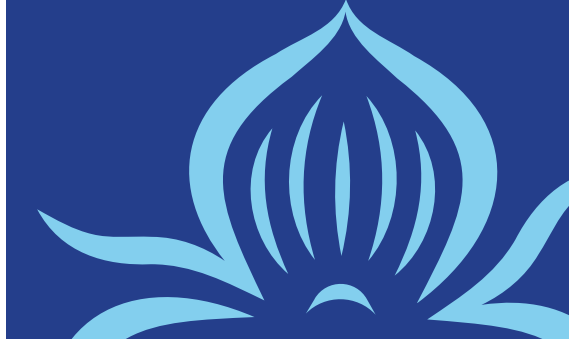
design elements

Circles used often as design elements and clipping of photos

Boxes behind text will have rounded edges.

Design Elements:

The large variant of the Icon features a highly detailed illustration of our beehive and sego lilies. By cropping in on the illustrations, you can create an array of backgrounds and textures.



Past Projects

Sample Artwork

Here are some examples from past projects.

These are a few examples of projects that demonstrate the brand's style. They show how the colors, typography, and photography or illustration can be used together. Use them as a loose guideline, but don't feel the need to replicate them.

Sample Artwork:

These examples show how vector shapes and photography can be used in your design. Refer to them as a loose example of how to adhere to the brand’s rules.

What is the SHARP survey?

The Student Health and Risk Prevention (SHARP) survey is conducted by the Utah Department of Health & Human Services every other year. It's given to Utah students in 6th through 12th grades. It's anonymous and asks questions about physical, social and mental health; substance use; social connections; basic demographics; risky or harmful behaviors—and what protects kids from these things.



SHARP is **confidential.**

We understand that students need to feel safe. That's why the SHARP survey is confidential and anonymous. Nothing your child reports can be linked to them or your family. Results are reported at a local level and available online. Your family's privacy is a priority.

SHARP is **voluntary.**

Your child's participation in the survey is completely voluntary and requires your permission. Your child may stop the survey at any time or skip questions if they choose. They will not be penalized for not participating.

The survey takes about 30-45 minutes and is given during one class period. The questions your child gets depend on the grade they are in. Sixth graders do not get the same survey as older students. The more students who participate, the clearer the picture is. With more accurate information, you're able to better protect your family's health.

SHARP is **important.**

The SHARP survey has provided insight into things affecting our kids for more than 20 years. It helps parents know what to talk about with their kids. It also helps schools, teachers, parents, public health, and community leaders work together to help Utah students. Your participation helps us spot growing concerns, like increases in mental health needs or vaping, and craft effective solutions. Resources that have come out of SHARP data include:

**SAFE UT**

The SafeUT app – connecting teens and families to confidential crisis counselors

**See Through the Vape**

– tools that prevent teens from starting to vape

**Parents Empowered**

– tools to help parents combat underage drinking

Learn more at sharp.utah.gov.



Dear Parent:

The Utah Department of Health and Human Services asks permission for your child to take the Student Health and Risk Prevention (SHARP) survey.

What is the SHARP survey?

The SHARP survey will be given to 6th through 12th grade students in spring 2025. It's **anonymous** and asks questions about physical, social and mental health; substance use; social connections; basic demographics; risky or harmful behaviors—and what protects kids from these things.

The questions your child gets depend on the grade they are in. Sixth graders do not get the same survey as older students. It's taken during school and takes about 30-45 minutes. You can find the survey questions at www.sharp.utah.gov or in the school office.



SHARP is **confidential.**

All responses are anonymous and confidential. We don't collect any information that could identify your child or your family. Results are reported at a local level and available to parents online. Results are also shared with your local school district, health department, and researchers.

SHARP is **voluntary.**

Utah law requires permission for your child to participate in the survey. Your child may stop the survey at any time or skip questions if they choose. They will not be penalized for not participating.

SHARP is **important.**

The SHARP survey has provided insight into things affecting our kids for more than 20 years. It helps parents know what to talk about with their kids, like vaping. It also helps school administrators, teachers, parents, public health, and community leaders work together to help Utah students.



Sign and return the form to your child's school.

Your child's first and last name: _____

Check the box and sign below:

☐ I give permission for my child to take the SHARP survey.

☐ I DO NOT give permission for my child to take the SHARP survey.

Parent/guardian signature: _____ Date: _____

For questions about the SHARP survey or to have a copy of the questions sent to you, contact Ryan Carter (801-400-4733) ryan@utah.gov, Mary Johnston (801-402-2882) mary@hhs.utah.gov, or the SHARP Institutional Review Board (sharp_irb@utah.gov).

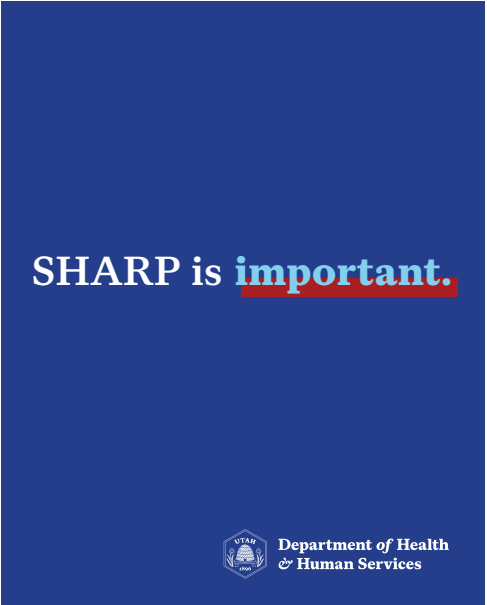


SHARP is Confidential, Important, Voluntary, Local.

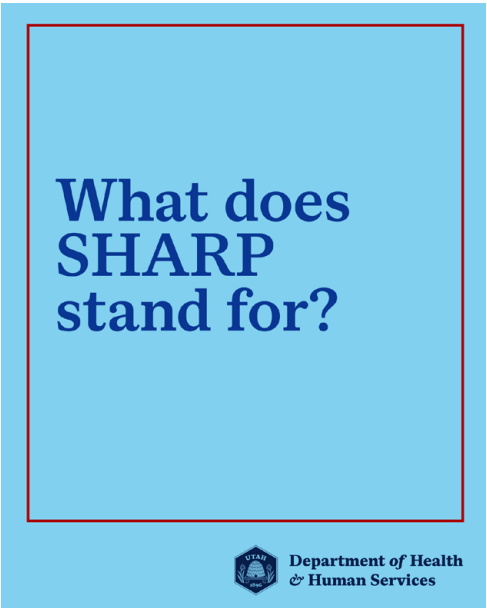


Sample Social:

These examples show how photography and design elements can be used in your design in reference to social. Social should follow the brand guidelines, be simple, have shorter text, and always include the logo.



This could also be a video /GIF of the highlighted word switching out to showcase different words.



Messaging Voice

Editorial Guidelines and Tone

The brand has a tone to follow.

SHARP is clear and concise. Our tone should always come from a place of honesty and transparency so parents know they can trust us. It's fact-based and informative. It uses language our audience can relate to. It's direct without being confrontational or combative. It's supportive. It's sensitive to the needs of our audience and our community. It's relatable, without the need for flowery speech. SHARP always keeps the parents as the foundation of its messaging.

Thank You



Department of Health
& Human Services