



**Public Health**  
Prevent. Promote. Protect.

# **Promoting the Local Public Health Identity**

A Guide for Local Health Departments



# Introduction

This Guide offers background information, introduces the national identity for local public health, and provides tools and ideas for local health departments and others.

The information inside will help local health departments effectively communicate their role and function in the community as well as the value they bring to everyone’s well-being. It will also help reinforce a consistent image and message about local public health across the country.

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# NACCHO's Commitment to Promoting Local Public Health

NACCHO's Strategic Plan, developed by the Board of Directors, guides all NACCHO'S work. One of six Strategic Directions is "Promote universal recognition of and support for the critical importance of local health departments." NACCHO's Committee to Promote Public Health has overseen work to achieve this goal.

The Committee defined the need to develop a consistent image and message for local governmental public health nationwide that would complement the local image and message of diverse local health departments. After defining project objectives, NACCHO engaged Worldways Social Marketing to assist in the development of image and message using criteria as defined by public health opinion leaders.

The results of the project are summarized in this Guide. It provides a logo and tag line that are intended to be used side by side with local health department logos. It includes descriptive paragraphs, developed in conjunction with NACCHO's Operational Definition of a Local Health Department project, that describe the role of local public health to various audiences. Additional communications templates are also included to assist local health departments in outreach activities. The use of any and all of these media is completely voluntary.

**It is our sincere hope that all local health departments will frequently and prominently use the image and messages to show pride in the people and power of public health. Like other public services that quietly ensure safety and respond in times of crisis, it is time for public health to be visible and understood by all.**

# The National Identity for Local Public Health

The national identity for local public health consists of the words and icon that clearly and simply communicate the presence and purpose of local health departments in all aspects of what they do. The symbol and tag line were selected from among a range of alternatives on the basis of a number of vitally important criteria. These were:

- Is it recognizable?
- Is it memorable?
- Is it enduring?
- Does it follow the research results?
- Will it stand for public health?

The chosen identity is illustrated below, and described following.



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## THE COLORS

Blue, white and khaki were chosen because of their longstanding connection with public health and health in general. In 1749, the first blue and yellow flag was flown to request help from the maritime health service and blue uniforms have always been worn by public health nurses and the US Public Health Service. These colors are associated with integrity, authority and stability. They symbolize the legacy and steadfast qualities of public health.

## THE SYMBOL

The three pointed shield and stylized plus symbol illustrate what the tag line conveys; prevention, promotion and protection. These icons have universal recognition associated with health, with protection and with growth. The three point symmetry reinforces the three core functions of public health.

## THE TAG LINE

The tag line is a simple, elegant statement about what public health does-and what public health achieves. **Prevent. Promote. Protect.** is a phrase that embraces everything that public health accomplishes and communicates it in a simple way that differentiates public health as both a sentinel and responder.

# Style Guide to Promoting the Local Public Health Identity

This section provides local public health departments and others with ideas and tools for building awareness and recognition of the work and contributions of local public health. These ideas and tools are meant to complement, not replace, the local communications initiatives of local health departments. Others may employ these tools as well. Please review the following section on copyright and other intellectual property protection.

## **USING THE TOOLS**

The icon is federally-trademarked property of the National Association of County and City Health Officials. All city, county, state, federal and other public health departments are authorized to use this visual identity in conjunction with their own communication activities. They may not, however authorize the use of this visual identity in any proprietary manner. Note also that the icon and tag line should not be altered in any way, except as noted in this Guide. Other parties interested in using the visual identity must obtain the written permission of the National Association of County and City Health Officials. This may be requested by writing to:

National Association of County and City Health Officials  
1100 17th Street, NW, Second Floor  
Washington, DC 20036

## THE VISUAL IDENTITY

### Use of Logo

The use of the logo helps to strengthen the identity of local health departments. The logo and typeface reinforce a consistent message about what local public health represents.

Logo variations, including color, grayscale, and sized versions, are available in the Usable Logos File Folder on the CD ROM of this Toolkit. These logos are also downloadable at: [www.naccho.org/LocalPublicHealthBrand](http://www.naccho.org/LocalPublicHealthBrand).

### Correct Use of Logo

The logo colors are Pantone Matching System (PMS) 289, PMS 465 and White. No other colors are to be used. The logo may be reproduced in a four color process separation of PMS 289 = 100% cyan, 64% magenta and 60% black; PMS 465 = 20% cyan, 32% magenta and 58% yellow.

Figure 1 illustrates correct color representation of the logo.



*Figure 1*

The logo may also be reproduced in a grayscale process using 100% Black for the outer lining, including the typeface and 38% Black for the shield interior.

Figure 2 illustrates correct grayscale representation of the logo.

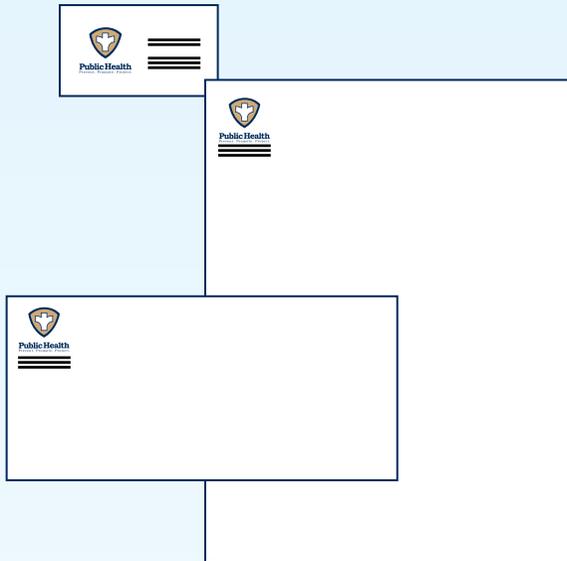


*Figure 2*

The typeface is an essential element of the logo. Bookman Old Style has been selected as the logo typeface. The size and position of the logo graphics have been designed to attain balance with the size and position of the words. These proportions and the spatial relationships between characters should not be changed.

The logo can appear on all official organization materials such as letterhead and business cards as well as on public communications such as brochures, posters, banners and promotional products.

Figure 3 illustrates various applications of logo usage on communication materials.



*Figure 3*

The logo can be used as a stand-alone image on materials or in conjunction with existing local and/or state logos. The logo should always be surrounded by an adequate amount of clear space.

Figure 4 illustrates positioning of the logo in coordination with additional logos.

**It's a pocket guide, but you can keep it anywhere you want.**

**Introducing the Pocket Guide to Emergency Preparedness.**

The first step in meeting any kind of emergency is being prepared. That's why the **San Diego County Public Health Department** created the **Pocket Guide to Emergency Preparedness**.

It's small enough to keep in your pocket or wallet, or even fit into a cell phone case... and it's full of basic information that can make a difference in an emergency. So it had tips on what to do in the event of a natural or man-made disaster. Plus where to go, who to call and when to listen for information and assistance.

To get your free guide, call the **San Diego County Public Health Department** at 408.222.2200. And get the pocket guide that offers benefits for you and your family.

**Your safety. That's why public health is working.**

**Public Health Department**  
San Diego County Public Health & Hospital Services

The advertisement features a black pocket guide and a yellow cover with the text 'Emergency Preparedness'. It includes the San Diego County Public Health logo and a circular seal.

Welcome to Public Health - Seattle & King County!

http://www.metrokc.gov/health/

King County Home News Services Comments Search

Public Health Seattle & King County

Healthy People. Healthy Communities.

Site Directory

- Public Health Webpage Directory
- Clinic & Office Locations
- For Care Providers
  - For Health Care Providers
  - For Educators
  - Health Educators Toolbox
- About Us
  - History & Profile
  - Jobs
  - Employee Directory

Welcome to Public Health - Seattle & King County!

**Public Health in focus** news releases

**Walking Maps in King County**

Walking is an excellent way to be physically active, and physical activity helps you feel better, enjoy a better quality of life and prevent disease. We encourage you to use these maps to take advantage of the beautiful neighborhoods, paths and trails in King County.

May 11, 2006  
Advancing actions to change obesity and overweight trends

May 11, 2006  
Walking maps provide direction to healthier future in North Bend and Snoqualmie

May 10, 2006  
Community comes together for

The screenshot shows a web browser interface with a navigation menu, a search bar, and several news release items. The main content area features a large banner with a family photo and the text 'Healthy People. Healthy Communities.'.

Figure 4

## **Incorrect Use of Logo**

The logo should not be rearranged, altered or changed by adding or deleting elements or changing font type or color. The following recommendations of use will help maintain consistency of logo appearance across all local public health departments.

### ***Legibility***

Do not place the logo on a dark or highly textured surface that will cause poor visibility and distortion. Do not use second-generation artwork such as a photocopy or cut and paste a logo from previously printed materials. See Figure 5.



*Figure 5*

### ***Crowding the Logo***

The logo should stand alone with adequate space around it. It should not be boxed, shaded nor have other elements placed closely to it. Do not print anything over the logo. See Figure 6.



*Figure 6*

### ***Foreign Elements***

Additional figures, graphics, photos or clip art should not be used as part of the logo. No symbols or words may be added. See Figure 7.



*Figure 7*

### ***Screens and Shadows***

Do not print the logo as a fainter, less opaque version. Shadows should not be added. See Figure 8.



*Figure 8*

### ***Positioning***

Do not position the logo on a diagonal or any baseline. The logo should be used in total and should not be allowed to bleed (run off) the printed page or framework. Figure 9.



*Figure 9*

# Additional Information and Resources

## **USE OF DESCRIPTIVE PARAGRAPHS/COPY BLOCKS**

When communicating with external audiences about public health, consistent messaging reinforces the local public health identity.

A Public Health Communications Toolkit was created by the National Association of County and City Health Officials to help local public health departments effectively communicate about local public health and reinforce this consistent message. The Public Health Communications Toolkit contains a variety of communication resources and can be found at [www.naccho.org/advocacy/MarketingPublicHealth\\_toolkit\\_overview.cfm](http://www.naccho.org/advocacy/MarketingPublicHealth_toolkit_overview.cfm).

Short and Long Descriptive Paragraphs/Copy Blocks derived from the Communications Toolkit have also been provided on the CD ROM of this Guide as well as on the Web at [www.naccho.org/LocalPublicHealthBrand](http://www.naccho.org/LocalPublicHealthBrand).

Copy blocks may be used to help health departments quickly communicate about public health and can be inserted into community based organization newsletters, direct mail outreach activities, partner brochures and other community-wide communication pieces.

## **FACT SHEET AND PRESS RELEASE TEMPLATES**

It is important for internal and external audiences to learn about the national identity for local public health. Customizable fact sheet and press release templates are available on the CD ROM of this Guide as well as on the Web at [www.naccho.org/LocalPublicHealthBrand](http://www.naccho.org/LocalPublicHealthBrand).

The Fact Sheet can be used as an insert into an employee newsletter or an email announcement to provide factual and background information about the identity.

The Press Release can be used internally as a web announcement or externally in collaboration with a public health event, or positive news story to capture community attention for the local health department.

## **PROMOTIONAL PRODUCTS**

The logo can be placed on specialty premium items such as vests, sew-on patches, banners, and lapel pins. Other items such as pens, pencils, magnets, cups, bags, and clothing can also be used to promote the local public health department identity.

For ease of ordering, a catalog page of a limited number of specialty items has been provided on the CD ROM of this Guide. Additional items can also be ordered through contacting Worldways Social Marketing, [\*info@e-worldways.com\*](mailto:info@e-worldways.com). Health departments may also use the logos provided in the Guide to order specialty items through their local vendors.

## **TECHNICAL ASSISTANCE**

The national identity for local public health was developed with the technical assistance of Worldways Social Marketing, a private sector consultancy and communications agency. Organizations needing technical assistance may, at their option and expense, seek technical assistance from Worldways Social Marketing.

Worldways Social Marketing  
6030 Greenwood Plaza Blvd. Suite 110  
Greenwood Village, CO 80111  
303.779.3004

95 Chestnut St. Suite 500  
Providence, RI 02903  
401.228.3837

[info@e-worldways.com](mailto:info@e-worldways.com)  
[www.e-worldways.com](http://www.e-worldways.com)



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***[www.naccho.org](http://www.naccho.org)***



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