



PUBLIC HEALTH LEARNING NETWORK

Branding the PHLN with
Public Health Training Centers

Introduction

Creating the PHLN identity gives us an opportunity to define ourselves as world-class connectors of knowledge, learning and training to reinforce our credibility among stakeholders and partners. Through its revitalized branding and identity system, PHLN seeks to present itself as a unified and strategically focused network with a clearly defined set of guiding principles.



Who We Are

Our Brand Promise

To elevate the public health field by promoting the creation, collaboration, and distribution of high-quality, relevant, and accessible training and education opportunities to the public health workforce.

Our Brand Purpose

The Public Health Learning Network (PHLN) brand strives to:

- Clarify the promise and vision of the Public Health Learning Network
- Promote an image of credibility, quality, and relevance to public health professionals
- Unify the critical partners of the network under one cohesive identity
- Leverage the existing brand and reputational frameworks of the public health training centers

Our Brand Elements



RELEVANT

The field of public health represents a diverse range of professions and focus areas. With our nationwide network of education and training opportunities, we deliver resources, tools, and education that help you solve the unique challenges you face today—regardless of where you work or where you are in your career



COLLABORATIVE

PHLN works collaboratively and strategically to monitor public health trends and build learning events that our participants can apply directly to their own workplaces. Our partnerships with other community organizations and stakeholders ensure that our education reflects the most important, broad-reaching national trends while still delivering education that reflects the unique dynamics of your local community.



QUALITY

Through the creation of standards and guidelines, the PHLN's education and training achieves the highest level of credibility and quality—regardless of the topic, level, or region.



ACCESSIBLE

To overcome the barrier of time, education and training will be made available in a variety of ways to ensure accessibility. Additionally, PHLN will be open to all stakeholders' feedback and ideas to ensure every voice is heard.



IMPACTFUL

Through the distribution of innovative and advanced education, PHLN will move the field forward and ensure the public health profession as a whole is up-to-date, educated, and well-represented.



Visual Guidelines

OUR LOGO

A logo is the visual symbol of an organization, representing that organization's strengths, aspirations, and focus. Our logo depicts PHLN's strength as a collaborative network, bringing together knowledge and expertise from our partners to better educate the public health professional and elevate the field.

The “medallion, wordmark (with tagline)” logo is be the preferred choice when using the PHLN identity.

There may be occasions (i.e. logo is used at the minimum size in print collateral) when the tagline can be dropped. In these cases use the “medallion and wordmark” version of the logo.

Use of “medallion” logo should be limited and restricted to in-house marketing of PHLN (i.e. oversize banner or PPT slide), or promotional material (i.e. pens, USB, t-shirts).



**PUBLIC HEALTH
LEARNING NETWORK**

Educating Professionals,
Elevating Practice.

MEDALLION, WORDMARK (WITH TAGLINE)



**PUBLIC HEALTH
LEARNING NETWORK**

MEDALLION AND WORDMARK



MEDALLION

OUR LOGO

Clearspace

All brandmark designs are governed by an area of isolation, rules that define a “clear space” around the brandmark. Inside this area, no copy or imagery can appear. By consistently and persistently adhering to this area of isolation, a halo is created around the brandmark, helping to reinforce its importance in every communication.

The “H” is used to measure the proper amount of clear space.



OUR LOGO

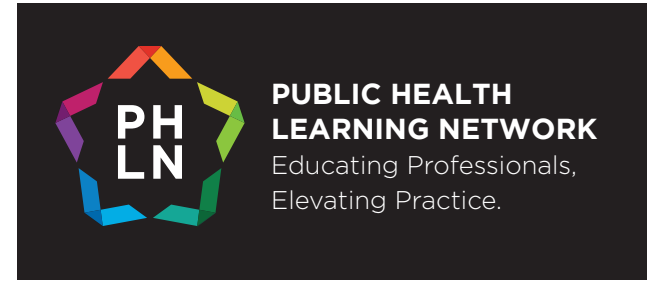
4-color, 1-color, Reversed

Different communications programs utilize different printing technologies, and therefore require different color variations of the logo. The variations shown here are the most commonly used.



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4-COLOR PROCESS

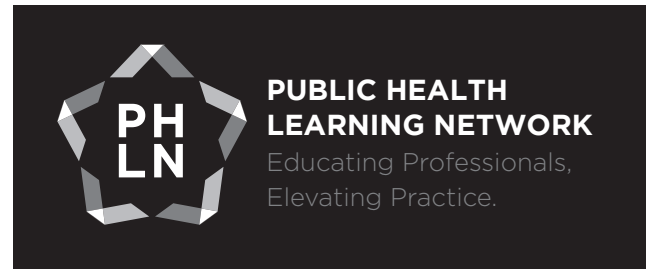


4-COLOR TEXT REVERSED



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1-COLOR (GRAYSCALE)



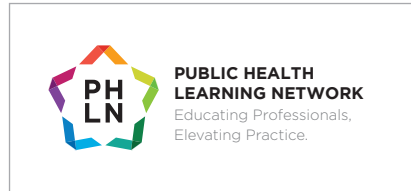
1-COLOR REVERSED (GRAYSCALE)

OUR LOGO

Do's and Dont's

There may be occasions where the logo will be used on a colored background. The density of the background should determine the proper use of the logo. Lighter backgrounds can use the 4-color or 1-color (black) logo. Darker backgrounds can use the 4-color (with white text) or the 1-color reversed logo.

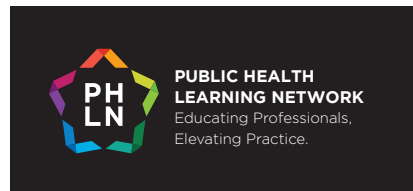
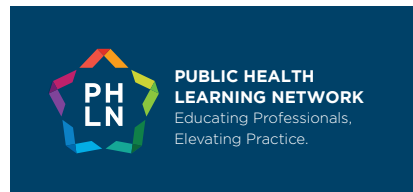
Mid-tone and/or busy backgrounds should be avoided as they will make the logo hard to read.



LOGO ON WHITE BACKGROUND (PREFERRED)



LIGHTER BACKGROUNDS



DARKER BACKGROUNDS

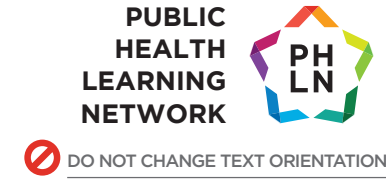


DO NOT USE BUSY BACKGROUNDS AND COLOR THAT MASK THE PHLN LOGO

OUR LOGO

Do's and Dont's

Whether the logo is used in a PowerPoint presentation, an ad in a magazine, or on a binder cover, we all bear responsibility for its proper treatment. Here are some of the more obvious ways the logo can be mistreated in visual communications; these are situations to be avoided. Adhering to the rules in this standards manual ensures that the logo's use remains consistent and that the PHLN brand continues to build equity over time.



OUR LOGO

Minimum Print and Screen Sizes

Minimum sizes have been established for the PHLN logo to ensure legibility.



PRINT

Minimum height of logo = 0.5 inches/1.27 cm



ONSCREEN

Minimum height of logo = 37 pixels

HRSA SUPPORT AND DISCLAIMER

The Public Health Learning Network attributes its creation and success to the generous support of its grantors. In order to properly acknowledge the support that the Network has received, the following disclaimers must appear on all PHLN publications. This text can be placed in the inside cover of any publication, brochure, or any other print material, or placed within a website that references the work of PHLN:

This publication was made possible by [Grant Number] from the Health Resources and Services Administration (HRSA), an operating division of the U.S. Department of Health and Human Services.

-OR-

The project described was supported by [Grant Number] from the Health Resources and Services Administration (HRSA), an operating division of the U.S. Department of Health and Human Services.

RECIPIENTS ALSO MUST INCLUDE A DISCLAIMER STATING THE FOLLOWING:

Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Health Resources and Services Administration or the U.S. Department of Health and Human Services.

A B C D E F

G H I J K L M

N O P Q R S T

U V W X Y Z

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9



Typography

TYPOGRAPHY

PHLN Typeface

For print and video projects, PHLNs primary typeface is Gotham, due to its legibility and scalability, both as headlines and body copy.

If Gotham is not available, Proxima Nova can be used (easily downloaded from Adobe Typekit) or Arial.

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GOTHAM FONT FAMILY

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ALTERNATIVE 1: PROXIMA NOVA

Gotham Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ALTERNATIVE 2: ARIAL

How to use type

Consistent use of Gotham in the basic text elements of PHLN communication materials gives us the opportunity to create a uniform visual language and voice for the PHLN brand. Adherence to these guidelines and standards will create and reinforce a recognizable identity in the minds of our internal and external audiences.

Headline Sample Text

Headline copy should be set in Gotham Medium at a minimum size of 24 pt. Font color should be Black or one of the "High Contrast" colors from the approved palette on p. 17.

Sub-Headline

Sub Head copy should be set in Gotham Medium at a minimum size of 16 pt.

Paragraph Header

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo.

Paragraph Header

Paragraph Headers should be set in Gotham Medium at a minimum size of 11 pt.

Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh

Body copy should be set in Gotham Light at a minimum size of 10 pt/14 pt.



Color

COLOR

The Palette

High Contrast Colors: When used together, these colors create a dynamic energy similar to our logo. These are great colors to add life to headlines or sub heads of copy.

Neutrals: To extend our color scheme we incorporate neutral colors, which can be used as backgrounds to place behind the PHLN logo or as sidebars to place behind copy.

Identity Colors: These tertiary colors originate from the PHLN logo and can be used in our marketing and communication. **Please note that the PHLN logo should not be placed on top of these colors, as it will “knock out” one of the “arrows”. Make use of the “white bar” on p. 20 if using these colors and PHLN logo.*

All of PHLNs visual communication should be based on the colors shown to the right.



CMYK:
95.50.10.50
RGB
6.45.14
HEX:
064073



CMYK:
95.50.10.50
RGB
64.230.255
HEX:
40E6FF

HIGH CONTRAST (HEADLINES, TITLES)



CMYK:
0.0.0.90
RGB
25.25.25
HEX:
191919



CMYK:
0.0.0.20
RGB
204.204.204
HEX:
CCCCCC



CMYK:
6.7.14.8
RGB
221.218.202
HEX:
DDDACA

NEUTRALS (BACKGROUNDS)



CMYK:
0.83.76.0
RGB
255.43.61
HEX:
FF2B3D



CMYK:
59.100.15.16
RGB
88.0.182
HEX:
5800B6



CMYK:
95.50.0.9
RGB
12.116.132
HEX:
0C74E8



CMYK:
80.10.50.0
RGB
51.230.128
HEX:
33E680



CMYK:
95.30.95.30
RGB
13.179.13
HEX:
0DB30D



CMYK:
50.0.100.0
RGB
128.255.0
HEX:
80FF00

IDENTITY COLORS (FROM LOGO)



Co-Branding

CO-BRANDING

Co-branding tagline

Public Health Training Centers: Essential partners of the Network include Regional Public Health Training Centers and Local Performance Sites. Our partners are critical to the success of the Network and the education of the public health professional. Public Health Training Centers have built equity around their own identities and PHLN seeks to complement those strengths while building cohesion through a co-branded approach.



A MEMBER OF THE
**PUBLIC HEALTH
LEARNING NETWORK**

PUBLIC HEALTH TRAINING CENTERS/NETWORK MEMBERS TAGLINE

CO-BRANDING

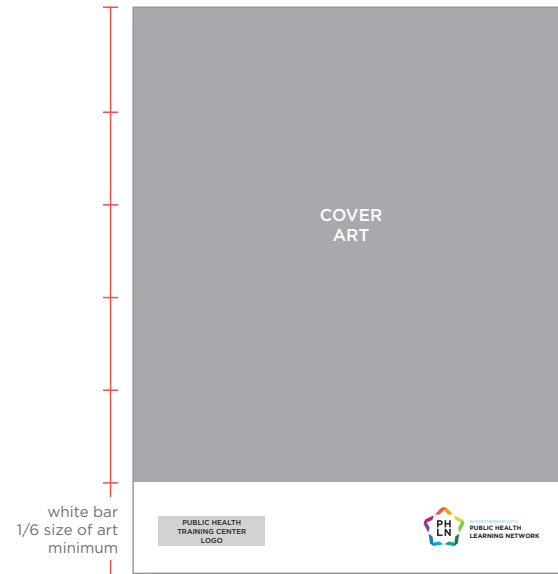
Positioning

Consistent positioning of a brand's logo and other brand elements reinforces the strength and coherence of a brand. Moving forward, public health training centers should strive to incorporate the PHLN brand elements in their documentation. The PHLN brand elements should appear on any documentation intended for external use such as brochures, letterhead, needs assessments, PowerPoint presentations, and more.

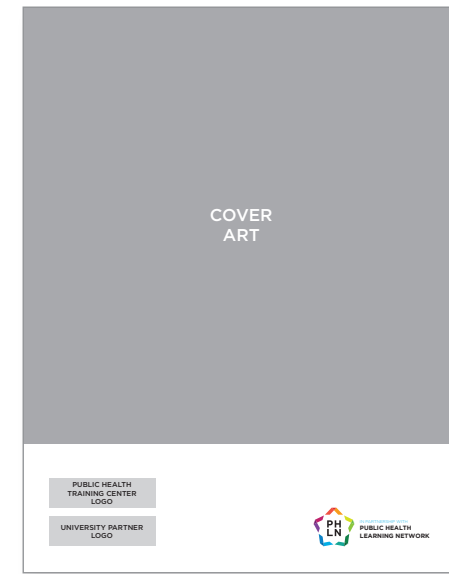
White bar on bottom a white bar (minimum 1/6 size of art) is used to unify partners and members under the PHLN umbrella. This allows for more clarity when using multiple logos and allows the PHLN brand to coexist with existing partner and member artwork.

Logo: lower right corner position

Consistent placement of the PHLN logo in the lower right-hand corner of our visual communication pieces builds strength of our brand.



PUBLIC HEALTH TRAINING CENTERS LAYOUT



MULTIPLE PARTIES LAYOUT

CO-BRANDING

Positioning

White bar on bottom is shown here on a horizontal layout.

Logo placement for web:
Whenever possible, place the logo the lower right corner position.

The ideal positioning is described above and displayed in the examples on this page. Though consistent positioning is important to the success of a brand, certain formats such as mobile display may not allow the logo to appear in the lower right corner. The positioning can be flexible based on the format but it is essential that the PHLN logo appears in a clear and legible format.



LANDSCAPE OR POWERPOINT LAYOUT



WEBSITE PARTNERS LAYOUT