Advertising & Poster Templates for Local Public Health
A Usage Guide

A consistent "look & feel" to the advertising used by local health officials and departments supports a strong identity for local public health. People will recognize our logo, our ads, and our posters, and turn to them as trustworthy sources of public health information.

The National Association of County and City Health Officials encourages the use of the advertising and poster templates provided by all health departments. Each template includes areas that can be customized to accommodate the information you wish to share. Imagery, colors, logo, and non-text elements are set, and are not customizable.

The templates can be downloaded at: **www.naccho.org/templates**

Advertising and Poster Template Overview

Three templates have been developed, with similar layouts:

- The top portion contains an image conveying a sense of wellness, and evoking a positive audience reaction.
- Separating the top from the main body is a tagline and a version of the Public Health logo with an image embedded in it. Each template has its own tagline and embedded image.
- Having three taglines allows local health departments to choose the template that most closely matches the message being conveyed.
- The three embedded images hint at the work undertaken by the local health department, and create a link between that work and the positive scenes in the main image.

Advertising and Poster Template Customizing

In the main section of the templates are three customizable areas for the insertion of local messaging.

- The Main Text Box on the left is for your main message – an informative headline, followed by basic information. The headline should be 22-point Helvetica font, and white. The headline should not exceed seven words.
- The basic information should be in 22-point Helvetica, also in white.
- On the right is another text box with space for appropriate contact information. Text here should be 18-point Helvetica font, white.
- The final area of customization is at the bottom next to the Public Health logo. In this Logo Box, users can insert their own health department logo, ensuring it is the same size as the public health logo next to it.
- If users do not have, or wish to use, their own health department logo, the Logo Box can simply be deleted from the template.

Spanish Language Versions

These templates, and this guide, are being made available in Spanish. The Spanish language versions should only be used for messages that are fully presented in Spanish – i.e. it is not acceptable to mix English and Spanish on one template.

Placing the Advertising in Print

When placing the Advertising Templates in print publications, it is important to bear the following in mind:

- Some media do not provide enough space to use the entire Template effectively.
- In particular, at smaller sizes, the tagline on the Public Health logo can become illegible.
- As a guide for print media, the tagline "Prevent. Promote. Protect." should be no less than 5 pt. font size.