

**Washington State Board of Health
Policy & Procedure**

Policy Number:	2013-001
Subject:	Publications Standards and Board Logo
Approved Date:	October 9, 2013

Policy Statement

The Board has established uniform quality standards for its publications and guidelines for the development and distribution of clear and effective Board publications that use the best method for the intended audience, determined the appropriate time for dissemination, and demonstrate wise use of Board resources.

The Board will have one logo to clearly communicate its vision, convey a unified image, reduce confusion regarding the source of documents, and ensure standardization and consistency.

Procedure

- 1) To ensure compliance with Board quality standards and mission, the Communications Consultant will review and the Executive Director will approve Board publications that are intended to remain in public circulation and/or reach a large external audience.
- 2) Examples of publications that may be reviewed include: web content, brochures, posters, informational guides, handbooks, annual and biennial reports, strategic plans, and special reports. Publications do not include: materials intended for internal Board distribution, staff training guides, draft reports, working papers, and informal correspondence.
- 3) New publications may be developed when: there is a Board action, policy, or administrative requirement; there is no current publication covering the same subject; or it would be cost effective to consolidate information from multiple Board sources into one publication.
- 4) All Board publications will include: the state seal or Board logo and identification of Board member or staff contributing to the publication. The Board logo may be used by staff and partners for official Board business. The Communications Consultant is the primary contact for all questions and information regarding the Board logo. Board and Staff will refer to the design manual for guidelines on when and how to use the Board logo. The logo will not be altered or distorted in any manner. The logo may be used on: electronic publications and websites, signage, reports, pamphlets, posters, brochures, newsletters, and other publications, and all promotional items that represent the Board. Official

letterhead, envelopes, and business cards are prohibited from including the Board logo as they utilize a statewide adopted standard bearing the state seal.