

Public Health Logo Wear Guidelines

Logo wear is any item with a logo silk-screened or embroidered on it, including shirts, hats, canvas bags, towels, etc. Logo wear can be a great way to promote your organization and public health in your area. We have provided all the files that you will need to produce logo wear, as well as layout examples for t-shirts, polo shirts and hats, right here. All you will need to do is download them!

When creating logo wear for the first time, it is important to pick a vendor that you see yourself working with in the future and will be able to meet all of your needs. In most cases, you will incur a one-time fee when setting up the initial logo. This is for digitization of the logo and embroidery set-up. After that, the vendor should keep your logo images on file for future use. In the long run, it will be most cost effective to use one vendor for all your logo wear. Below are the steps to follow when ordering logo wear for the first time. Once you have an established relationship with a vendor, the process will be much easier, faster and less expensive for future orders.

1. Find a vendor.
 - There are many vendors that you can work with to create logo wear, and different vendors will specialize silk-screening, embroidery or both. Talk to colleagues who have logo wear you like and ask who they use or look in the yellow pages for a vendor.
 - Vendors can vary greatly in price and speed, so be sure to set a budget and timeline before you start to look for a vendor.
 - Quality can vary greatly from vendor to vendor so be sure to determine what your needs are, request work samples and get 2-3 bids based on the same specifications (colors, quality, quantity, etc.) to accurately compare costs before choosing a vendor. Be sure to consider quality, such as thread count and type of fabric when making your decision.
2. Determine what kind of logo wear you want made, the quantity and what logo you would like to use. You may choose to just use the graphic identity or you may also include your organization's logo.
 - Price can fluctuate greatly from vendor to vendor depending on the number of items you order, so use this as a factor when determining what vendor to use and how many of an item to order.
3. Send the logos you want to use.
 - There is a "community" version and a "Washington" version of the PHIP identity for your use. Just download your choice and send it to your vendor.
 - The logo needs to be in .eps format for the vendor to create an accurate embroidered logo.
 - You will also need to tell your vendor the PMS colors of all logos being used to ensure color consistency.
 - The PMS colors for the PHIP identity are PMS 286 for the darker blue and a 60% screen of PMS 286 for the lighter blue.

- Additional information on the PMS colors for the PHIP identity are available in the toolkit.
 - To ensure graphic and brand consistency, the PHIP graphic identity may not be modified from what is provided.
4. The vendor will have your logo image(s) set-up for their machines.
 - Be sure to check with your vendor to ensure that they will keep the logo on file for future use.
 5. The vendor will make your logo wear.
 6. Process complete!