SHARP survey
Brand guidelines

Utah Department of
Health & Human
Services

Who we are

SHARP is a valuable tool for parents. It helps empower parents.

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. Additionally, survey data helps parents know what to talk about with the powerful, localized insights it offers. Ultimately, it supports parents and empowers them so they can help their child navigate adolescence and protect their mental and physical health.

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 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.

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.

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It helps empower parents.

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 he 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.

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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 he 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.

SHARP terms:

Create consistency in terminology. Shift from citing data as PNA or YRBS specifically, and instead reference it as "SHARP" so parents, schools and government officials see a familiar term every single time. If a specific survey instrument must be cited, reference it as "SHARP PNA" or "SHARP YRBS" to help reduce confusion.

✓

SHARP

The SHARP survey

SHARP PNA

SHARP YRBS

✗

YRBS

PNA

Messaging pillars:

Administered with care for student privacy

The SHARP survey is completely voluntary and anonymous. Parents must give consent and kids must also choose to participate and can skip any question they are not comfortable with. Parents should understand that nothing about SHARP is forced, and individual data is never exploited. The information gathered from the survey is never traced back to individuals and is only used in totality to identify patterns and trends in the community. Parents should be assured their child's participation in SHARP is protected, and their privacy is always a priority.

More student voices means stronger insights for parents

Teens sometimes have a hard time sharing their perspectives and experiences, which is why the SHARP survey is anonymous. It allows open and honest participation from thousands of teens across Utah communities. With more participation, parents benefit from a clearer picture of what's going on with their teens and peers. The more teens that have a voice in the community, the more accurate the SHARP data is, which means parents can take action that's most effective in protecting their family's health.

Messaging pillars continued:

Data shows us what's working and what needs attention

The SHARP survey is the most comprehensive source of information for keeping Utah teens healthy. For parents, the insights are invaluable because they come directly from teens. The survey is another way kids can tell their parents about challenges they face (even the most sensitive), and it's a way for them to confirm what actions parents are already taking that are keeping them healthy and on the right track. SHARP insights help parents prevent unhealthy behaviors in their family and set their teens up for successful futures.

Sharing knowledge and strategy builds healthier teens

The SHARP survey provides knowledge to parents and other influential adults who have a role in keeping teens safe and healthy. Consistency in information and strategy helps parents find support among teachers, school administrators, counselors, and local health professionals and lawmakers. When the community uses SHARP insights and strategies, parents' efforts in the home are reinforced outside the home at every turn.

SHARP data:

Always frame the data in terms of benefits to parents/community, rather than benefits to health officials. For example, parents care that data helps keep kids healthy, not about data helping get grant money.

SHARP reporting recommendations:

*This page will evolve as we work on assets for the powerpoint.

- Use consumer language, not healthcare or research jargon so people can easily follow along and find exactly what they are interested (i.e., "why is this happening" or "what can be done").

- Add headlines and language to each graph that highlights what the data is telling us and why it's important.

- Create an infographic to highlight the key trends in the report.

- Utilize images and icons to help people understand the key points more quickly than text.

- Create an approachable executive summary that highlights key graphs and key trends. Add the detail to an appendix section.

- Create page links in the table of contents to direct readers to the section that they are looking for.

- Include actionable information on what resources, programs, and actions parents can take to reduce risky behaviors and keep their teens safe.

Logo guidelines

The logo is the hallmark of the brand.

The Utah Department of Health & Human Services logo will appear on everything we do. Consistent usage allows our audience to trust our message and recognize it as official, so that it carries a sense of authority. Follow the logo guidelines to help our message cut through the clutter and stand out.

Primary mark: This is the primary logo to be used for the SHARP survey campaign materials. The logo gives our messaging a sense of trust. Its shape instantly conveys the fact that it is local and Utah-based, giving it authenticity. Furthermore, the heart shape gives it a softer touch, suggesting that the brand cares about both the audience and its mission. Consistent and thoughtful application of our primary logo across various platforms ensures that every encounter with our brand leaves a lasting and cohesive impression. Please use the spanish logo when applicable.

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Departamento de
Salud y
Servicios Humanos
de Utah

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de Utah

*Based on DHHS style guide

Logo variation:

There are three versions of the logo based on the unique needs of the project. In most instances, use the full color 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.
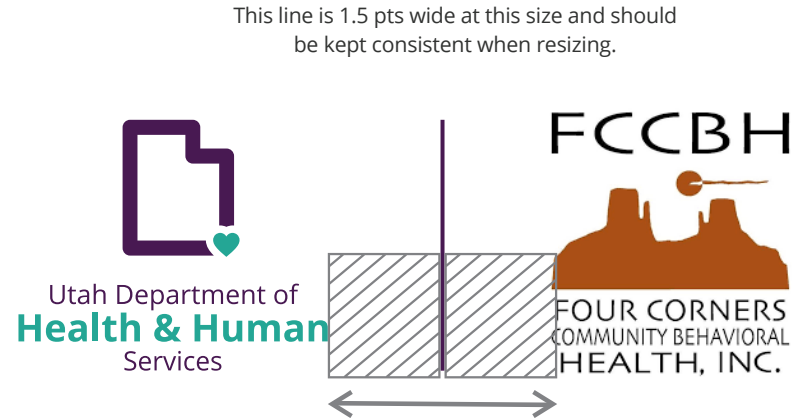
Utah Department of
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Services

Use the full-color version
whenever possible.

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Utah Department of
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Services

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

*Based on DHHS style guide

Logo partnerships:

Some documents may require the use of additional logos such as joint projects with other state departments, program partners or organizations; these must be approved though the communications director. When using other logos, the DHHS logo should be displayed first with a line seperating the two logos. If a DHHS organizational unit logo is used, adding the DHHS logo is not required.

This line is 1.5 pts wide at this size and should be kept consistent when resizing.

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Services

FCCBH

FOUR CORNERS
COMMUNITY BEHAVIORAL
HEALTH, INC.

Make sure spacing between the two (or more) logos is consistent and matches. At this size, each box is 1.6" wide.

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 defined in proportion to the height of the DHHS logo. The height of the logo is represented as "x."
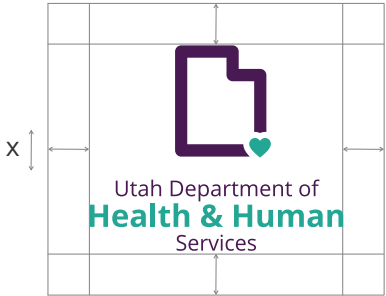
Minimum width:

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 horizontal 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.

*Based on DHHS style guide

X

Utah Department of
Health & Human
Services

Utah Department of
Health & Human
Services

X

Utah Department of
Health & Human
Services

1"

Utah Department of
Health & Human Service
Continuous Quality & Improvement

1.5"

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.

*Based on DHHS style guide

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.

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

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Variation logo should appear white when on solid, colored backgrounds.

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

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Avoid busy backgrounds and content with poor contrast. ✕

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Avoid busy backgrounds and content with poor contrast. ✕

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

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*Based on DHHS style guide

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, complementary 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 halfway 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.

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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 (801-889-8710 rcarrier@utah.gov), Mary Johnstun (801-842-2682 mary@bach-harrison.com), or the DHHS Institutional Review Board (dhhs_irb@utah.gov).

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 Deep Purple and Bright Aqua. 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

Deep Purple

CMYK:
75, 13, 34, 0

RGB:
37, 167, 173

HEX:
490F52

Bright Aqua

CMYK:
1, 43, 79, 0

RGB:
247, 161, 75

HEX:
1AA1B7

CMYK:
0, 0, 0, 0

RGB:
155, 155, 155

HEX:
ffffff

CMYK:
69, 63, 62, 58

RGB:
51, 51, 51

HEX:
000000

Secondary

CMYK:
28, 87, 69, 20

RGB:
155, 58, 65

HEX:
23A595

CMYK:
51, 42, 41, 6

RGB:
130, 132, 134

HEX:
474747

CMYK:
98, 74, 9, 1

RGB:
0, 84, 154

HEX:
0A0C4A

CMYK:
4, 14, 67, 0

RGB:
246, 213, 112

HEX:
FFC112

*Based on DHHS style guide

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 main typeface is Open Sans. Use Open Sans for all copy. The typeface is available in several families.*

Open Sans

*Based on DHHS style guide

Typeface overview:

Different sizes and forms of Open Sans should be used depending on if it is a headline, subhead, callout, or body copy. Use, size, weight, and placement to establish a clear hierarchy of information and assure legibility.

Headlines ——————— **Open Sans**

Open Sans, extrabold, sentence Case, 18+ pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheads & H3/callouts ——————— **Open Sans**

Open Sans, bold, sentence case, 14-18 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy ——————— Open Sans

Open Sans, regular, justified left, sentence case, 11-12 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Based on DHHS style guide

Typography hierarchy:

Always use sentence case in headlines to ensure legibility. Use proper hierarchy between the design's headline, subhead and body copy. The headline should use Open Sans extra 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.

H1
Open Sans extra bold
Sentence case

H2
Open Sans bold
Sentence case
Highlighted background

Body copy
Open Sans regular
Sentence case

H3
Open Sans bold
Sentence case

Headlines should be big and in sentence case.

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.

H3 and callout text can have a large amount of leading and be larger than the body copy so that they're easy to read.

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.
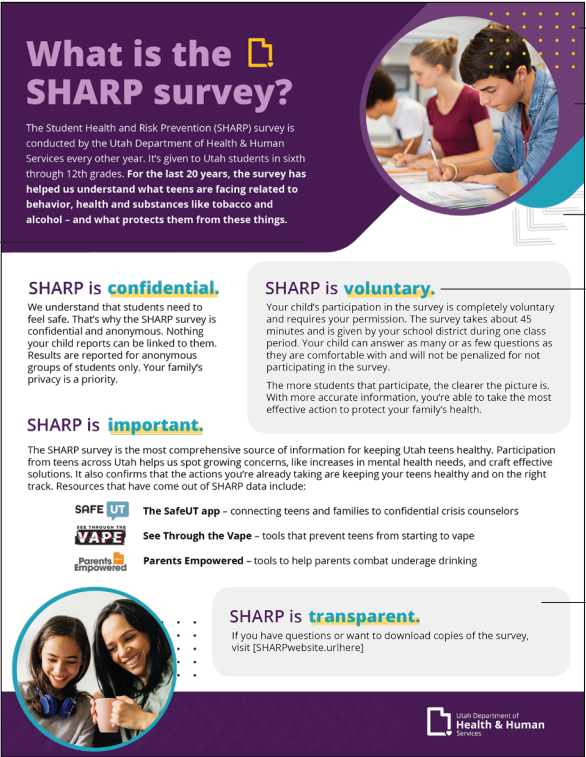
Use circles often as a design element and to mask photos.

Example of edges that are slightly more sharp.

Boxes behind text will have rounded edges.

Boxes behind text will have rounded edges.

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 sixth through 12th grades. **For the last 20 years, the survey has helped us understand what teens are facing related to behavior, health and substances like tobacco and alcohol – and what protects them 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. Results are reported for anonymous groups of students only. Your family's privacy is a priority.

SHARP is voluntary.
Your child's participation in the survey is completely voluntary and requires your permission. The survey takes about 45 minutes and is given by your school district during one class period. Your child can answer as many or as few questions as they are comfortable with and will not be penalized for not participating in the survey.

The more students that participate, the clearer the picture is. With more accurate information, you're able to take the most effective action to protect your family's health.

SHARP is important.
The SHARP survey is the most comprehensive source of information for keeping Utah teens healthy. Participation from teens across Utah helps us spot growing concerns, like increases in mental health needs, and craft effective solutions. It also confirms that the actions you're already taking are keeping your teens healthy and on the right track. 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

SHARP is transparent.
If you have questions or want to download copies of the survey, visit [SHARPwebsite.urlhere]

Utah Department of **Health & Human Services**

What is the SHARP survey?

SHARP is an anonymous survey given to 6th through 12th grade students. It 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 what grade they are in. Sixth graders do not get the same questions as older students.

SHARP is important.
For more than 20 years, the SHARP survey has provided valuable insights into things affecting our kids. It helps parents know what to talk about with their kids, like vaping. Additionally, it helps us work together to help Utah students.

SHARP is voluntary.
Utah laws requires your 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 confidential.
All responses are anonymous and confidential. We don't collect any information that could identify your child or your family.

When is the SHARP survey?
The survey will be given in Spring 2025. You can find the survey questions online at sharp.utah.gov or in the school office.

Utah Department of **Health & Human Services**

For questions about the SHARP survey or to have a copy of the questions sent to you, contact Ryan Carrier (801-889-8710 rcarrier@utah.gov), Mary Johnstun (801-842-2682 mary@bach-harrison.com), or the DHHS Institutional Review Board (dhhs_irb@utah.gov).

impactful.

helpful for parents.

transparent.

SHARP is important.

voluntary.

good for the community.

confidential.

Utah Department of **Health & Human Services**

SHARP is an anonymous survey given to 6th through 12th grade students. The questions cover everything from physical and mental health to substance use and harmful behaviors. It is confidential. All responses are always anonymous. It is important. For decades, it has helped parents stay in control and better protect their teens' health and well-being. And it is voluntary, meaning the survey requires permission and can skip questions or not take the survey. SHARP is good for Utah. Give your permission for your child to take the survey.

Learn more and find the survey questions at www.sharp.utah.gov.

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.

SHARP is **important.**

What is the SHARP Survey?

SHARP survey helps you know how to better protect your child.
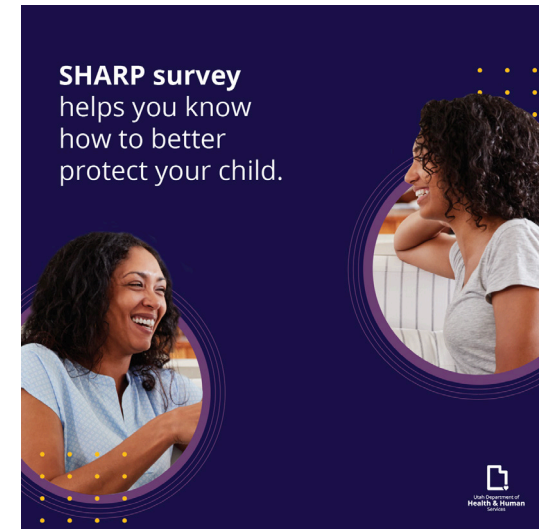
This could also be a video /GIF of the highlighted word switching out to showcase different words.
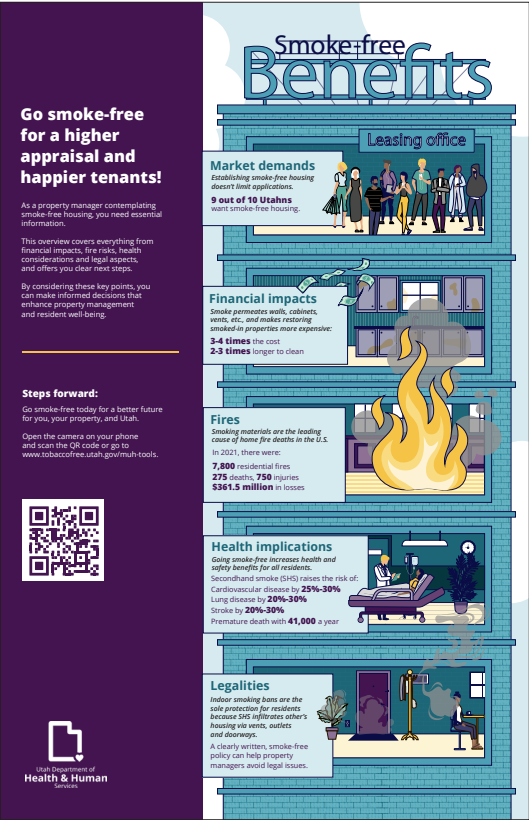
Breaking the rules:

Sometimes, rules are meant to be broken. Use your best judgment. Don't let a rule prevent groundbreaking work. Do this seldomly. You may use alternative typefaces and colors for special circumstances, such as something handwritten. Always use the brand's foundation of typefaces and colors. Only expand on the colors and typefaces being used. Try to keep certain keystone elements so the brand's DNA is always clear.

Brand font

Brand color

This is an example of how the rule of not doing illustrations worked well for an infographic.

Brand color

(This is not specific SHARP survey material, but falls under the DHHS branding.)

Thank you

Utah Department of
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