

Public Health Banner Guidelines

Banners can be an effective way to promote your organization and public health at events in your area. We have provided all the files that you will need to produce a banner right here. All you will need to do is download them! The following are the steps to take when ordering a banner for your organization.

1. Find a vendor
 - There are many vendors that you can work with to create a banner. Talk to colleagues who have banners 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 (size, colors, quality, quantity, etc.) to accurately compare costs before choosing a vendor.
2. Determine what kind of banner you want made and what logo you would like to use. You may choose to use the graphic identity alone or you may also include your organization's logo.
 - We have created two layout designs for using both the PHIP identity and your organization's logo. Download the layout you prefer and take a copy of it to the vendor to show how you want the banner layout to look.
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 vendor will probably need the logo to be in vector format. Vector format is a file type used in certain design and layout programs. Your vendor will let you know exactly what type of file they need.
 - You will also need to tell your vendor the PMS colors in the logos 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.
5. The vendor will make your banner.
6. Process complete!