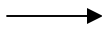# How To Use the Public Health Graphic Identity

What is the public health graphic identity?
It is the graphic visual developed from the identity statement:

PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON
→ Black and white version

PUBLIC HEALTH
ALWAYS WORKING FOR A SAFER AND
HEALTHIER WASHINGTON
→ Color version – PMS #286
middle type line – 60% screen

Reasons to use it
The public health graphic identity has been developed based on extensive research to achieve the following goals:

- **Educate audiences** – The graphic identity will help people become more aware of the scope and value of services that public health provides.
- **Create consistency** – Currently, public health agencies communicate very differently about public health. By utilizing the same language and graphics, we will be talking about public health with the same voice. This is necessary in order to develop broad understanding and support.
- **Connect the public health network** – Your organization is part of a powerful public health network in Washington that provides resources, support and educational tools for all its citizens. The graphic identity helps us to look like a network to our audiences.

How to use it on materials
There are a few simple rules to keep in mind when using the public health graphic identity that will assist you to use it consistently and effectively:

- **Use it as a secondary logo** – your organization should be primary. The public health graphic identity supports and provides consistent positioning for your local organization. It should not be used as your organization's own logo. Think of it as "the good housekeeping seal" – a logo that indicated membership in a network and educates audiences about the bigger picture.
- **Placement** – Samples provided will show you examples of how to use the graphic identity with your own logo. A few tips to remember:
  - For many documents where you would usually have your logo in the upper left hand corner, place the public health graphic identity in the lower right hand corner.

- There is no one-size-fits-all. In brochures, on your website, and in other formats, you may need to make a different decision about where to place the graphic. The logos shouldn't fight for attention—your logo should always be more prominent. You can include the public heath graphic identity at the bottom of pages, on the back of a brochure, or in other supporting locations.
    - Keep readability, clarity and the reader in mind as you make these decisions for other uses.
- **Size** – When using the graphic identity on the same page as your own logo, it should appear no larger than your logo. When using it in the lower right hand corner it should appear approximately **1.75 inches wide by .5 inches tall**. You may need to adjust this, but stick to the principle of smaller than your logo but large enough to be readable.
- **Color** – The graphic identity comes in two versions—a color version (blue) and a black version.
    - **Use the color version** in publications where you can print at least two colors, or in other places where you can see the color, such as your website and in PowerPoint screen shows. **For printing, the blue PMS color is #286. If you also choose to add the orange color, it is PMS #137.**
    - **Use the black version** in any materials that will appear in black and white or will be photocopied, such as fliers, memos, fax cover sheets, etc.

When to use different file formats
You have access to the graphic identity in three different file formats for your convenience. To see what format each file is, just hover your mouse over the icon or right click on icon and choose "properties." Here are typical uses for the formats:
- **TIF:** Use to insert into word document or PPT
- **EPS:** Graphic designer may want if you are having something professionally designed
- **JPEG:** Use for word, PPT or Website. This is the smallest size format—easy to email to people.

You will also have two sets of files for the advertisement artwork. You have a TIF, EPS and JPEG file of the artwork that you can use yourself in a layout software program to overlay your own copy and logo into. The file called "ad_for_pubs" is for you to give to a newspaper, publication or artist if you are having someone else do the ad layout.

Where to use it
Use the graphic identity on *all* of your materials that you use with internal and external audiences! Samples are included in your kit. These materials include but are not limited to:
- Printed materials: brochures, fliers, posters, reports, booklets, etc.
- Website
- Presentations
- Letterhead, business cards
- Advertisements and PSAs: print, TV, transit, outdoor

- Signage/banners
- Media materials such as news releases, fact sheets and media alerts

How to use the words without the graphic identity

There are occasions when you want to use only the words, "Always working for a safer and healthier Washington," in a document. See the samples and keep these guidelines in mind to achieve our public health graphic identity goals.

- **Font** – Use Arial and make the type "bold"
- **Size** – should be consistent with the other text in your document and set aside for clarity within the document (see sample)
- **Placement** – You can center it at the bottom of a page, use it as a headline, or in other ways that support the tips in this document. You can also substitute other words for "Washington," such as community or the name of your county or location (see sample).
- **Examples:**

Always working for a safer and healthier Washington

Always working for a safer and healthier community

Common mistakes to avoid

- **Logo competition** – Your organization's logo should be used as the primary graphic identity. Use the public health graphic identity as a secondary graphic. The logos should not fight for attention—don't place them right next to each other or in a way that looks too crowded on a page.
- **Too busy** –There are many elements that can make a document appear hard to read and therefore not effective. Test your document by seeing where your eye goes first and if that is difficult to determine, you will need to simplify elements of your document so that it works for you.
- **Don't use color when the final publication will appear in black and white.** The color version will not photocopy as well as the black and white version and could be hard to read.
- **Don't use it too small**. If you can't read the small type in the middle of the graphic identity, it is too small!
- **Don't make it another color.** We have chosen the blue color as the "official" color of the graphic identity. If blue does not work with your publication, use the black version of the graphic identity. This is important for consistency around the state.