



*Advancing
public health
performance*



PHAB Toolkit Document LOGO GUIDELINES

About the PHAB Logo

As a PHAB-accredited health department, you are entitled to use the PHAB logo on your internal and external communications and marketing materials, including stationery, business cards, brochures, banners, and flyers. The logo is available in an electronic format in this toolkit. If you have additional questions regarding the use of this logo, please contact PHAB Communications Manager Teddi Nicolaus at 703-778-4549, Ext. 118, or tnicolaus@phaboard.org. When you use the PHAB logo, you are showing that your health department has received accreditation through PHAB and that you are now part of a growing team of accredited health departments. The PHAB logo gives our communications synergy and energy and ensures that we are maintaining our brand.

PHAB Logo Guidelines

The Cornerstone of PHAB's Identity

The PHAB logo is our organization's official identifying mark. PHAB's logo represents its role as a catalyst for change and the continuous improvement for which it encourages public health officials to strive. The squared shape implies a solid and reliable source for national accreditation.

The tagline, "Advancing public health performance," continues this thought and positions PHAB as a leader and ally in the process. The full name of the organization is not part of the official logo, but it is suggested to appear alongside it on publication covers and official documents.

The logo, combined with the tagline, creates the organization's signature. As with your own signature, consistency is a vital aspect to recognition. Brand practitioners overwhelmingly agree that consistency is the most important aspect to successful branding.

The logo may only be reproduced in PMS 2945 C, or PMS 301 U, or its equivalent, black, when printing in a single color.

PHAB's Colors and Color Breakdown are as Follows:

- **COATED:** PMS 2945 C
- **UNCOATED:** PMS 301 U
- **CMYK:** C 100 / M 50 / Y 0 / K 10*
- **RGB:** R 0 / G 103 / B 172

Any designer or printer you give this to should understand the colors, and when to use what color (PMS vs CMYK vs RGB) without any additional explanation. The logo should never be altered from its original format, nor should the elements be separated. Doing so would diminish the integrity of the logo and undermine branding efforts.