



Healthy Savannah was founded with a determined spirit of making Savannah a healthier place to live by the year 2012. It was founded by the Mayor of Savannah, Otis Johnson during the Summer of 2007.

Healthy Savannah leads and supports healthy lifestyles in Savannah by creating an environment that makes a healthy choice an easy choice; building a collaborative network that identifies and shares resources; collecting and disseminating information; promoting best practices and implementing innovative programs, and advocating for effective policies.

Healthy Savannah strives to facilitate inspiring and supportive environments through education to achieve their goal. They aim to increase opportunities for the citizens to engage in physical activity and consume a nutritious, balanced diet.

The organization believes in working together towards building a healthier and happy community, by connecting people through programs for families, schools, businesses, faith-based organizations and inspiring them to make healthy choices that lead to the growth of a community.

Healthy Savannah is an organization that is dependent on continual partnerships and involvement of community members. Providing unique and amazing programs and education center for individuals and families to learn, to grow, to share, to work together and to shine is what Healthy Savannah is all about.

## The Brand **Philosophy**

Healthy Savannah is the only local resource that facilitates educated and informed healthy lifestyles.



The graphic expression of the brand, Healthy Savannah was influenced by the imagery drawn from a multitude of sources. The color palette was inspired from the natural environment of Savannah and the local food grown here. The look and feel of the brand relates to the approachable yet institutional character of the organization.

The brand mark is developed from the combination of the rising sun, the ripple and the spring. It represents Savannah as a community and promotes the values of 'health' through connection, inspiration and growth.

## The Brand **Inspiration**

The hot and humid climate and a symbol of new beginning and wisdom.

The concept of spreading knowledge and awareness through community building.

The energy level of a healthy person and the quality to bounce back.