

Region IV Public Health Training Center

BRAND GUIDELINES



Region IV Public Health Training Center
A MEMBER OF THE PUBLIC HEALTH LEARNING NETWORK

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Logo

Logo

PRIMARY LOGOS

The R4PHTC logo has four variations for use:

1. Horizontal with tagline
2. Horizontal no tagline
3. Stacked with tagline
4. Stacked no tagline

Best practice for logo usage is to always use the logo with tagline; however, in cases where the usage and/or print area is minimal, it is appropriate to use the logo without tagline.

Usage of the R4PHTC icon should be limited to team documents or collateral where the primary logo also appears in full (i.e., shirts, pens, notepads, etc.)



Region IV Public Health Training Center
A MEMBER OF THE PUBLIC HEALTH LEARNING NETWORK

FULL COLOR HORIZONTAL WITH TAGLINE



Region IV Public Health Training Center

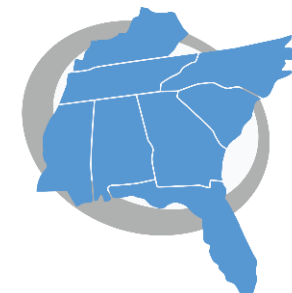
FULL COLOR HORIZONTAL NO TAGLINE



**Region IV Public Health
Training Center**

A MEMBER OF THE PUBLIC HEALTH LEARNING NETWORK

FULL COLOR STACKED WITH TAGLINE



**Region IV Public Health
Training Center**

FULL COLOR STACKED NO TAGLINE

Logo

COLORS: FULL COLOR, REVERSED, AND GRAYSCALE

You will likely find that alternate versions of the logo are required for various media. The R4PHTC logo is provided in three different color variations to adapt to these requirements as necessary.

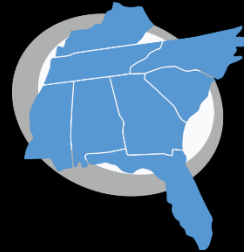
Examples of some common alternate usages are shown here.



FULL COLOR

Region IV Public Health Training Center

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COLOR WITH REVERSED TEXT

Region IV Public Health Training Center

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GRAYSCALE

Region IV Public Health Training Center

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GRAYSCALE WITH REVERSED TEXT

Region IV Public Health Training Center

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Logo

CLEAR SPACE

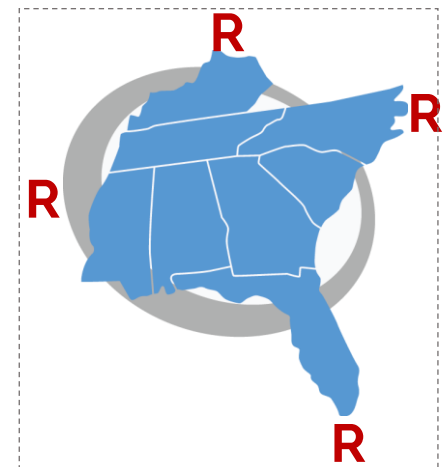
When using the R4PHTC logo, it is important to maintain an area around the logo in which no other elements, i.e., copy or images, appear. This area is known as the clear space.

The red “R” is used to indicate how much clear space is appropriate for the horizontal and stacked versions of the logo and the icon.

MINIMUM LOGO SIZES:

Following are the minimum sizes at which the logo and icon images may be used:

- Horizontal: 0.5” h X 2.52” w
- Stacked: 1” h X 1.17” w
- Icon: 0.5” h X 0.47” w



Logo

BEST PRACTICES

When using the R4PHTC logo, it is imperative to adhere to some basic best practices and standard dos and don'ts.

Examples of how to and how not to use the logo on different types of backgrounds are shown here.



LOGO ON WHITE BACKGROUND: STANDARD



LOGO REVERSED OUT ON DARK BACKGROUND



NO CONTRAST WITH BACKGROUND COLOR



LOGO ON A BUSY BACKGROUND

Logo

BEST PRACTICES

Whenever using the logo, it is important to maintain the integrity of the logo to ensure consistent branding across all types of media.

Examples of how **not** to use the logo appear here.



TIP: To maintain the aspect ratio of any image, use the Click > Shift > Drag method.

- Select the image
- Click on a corner handle
- Hold click, press shift, and drag to desired size



STRETCHED LOGO WITH IMPROPER ASPECT RATIOS



LOGO WITH DROP SHADOW AND OTHER EFFECTS



LOGO WITH FONT TYPES, SIZES, AND COLORS CHANGED



LOGO WITH NO CLEAR SPACE


Logo

FILE TYPES

The R4PHTC logo is provided in various file types. This is because different media require different file formats to ensure that the logo renders properly.

This guide explains what each file type is and which to use based upon particular media requirements.

FILE TYPE	DESCRIPTION	USES
JPEG	A JPEG (.jpg) is one of the most commonly used digital image types. They are acceptable, but not optimal, for online use, as they take longer to load. Additionally, JPEGs cannot have transparent backgrounds, so are best used on white backgrounds only.	<ul style="list-style-type: none">• Hard copy printing• PowerPoint presentations• Word documents• Online• Collateral
PNG	A PNG (.png) is good to use when you need the logo with a transparent background. They are acceptable for printing as well, but work better on smaller document sizes.	<ul style="list-style-type: none">• Media that requires a transparent background• Online/onscreen:<ul style="list-style-type: none">– Websites– Email– PowerPoint presentations– Word documents• Some collateral, depending upon size
PDF	A PDF (.pdf) is a digital rendering of an image for viewing. PDFs cannot be edited without software such as Adobe Acrobat Pro, Adobe Illustrator, or Adobe Photoshop	<ul style="list-style-type: none">• Transmission for viewing• Hard copy printing
EPS	An EPS (.eps) is a vector-based file used in Adobe Illustrator that can be scaled to any size without losing resolution. EPS files cannot be edited without Adobe Illustrator or Adobe Photoshop.	<ul style="list-style-type: none">• Hard copy, large scale printing, i.e., if a printing service asks for the logo as a vector or for the “native files”



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Typography

Typography

The R4PHTC has two primary typefaces for body copy. These fonts are chosen for their cleanliness, accessibility, use across different operating systems, and flexibility across media.

Primary Fonts [Copy and Headlines]

1. Arial
2. Century Gothic

Alternate Fonts

1. Segoe
2. Proxima Nova

Headline Fonts

1. Raleway
2. Gotham

Raleway and Gotham fonts may be downloaded from Adobe Typekit or www.r4phtc.org/communications-resources



TIP: For optimal legibility

- Use no more than two different fonts on a document
- Left align text when possible
- Limit use of italics and underlining

PRIMARY FONT: ARIAL

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PRIMARY FONT: CENTURY GOTHIC

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PRIMARY FONT ALTERNATE: SEGOE

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

PRIMARY FONT ALTERNATE: Proxima Nova

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADLINE FONT: RALEWAY

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

HEADLINE FONT: GOTHAM

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Colors

Colors

When using color for all R4PHTC presentations, documents, and collateral, the color palette to the right should be followed.

The first three colors shown, Dark Blue, Light Blue, and Gray, are the colors used in the R4PHTC logo.

If you are asked to provide PMS colors for the Dark Blue and Light Blue of the logo, use the following color conversions. Please note that these are not an exact match, but the closest match possible:

PANTONE COLORS:

- Dark Blue: Pantone 534 C
- Light Blue: Pantone 7688 C

COLOR	COLOR PROPERTIES		
	CMYK	RGB	HEX
Dark Blue	100, 94, 29, 25	34, 43, 98	222b62
Light Blue	64, 30, 0, 0	89, 152, 210	5998d2
Gray	32, 26, 26, 0	176, 175, 176	b0afb0

COMPLEMENTARY

Blue Gray	79, 62, 44, 27	62, 80, 98	3e5062
Light Blue Gray	75, 75, 40, 10	86, 117, 129	567581
Medium Blue	78, 38, 19, 1	57, 34, 171	3986ab
Teal	50, 2, 21, 0	122, 200, 203	7ac8cb



Brand Identity Collateral

Brand Identity

COLLATERAL EXAMPLES

These are examples of the R4PHTC brand guidelines and logo in use on various types of collateral.

