



# **Communications Resource Library**

## **Online Resource**

**Presented by:**

**Sarah Paulsen, Marketing Specialist**

# Overview

- **Communications Resource Library**
- **Resources Available**
  - **Photography**
  - **Logos**
  - **Graphic Elements**
    - **JPG Files**
    - **GIF Files**
    - **TIFF Files**
    - **EPS Files**
  - **Templates**
  - **Branding Guidelines Manual**
  - **Additional Resources**
- **Resource Library Tips**
- **Coming Soon...**
- ***Network* Online Ordering Web site - Review**
- **Online Catalog/Cost Recovery Web site - Review**



# [www.networkforahealthycalifornia.net/Library](http://www.networkforahealthycalifornia.net/Library)

## Categories


California Communications Resource Library - Microsoft Internet Explorer

Search Favorites


fornia.net/Library/index.php

Search Web Upgrade your Toolbar Now! Mail My Yahoo! HotJobs

Bookmarks 332 blocked Check AutoLink AutoFill Send to



**Network for a Healthy California Communications Resource Library**



Home

People

Fruits & Vegetable

Physical Activity

Recipes

Line Art

Logos

Graphic Elements

Templates

Branding Manual

Welcome to the *Network for a Healthy California's (Network)* Communications Resource Library. Here you will find the following resources:

**Library of Images**

This Resource Library houses the *Network's* library of images, which is a collection of empowering lifestyle photos, knock-out fruit, vegetable, and physical activity images, recipe photos, and line art. These images can be used in *Network* materials to help bring to life our message and reinforce our brand.

We will update the photo library as new images become available. We encourage you to become familiar with it and to take advantage of the vast assortment of images available to you. The more you use this library and become familiar with the images that are available the less likely it will be that you overuse an image. This will ensure that your materials look fresh and new.

All images in the Resource Library are licensed for use by *Network*-funded projects only. These images are licensed by the *Network* and are not to be distributed or shared with other organizations.

To request a high resolution version of an image, please do the following:

1. Browse through the site and when you find the specific image you are looking for, click "image feedback".

## Instructions

# Resources Available

- **Photography**
  - Case Sensitive
  - User ID: library
  - Password: champions4change



# Resources Available (Continued)

- **Photography**

- **People**

- Images including empowering lifestyle photos, images of people being physically active, and people eating and shopping for fruits and vegetables.



# Resources Available (Continued)

- **Photography (Continued)**
  - **Fruits & Vegetables**
    - Hundreds of images of fruits and vegetables in any way you can imagine! Cut up, in a kitchen, knocked-out, with other fruits and vegetables, etc.



# Resources Available (Continued)

- **Photography (Continued)**
  - **Physical Activity Objects**
    - Images of physical activity equipment and shoes.



# Resources Available (Continued)

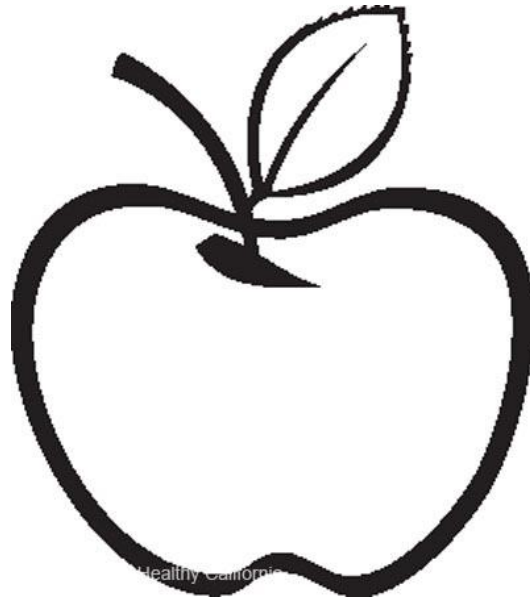
- **Photography** (Continued)
  - **Recipe Photos**
    - Images of new and existing *Network* cookbook and recipe card photos.





# Resources Available (Continued)

- **Photography** (Continued)
  - **Line Art**
    - Line art images. These should be used minimally – for materials produced in black and white only.



Healthy California



# Resources Available (Continued)

- **Logos**

Full color, grayscale, black, and white (reversed).

- **Network (English & Spanish)**



- **All Regional Network Logos (English & Spanish)**



# Resources Available (Continued)

- **Logos** (Continued)

Full color, grayscale, black, and white (reversed).

- **California Department of Public Health**



- **Public Health Institute**



- **New *Power Play!* Logo – Coming Soon!**



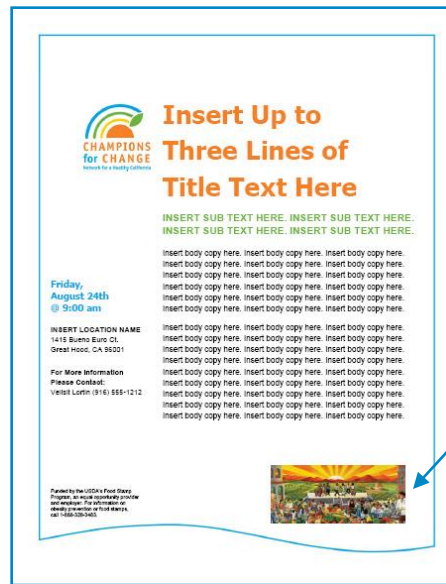
# Resources Available (Continued)

- **Graphic Images**
  - *Latino and African American Campaign Illustrations*
    - *Campaign* specific images used to leverage the equity built in the illustrations. Not to be used in place of the *Network* logo or directly next to the *Network* logo.



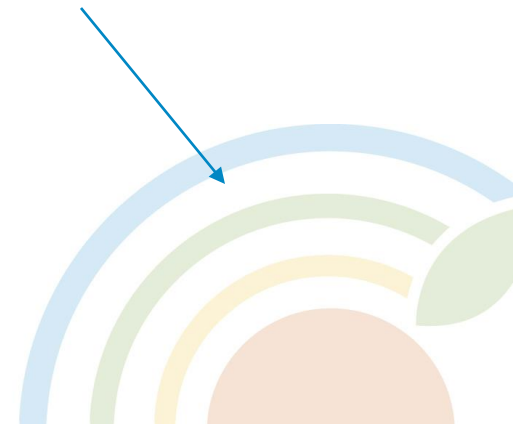
# Resources Available (Continued)

- Graphic Images
  - *Latino and African American Campaign Illustrations*



# Resources Available (Continued)

- **Graphic Images** (Continued)
  - **Wave & Rainbow Graphic Elements**
    - Graphic elements used to represent the *Network* and provide visual interest to projects.
    - The Rainbow graphic element should never replace the full *Network* Logo, it is just a graphic element.



# When to use a .JPEG (.JPG) File

- Low quality image for online applications.
- Commonly used for photos and images with continuous tones.
- Use for Microsoft Word flyers, e-mail, Web, or other low resolution applications/materials.
- JPG files are not transparent, so if you place a JPG logo on a color background a white box will appear around the logo. This is not a good design and should be avoided.



# When to use a .GIF File

- Low quality images for online applications.
- Ideal for line art, cartoons, and images that contain text because they preserve the sharp lines.
- GIF files have transparent backgrounds.
- Use GIF files if you are placing the image on a solid color background.





# When to use a .PNG File

- **Low quality images for online applications but higher quality than GIF files.**
- **Use when there are areas of solid color in the image such as logos.**
- **Supports transparency when used in Microsoft Word, email, and just about any program except Internet Explorer.**



# When to use a .TIFF File

- High resolution file format.
- Ideal for photos.
- Supported by almost all image-editing and page-layout applications.
- Use .TIFF files for high resolution photos that are being sent to a designer or printer.



# When to use a .EPS File

- High resolution file format, usually a vector graphic.
- Ideal for logos and graphic elements.
- Supported by almost all graphics, illustration, and page-layout programs.
- Use .EPS files for logos or artwork that is being sent to a designer or printer.



# Resources Available (Continued)


- **Templates**

Available in Microsoft Word format so they are easy to customize. Designed to reinforce the *Network's* new brand, all you have to do is fill in the blanks! They all use the recommended alternative fonts if you do not have the official fonts.

- Letterhead (English & Spanish)
- PowerPoint Presentation
- Meeting Agenda
- Flyers (6 Design Options)
- Recipe Cards (English & Spanish)
- News Bulletin (English & Spanish)
- Press Release
- Web site Guide (PDF)




# Resources Available (Continued)



California Department of Public Health  
Cancer Prevention and Nutrition Section  
1616 Capitol Avenue  
Suite 74 616, MS 7204  
Mail: P.O. BOX 997377, MS 7204  
Sacramento, CA 95896-7377

[www.networkforhealthyhcalifornia.net](http://www.networkforhealthyhcalifornia.net)  
[www.cachampionsforchange.net](http://www.cachampionsforchange.net)  
Phone: (916) 449-5400  
Fax: (916) 449-5414

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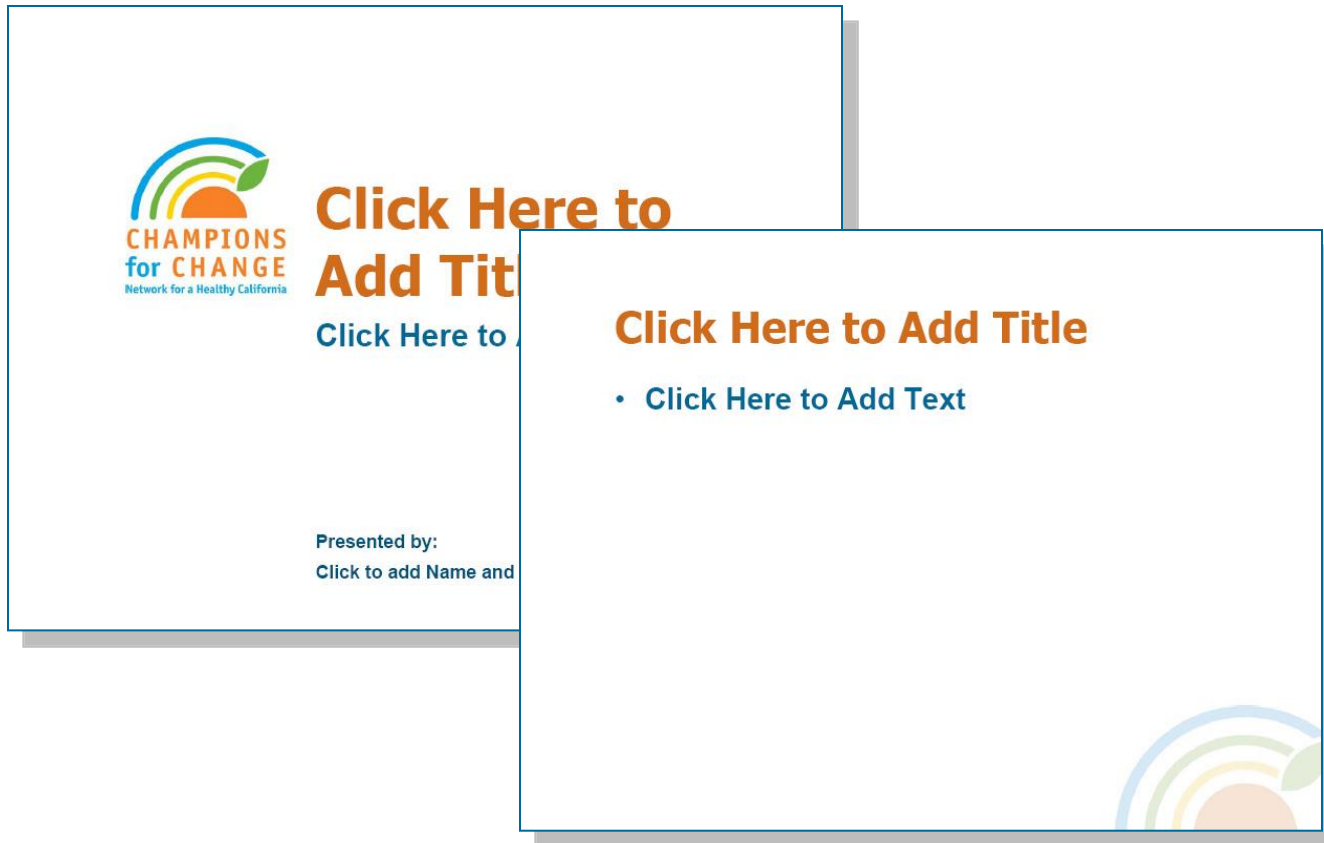
California Department of Public Health  
Cancer Prevention and Nutrition Section  
1616 Capitol Avenue  
Suite 74 616, MS 7204  
Mail: P.O. BOX 997377, MS 7204  
Sacramento, CA 95896-7377

[www.networkforhealthyhcalifornia.net](http://www.networkforhealthyhcalifornia.net)  
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Phone: (916) 449-5400  
Fax: (916) 449-5414

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**Letterhead  
(English & Spanish)**

# Resources Available (Continued)



**PowerPoint Presentation**

# Resources Available (Continued)



Network for a Healthy California  
(Insert Meeting Title Here)  
(Insert Date)  
(Insert Time)  
(Insert Location)  
(Insert Address)

AGENDA

Meeting Objectives:

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(Insert Time) (Insert Agenda Items)  
(Insert Speaker)

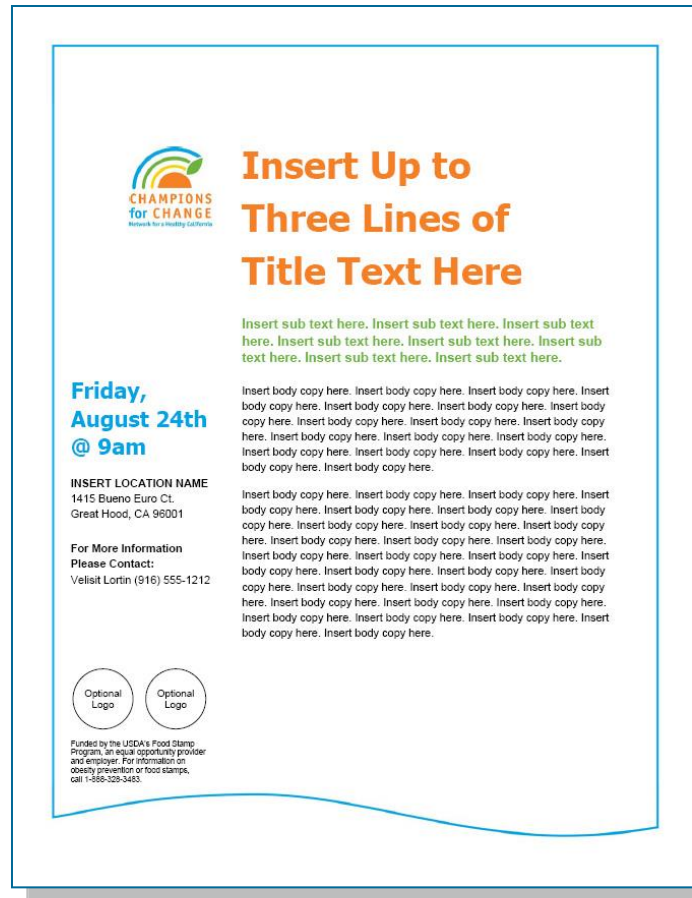
This material was funded by the USDA's Food Stamp Program through the California Department of Public Health's Network for a Healthy California. These institutions are equal opportunity providers and employers. The Food Stamp Program provides nutrition assistance to people with low income. It can help buy nutritious foods for a better diet. For information on the Food Stamp Program, call 1-888-382-3483.

Page 1 of 1

## Meeting Agenda



## Resources Available (Continued)



## Flyers (one of six design options)



# Resources Available (Continued)



Recipe Cards  
(English & Spanish)

## Resources Available (Continued)



# News Bulletin

Month 200X

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### Contact Information

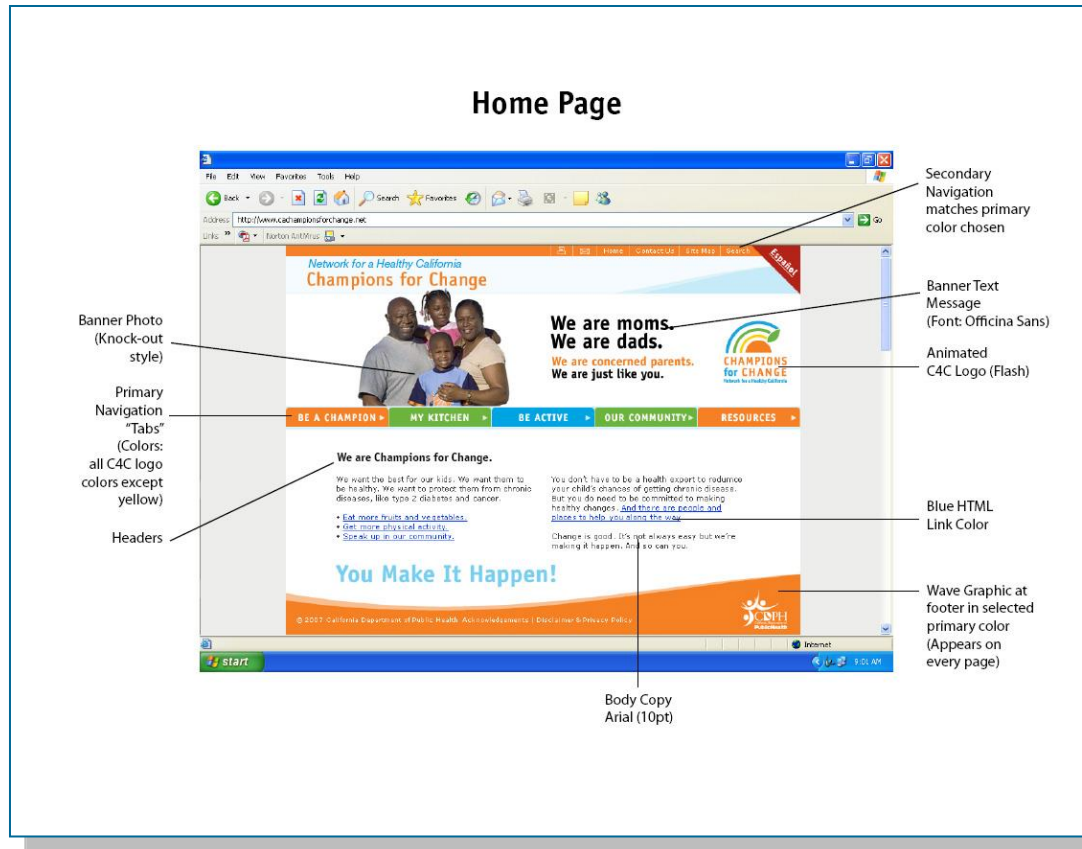
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Funded by the USDA's Food Stamp Program, an equal opportunity provider and employer.  
For information on obesity prevention or food stamps, call 1-888-328-3483.

## News Bulletins (English & Spanish)

# Resources Available (Continued)



Web site Guide (PDF)

# Resources Available (Continued)

- **Branding Guidelines Manual**
  - Here you will find the latest and greatest version of the Branding Guidelines Manual.
  - We expect one addendum which is the addition of the new *Children's Power Play! Campaign* upon finalization.



# Resources Available (Continued)

- **Additional Resources**
  - **Currently you will find:**
    - **Champion Mom Recruitment Screener (English & Spanish)**
    - **Champion Mom Roles and Responsibilities**
    - **Who is a Champion Mom**
    - **Online Ordering Instructions**
  - **In the future you will find additional resources related to materials provided by the *Network's* Communications and Media Unit.**



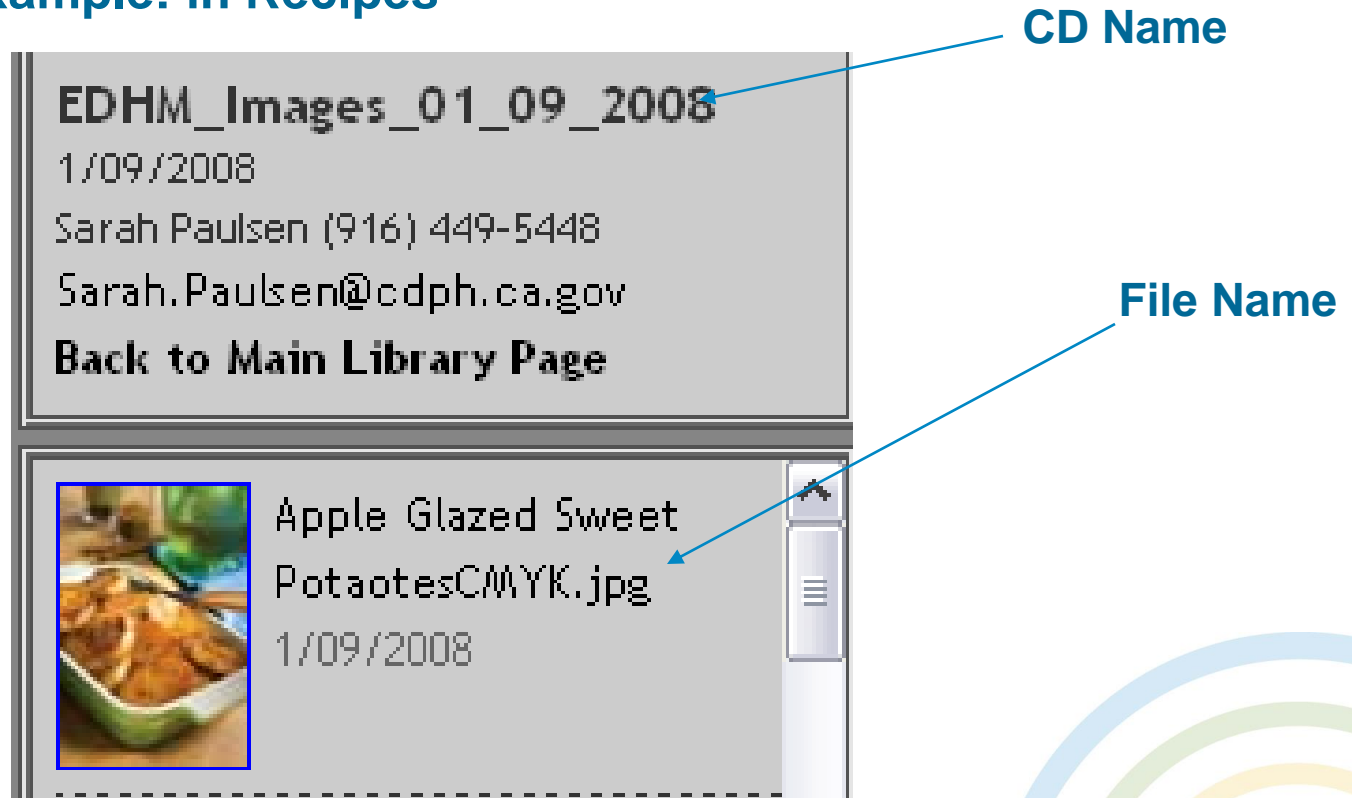
# Resource Library Tips

- Photos in the Resource Library are low resolution (not including, logos, graphic elements, Word document templates).
- You must request high resolution files.
- Put your request in early! Requests will be processed within one work week.
- Include an example of the project you are using images in and provide a copy upon finalization.



# Resource Library Tips (Continued)

- When you request an image, include the CD name the image was in along with the specific file name.
  - Example: in Recipes



# Coming Soon...

- Re-organization of images and the categories set up so they are easy to find and with related images.
- Additional images as they become available to the *Network*.
- Template Tip Sheet to help with creating Microsoft Word materials.
- *Power Play! Campaign* logo and usage guidelines (addendum to existing Branding Guidelines Manual).
- Champions for Change Brand Tour in 11 Regions available for all contractors over the next year.





# ***Network Online Ordering Web Site***

- All *Network*-funded partners have access to materials via the Online Ordering Web site.
  - <https://web3.kpcorp.com/v25/entry.asp?Account=CANN>
- Each partner has a specific allotment amount assigned to their User ID.
- Allotments usually cover a six month time frame. You will be notified before allotments change.
- Check regularly for new material in your inventory.



# ***Network Online Catalog/ Cost Recovery Web Site***

- **Materials are available for purchase at cost on the *Network Online Catalog/Cost Recovery Web site*.**
  - **<https://web3.kpcorp.com/c2Credit> or**
  - **The link on the right hand side of the *Network* home page:  
[www.networkforahealthycalifornia.net](http://www.networkforahealthycalifornia.net)**
- **Order materials if you run out of your allotment.**
- **Encourage partners to order materials at cost if you cannot provide them for free.**



# Questions?

