



Public Health
Prevent. Promote. Protect.

Your Local Health Department

The National Identity for Local Public Health

Customization of the Logo for Local Health Departments

Consistent use of the logo helps to strengthen the identity of local health departments. The logo is customizable to allow insertion of an organizational name as well as a program name.

The customizable logo can be used by local health departments that do not have an existing logo identity, by local health departments that hope to replace an existing logo identity or by local health departments in conjunction with their existing logo identity.

Guidelines for Customization

- The organizational name should fit on 1 or 2 lines using a font size that extends no wider than 1.5 times the width of logo as designated with the thin rule.
- The organizational name can be shorter than 1.5 times the width of the logo.
- The font type that should be used is Bookman Old Style bold & regular.
- Line spacing should follow the measurement guides provided below.
- Both color and grayscale versions have been provided in .eps format and can be customized using Adobe Illustrator or Adobe Acrobat programs.

Additional information about using the logo can be found at www.naccho.org/LocalPublicHealthBrand in the Guide for Local Health Departments.

The figures below illustrate examples of various organizational title structures and spatial guidelines for the insertion of local health department information.

1.



Public Health
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KCMO Health Department

2.



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**KCMO Health
Department**

3.



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**Kansas City, MO
Health Department**

4.



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KCMOHD

5.



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KCMO Health Department
Lead Prevention Program