

Style Guide: NC Division of Public Health
Revised Public Health Logo and Theme Line
September 2005, Revised Nov. 2005

Introduction

The 1996 Public Health logo and theme line (North Carolina Public Health – Everywhere, Everyday, Everybody) were revised in September 2005 to strengthen the design and to incorporate a new theme line (“North Carolina Public Health – Working for a healthier and safer North Carolina.”).

The logo is intended to help the viewer recognize public health as a foundation of quality of life and good health.

- The yellow circle, or sun, is intended to symbolize life and good health.
- The color blue is from the uniform once worn by the state's public health nurses.
- The triangle, or pyramid, denotes the stability and longevity of North Carolina's public health system.
- The three points of the pyramid represent the three core functions of public health: assessment, policy development and assurance.

The following guidelines are to help public health staff use the new logo appropriately.

Guidelines for Use

Please adhere to the following guidelines and comply with other DHHS Office of Public Affairs guidelines when using the new logo. Please note that many situations where the public health logo and theme line appear will also require the display of the DHHS logo*.

- Whenever possible, the graphic elements of the logo (sun and pyramid) and theme line (North Carolina Public Health – Working for a healthier and safer North Carolina. Everywhere. Everyday. Everybody.) should be used together as in the following examples.



- When it is not possible to use both the logo and theme line together, the following version of the logo should be used. The sun and pyramid should never appear without the words “North Carolina Public Health” either underneath the logo or in conjunction with the theme line at the side (as above).

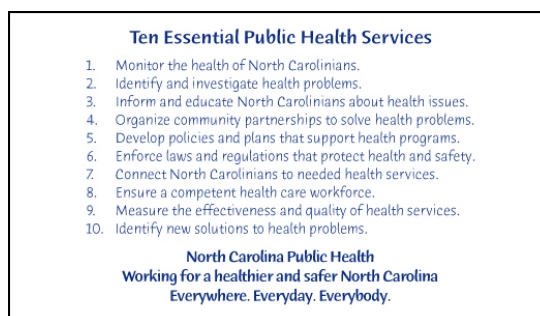


- On very small applications (e.g., business cards, letterhead and some brochures), or in conjunction with the new DHHS logo*, the simpler logo style above should be used.
- Avoid using the theme line without the logo.

Business cards

An option has been developed for the back of DPH business cards. Users who wish to have the Ten Essential Public Health Services on the back of their business card may now do so.

The approved format (with or without the Ten Essential Public Health Services on back) for DHHS Public Health employee business cards is below. These may be ordered through the DPH Administrative, Local and Community Support Section's Budget, Contracts, Grants and Purchasing Branch.



Artwork Files

PMS colors used in the full-color logo are: 287 (blue), 115 (yellow), and Pantone Orange 021. The font used is Humana Sans. The one-color logo may be printed in any appropriate color.

The North Carolina Public Health and DHHS logos are available in a variety of file formats, including .jpg, .gif, and .tif and more specialized formats. Each of these file formats will work in a variety of desktop publishing software and Web editors. These files are designed to be imported into a document or publication and cannot be viewed alone without special software, such as an image preview program. If you have Microsoft Office on your computer, you should be able to import most file types (*insert – picture – from file*). The .jpg and .tif formats are recommended for use in Microsoft Office or desktop publishing software. The .gif format is recommended for use in Web editors. Commercial printers require different formats; these are available from the Graphics Unit (see below). The Graphics Unit also can provide specialized formats for Web use.

Some file formats will work better with a Postscript printer; others will not (e.g., .eps files will usually not look so great on your basic desktop printer). Check with your IT support staff or print shop contact for more specific guidelines.

*The DHHS logo:

The DHHS logo was also revised in Sept. 2005 to enlarge the name of the department so it would be readable even at small sizes. As with the NCPH logo, the DHHS logo should not appear without the name of the department.



For Further Information

For questions and suggestions about the actual use of these materials or these guidelines, please contact the DHHS Public Affairs Office (733-9190). For electronic copies of the logo and for technical, commercial printing, graphics- and/or web-related questions, contact the DHHS Graphic Arts Unit (733-2589 or 733-6204).