



PUBLIC HEALTH TRAINING CENTER NETWORK

Building a Strong
National Network Brand

BRAND GUIDELINES
JUNE 2022

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Introduction

In Spring 2022, the 10 regional Public Health Training Centers came together to establish a national network brand, now known as the Public Health Training Center Network (PHTCN). This brand, which replaces the Public Health Learning Network (PHLN) brand, was established with the following goals in mind:

- Build awareness for the breadth, depth, and quality of the workforce development and training resources available across the network;
- Support and promote increased collaboration and collective impact throughout the network.

When each PHTC uses the national network brand in support of their own brand, and when the national brand is clearly identified with collaborative efforts, these two goals will be advanced in an organic and powerful way.



Who We Are

Who is the Public Health Training Center Network?

ELEVATOR PITCH: SHORT

We are a consortium of regional Public Health Training Centers that collectively represent the nation's most comprehensive resource for public health workforce development.

- > **USAGE:** in spoken communications, and in written communications where space is limited

BOILERPLATE: LONG

We are a consortium of regional Public Health Training Centers that collectively represent the nation's most comprehensive resource for public health workforce development. We help sustain a skilled public health workforce by providing access to world-class professional development, experiential learning, and consulting and technical assistance.

- > **USAGE:** in written communications where space allows

Regional Public Health Training Centers

6 **SOUTH CENTRAL PHTC**
Tulane University

Arkansas, Louisiana, New Mexico, Oklahoma, Texas

7 **MIDWESTERN PHTC**
University of Iowa

Iowa, Kansas, Missouri, Nebraska

8 **ROCKY MOUNTAIN PHTC**
University of Colorado

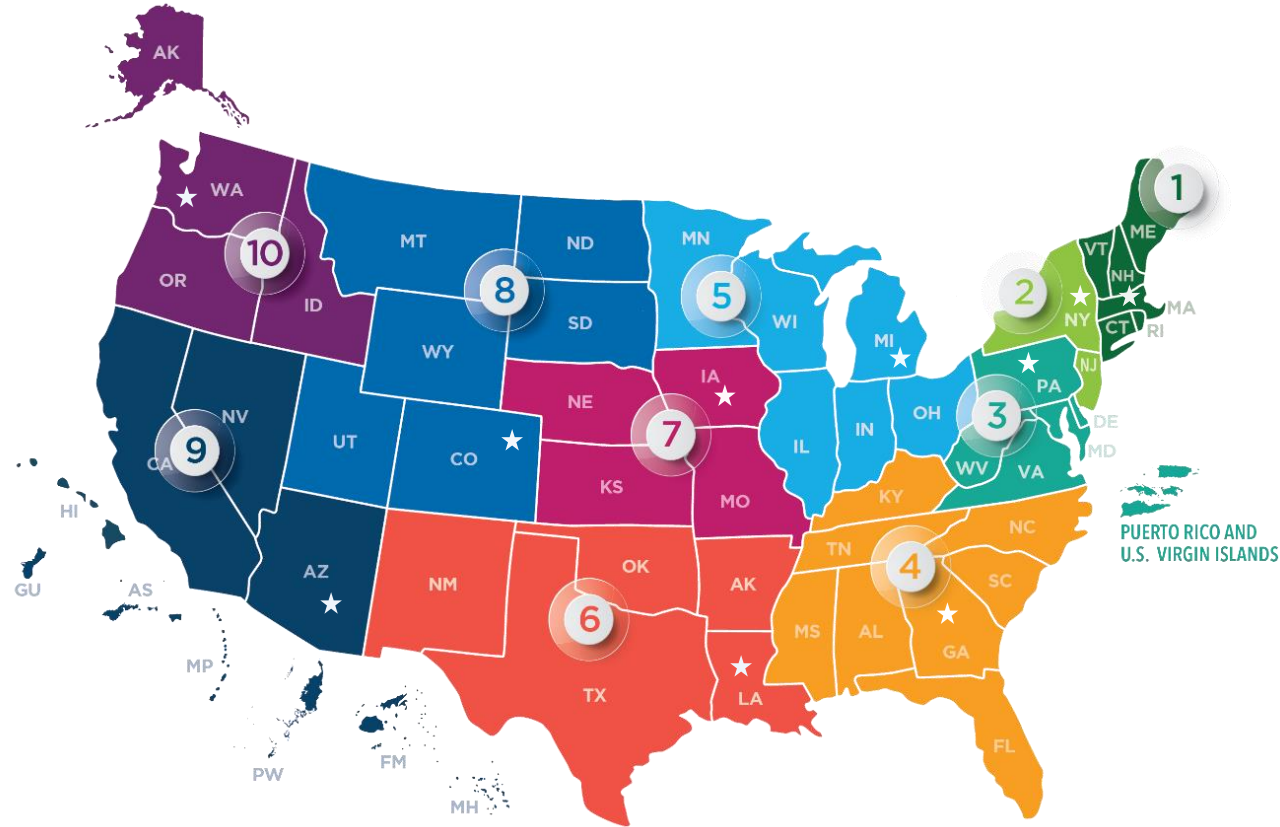
Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming

9 **WESTERN REGION PHTC**
University of Arizona

Arizona, California, Hawaii, Nevada, U.S. Affiliated Pacific Islands

10 **NORTHWEST PHTC**
University of Washington

Alaska, Idaho, Oregon, Washington



1 **NEW ENGLAND PHTC**
Boston University

Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont

2 **REGION 2 PHTC**
Columbia University

New Jersey, New York, Puerto Rico, U.S. Virgin Islands

3 **MID-ATLANTIC REGIONAL PHTC**
University of Pittsburgh

Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia

4 **REGION IV PHTC**
Emory University

Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee

5 **REGION V PHTC**
University of Michigan

Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin

What do we do?

The Public Health Training Center Network (PHTCN) helps sustain a skilled public health workforce by providing access to world-class professional development, experiential learning, and consulting and technical assistance.

PROFESSIONAL DEVELOPMENT



We offer a comprehensive set of resources to help public health professionals build core skills and strategic competencies required to address current and emerging public health challenges.

EXPERIENTIAL LEARNING



We help students gain valuable practical experience through funded field placements at agencies in underserved communities.

CONSULTING AND TECHNICAL ASSISTANCE



We provide access to expertise and other resources that help our community partners understand and plan for local workforce development needs.

Who do we serve?

While our work is far-reaching and our impact broad, our marketing and communications are focused on four key audience segments:

AUDIENCE

KEY MESSAGE: The “one thing” you want each audience segment to take away from your communications with them.

STUDENTS

Your PHTC is your source for relevant, fulfilling, funded field placement opportunities—regionally and nationwide.

PUBLIC HEALTH PROFESSIONALS

Your PHTC is your source for free, high-quality training and support that meets your individual, organizational, and regional needs—provided directly or through the nationwide Public Health Training Center Network.

FUNDERS

The PHTCN’s unique blend of local relevance and national breadth play a vital role in building and sustaining a strong workforce.

PARTNERS + PEERS

The PHTCN’s unique blend of local relevance and national breadth make us key partners in building and sustaining a strong workforce.

BRAND PROOF POINTS

Why choose/support/partner with the PHTCN?



COMPREHENSIVE

- > Breadth of content areas and learning modalities
- > Skills and strategy training for all experience levels
- > Access to high quality resources and best practices across a vibrant network of national and regional workforce development partners

RELEVANT

- > Responsive professionals who understand your goals and challenges
- > Programs designed to meet the specific needs of each region and workforce
- > Timely evidence-based information on critical public health issues, especially racial and health equity
- > Informed by expert, inclusive, ongoing needs assessment

TRUSTED

- > High levels of participant/partner satisfaction
- > Expert instructors
- > Quality field placements
- > Proven impact

Think of this as an inventory of ways you can reinforce your value. Choose the points most compelling to your audience; be as specific as possible with your examples.




What's it like to work with the PHTCN?

This is not typically an external statement.

Rather, it's a “mantra” that illustrates the personality and tone of your communications.

- We recognize that it's challenging to stay current on public health knowledge and practices...now more than ever.
- We are passionately committed to providing the training and development the nation's public health professionals need, how and when they need it.
- We have an ear to the ground...and an eye towards the future.
- We care deeply about sustaining a stronger public health workforce...and in making their lives easier along the way.



Visual Guidelines

OUR LOGO

A logo is the visual symbol of an organization, representing that organization's strengths, aspirations, and focus.

Our logo depicts PHTCN'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.



ICON



ICON AND WORDMARK, HORIZONTAL



**PUBLIC HEALTH TRAINING
CENTER NETWORK**

ICON AND WORDMARK, STACKED



**PUBLIC HEALTH
TRAINING CENTER
NETWORK**

OUR LOGO

Clear Space

All brandmark designs are governed by an area of isolation and 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.



ICON CLEAR SPACE



ICON AND WORDMARK CLEAR SPACE



STACKED ICON AND WORDMARK 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.



4-COLOR PROCESS



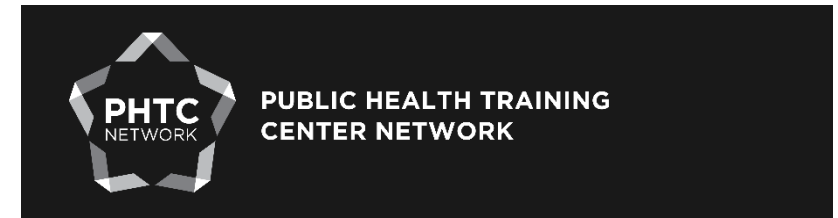
4-COLOR TEXT REVERSED



1-COLOR GRAYSCALE



1-COLOR GRAYSCALE TEXT REVERSED



4-COLOR STACKED AND TEXT REVERSED



1-COLOR GRAYSCALE STACKED AND TEXT REVERSED



OUR LOGO

PHTCN Icon

In some instances, such as social media profile images, you may need to use the standalone PHTCN icon without the wordmark.

4-COLOR PROCESS AND TEXT REVERSED



1-COLOR GRAYSCALE AND TEXT REVERSED



WHITE WITH REVERSED TEXT

This version of the icon has semitransparent arrow points and may be used against all colored backgrounds [examples shown here using PHTCN brand colors].



OUR LOGO

Dos and Don'ts

There may be occasions when 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)



LOGO ON LIGHTER BACKGROUND



LOGO ON DARKER BACKGROUND (EXAMPLE 1)



LOGO ON DARKER BACKGROUND (EXAMPLE 2)



LOGO ON A BUSY BACKGROUND



LOGO WITH NO CONTRASTING BACKGROUND COLOR



OUR LOGO

Dos and Don'ts

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 PHTCN brand continues to build equity over time.

💡 To maintain the aspect ratio of any image, use the Click > Drag method.

- Select the image and click on a corner handle [double-headed arrow]
- Drag up left or down right to desired size

To maintain the aspect ratio and resize an image in place:

- Select the image and click on a corner handle [double-headed arrow] > press CTRL button > drag to desired size



**PUBLIC HEALTH TRAINING
CENTER NETWORK**

STRETCHED OR SQUEEZED LOGO WITH IMPROPER ASPECT RATIOS



**PUBLIC HEALTH TRAINING
CENTER NETWORK**

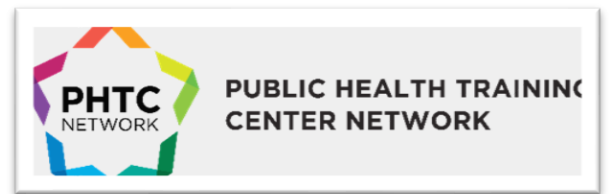


**PUBLIC HEALTH TRAINING
CENTER NETWORK**

LOGO WITH DROP SHADOW OR OTHER EFFECTS



**PUBLIC HEALTH TRAINING
CENTER NETWORK**



**PUBLIC HEALTH TRAINING
CENTER NETWORK**

LOGO WITH NO CLEAR SPACE



**PUBLIC HEALTH TRAINING
CENTER NETWORK**



**PUBLIC HEALTH TRAINING
CENTER NETWORK**

OUR LOGO

Minimum Print and Screen Sizes

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



PRINT

Minimum height of logo = 0.5 inches/1.27 cm



ONSCREEN

Minimum height of logo = 37 pixels



File Types

The PHTCN 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 different 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 one needs 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”

ABCDEF
GHIJKLM
NOPQRST
UVWXYZ

abcdefghijklmnopqrstuvwxy

0123456789



TYPOGRAPHY

PHTCN Typeface

For print and video projects, PHTCN’s primary typeface is Gotham due to its legibility and scalability, both as headline and body copy.

If Gotham is not available, Avenir or Arial fonts may be used.



PRIMARY: GOTHAM FONT FAMILY

Gotham Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ALTERNATIVE 1: AVENIR FONT FAMILY

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Avenir Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ALTERNATIVE 2: ARIAL FONT FAMILY

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

How to use type

Consistent use of Gotham in the basic text elements of PHTCN communication materials gives us the opportunity to create a uniform visual language and voice for the PHTCN 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 and should be Black or one of the “High Contrast” colors from the approved color palette.

Sub-Headline

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

Paragraph Header

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

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.

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

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 PHTCN logo or as sidebars to place behind copy.

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

All of PHTCN’s visual communication should be based on the colors shown to the right.



HIGH CONTRAST (HEADLINES, TITLES)



CMYK:
95.50.10.50
RGB:
0.65.104
HEX:
064073

CMYK:
75.14.0.0
RGB:
0.174.230
HEX:
00AEE6

NEUTRALS (BACKGROUNDS)



CMYK:
0.0.0.90
RGB:
25, 25, 25
HEX:
414042

CMYK:
0.0.0.20
RGB:
204, 204, 204
HEX:
CCCCCC

CMYK:
6.7.14.8
RGB:
221.218.202
HEX:
DDACA

IDENTITY COLORS (FROM LOGO)



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:
0.104.56
HEX:
0DB30D

CMYK:
50.1.98.0
RGB:
128.255.0
HEX:
80FF00



Co-Branding

Positioning

Each Public Health Training Center has built equity around its own identity. Co-branding with the PHTCN logo complements those strengths while building awareness for the PHTCN as a larger national resource.

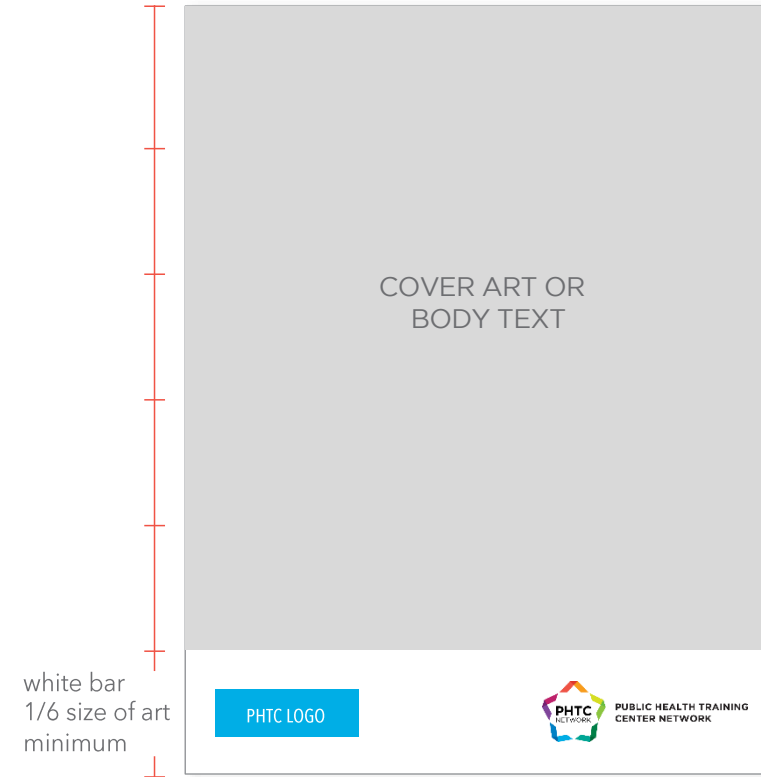
Similarly, encouraging CBT partners to include the PHTCN logo where appropriate will support their own brands while elevating the PHTCN brand.

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

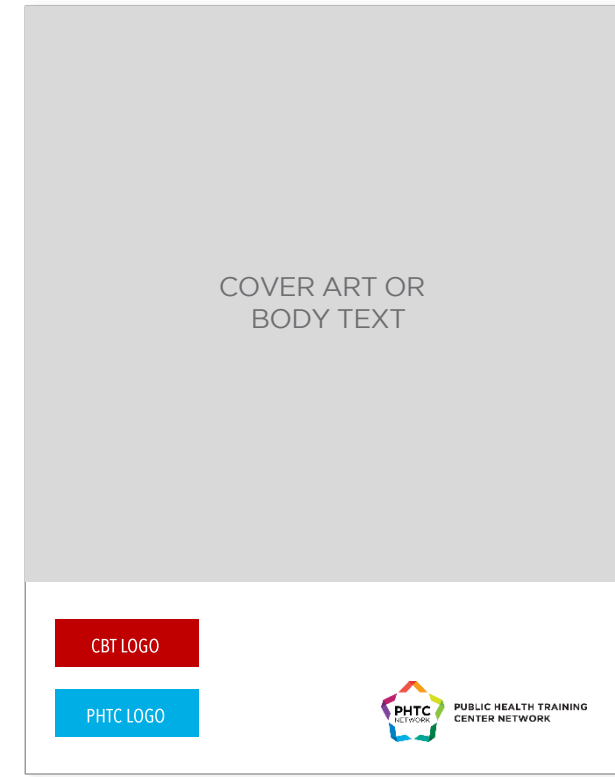
Logo: lower right corner position. Consistent placement of the PHTCN logo in the lower right corner of our visual communication pieces builds strength of our brand.



PUBLIC HEALTH TRAINING CENTERS NETWORK LAYOUT



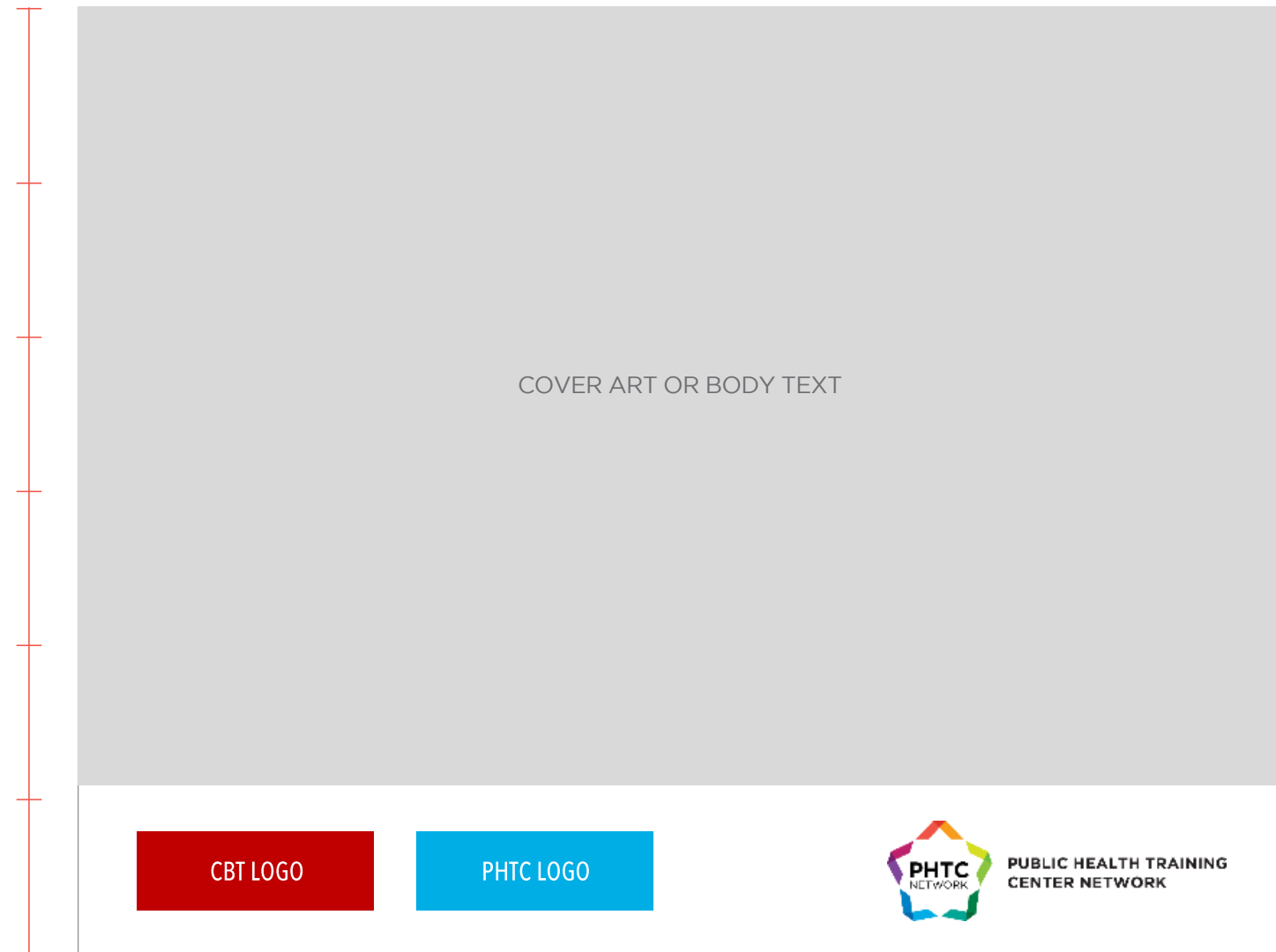
MULTIPLE PARTIES LAYOUT



Positioning

White bar on bottom is shown here on a horizontal layout for landscape print or PowerPoint.

LANDSCAPE OR POWERPOINT LAYOUT



CO-BRANDING

Website Positioning

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

Logo placement within a website:
Whenever possible, the logo should appear in the website's footer section on the Home and ensuing pages.

Examples of alternate placements of the PHTCN logo within a website's architecture are:

- About Us
- Our Partners
- What We Do
- Education and Trainings



WEBSITE PARTNERS LAYOUT



ALTERNATIVE WEBSITE PARTNERS FOOTER



Acknowledgement/ Disclaimer

Grantees are required to use this language when issuing statements, press releases, requests for proposals, bid solicitations, and other HRSA supported publications and forums describing projects or programs funded in whole or in part with HRSA funding.

Examples of HRSA-supported publications include, but are not limited to, manuals, toolkits, resource guides, case studies and issues briefs.

ACKNOWLEDGEMENT/DISCLAIMER TEXT

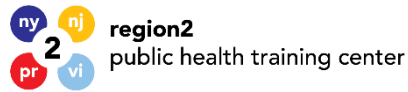
“This project is/was supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number <###> and title for grant amount (specify grant number, title, total award amount and percentage financed with nongovernmental sources). This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.”



Contact the PHTCN



BOSTON UNIVERSITY
New England PHTC
sites.bu.edu/nephtc/



COLUMBIA UNIVERSITY
Region 2 PHTC
region2phtc.org



UNIVERSITY OF PITTSBURGH
Mid-Atlantic Regional PHTC
lms.marphtc.pitt.edu



EMORY UNIVERSITY
Region IV PHTC
r4phtc.org



UNIVERSITY OF MICHIGAN
Region V PHTC
www.rvphtc.org



TULANE UNIVERSITY
South Central PHTC
r6phtc.sph.tulane.edu



UNIVERSITY OF IOWA
Midwestern PHTC
mphtc.org



UNIVERSITY OF COLORADO
Rocky Mountain PHTC
rmphtc.org



UNIVERSITY OF ARIZONA
Western Region PHTC
wrphtc.arizona.edu



UNIVERSITY OF WASHINGTON
Northwest PHTC
nwcphp.org

To download the PHTCN logos and icons visit:
r4phtc.org/phtcn