

# OUR LOGOS AND WHAT THE SYMBOLS MEAN-A BRIEF HISTORY

## The Seal of Los Angeles County

The seal of Los Angeles County is composed of symbolic elements that represent various facets of the cultural richness of Los Angeles. At the center of this symbol is a Native American woman who alludes to the first inhabitants of the Los Angeles basin. She carries a platter in her hands and is perched on the shore of the Pacific Ocean. In the back the San Gabriel mountains are represented by geometric motifs.

In the upper left quarter are a couple of engineering instruments that evoke the diverse industry of Los Angeles County. In the upper right wing is the Hollywood Bowl that represents cultural activities, while the two stars represent the film and television industries. In the left half there is a Spanish galleon called "San Salvador". This ship was sailed by Juan Rodriguez Cabrillo to the port of San Pedro on October 8, 1542. In the right half is the representation of the mission of San Gabriel which represents the historical role of the missions in the settlement of the region. In the lower left quarter there is a tuna fish that represents the fishing industry and finally in the lower right quarter there is a championship cow that represents the dairy industry of Los Angeles. This seal is surrounded by the words "County of Los Angeles, California". The county seal was conceptualized by former supervisor Kenneth Hahn and designed by Millard Sheets. The Board of Supervisors adopted it the symbol on January 2, 1957. This seal has been modified on a couple of occasions to faithfully conform the cultural diversity of Los Angeles County.

The most recent version has been revised and the cross on the roof of the San Gabriel mission has been removed.

## The Logo of the Los Angeles County Health Agency

In 2015, the Board of Supervisors consolidated the departments of Health Services, Mental Health and Public Health under a single agency. At the end of 2016, employees from the three departments were invited to participate in the creation of logo for the new agency. The winner and creator of the current logo was Frank Duarte.



### **The Department of Health Services Logo**

Before the Department of Public Health and the Department of Health Services became independent in July 2006, the logo of the Department of Health Services was created. This logo represents the integration of the entire network of hospitals that make up the department. The logo of Health Services is based on the Rod of Asclepius caduceus of Hermes, which since the late nineteenth century and during the twentieth century represents health services in the United States. Also indicative of health services is the basic shape of the hexagon that wraps the Rod of Asclepius. This system of logos was created by Alan Albert.

### **The Department of Mental Health Logo**

The most recent version.

### **The Department of Public Health Logo**

The Public Health logo was created in January 2001. This logo was developed in order to provide residents of the County of Los Angeles with an image that will reflect the services offered by the Department of Public Health. When the Department of Public Health and the Department of Health Services became two independent departments in July 2006, the Department of Public Health adopted the profiling faces as our identity. The design of this logo was conceptualized by Dr. Johnathan Fielding and designed by Tony Taweessup.



**Health Services**  
LOS ANGELES COUNTY

LOS ANGELES COUNTY  
**DEPARTMENT OF  
MENTAL HEALTH**  
hope. recovery. wellbeing.



### **The Public Health logo is comprised of two elements:**

- 1) Ideogram: depicting profiles of four faces
- 2) Logotype: with the header "County of Los Angeles" and the inscription "Public Health"  
The elements cannot be altered or substituted. The Public Health logo represents all programs that make up Public Health and should be used as represented in this guideline without any further distinction.

**Navy blue** is the preferred color when the logo is not accompanied by other logos. The logo can only also be used in black or white depending on the background color.

- CMYK: 100, 85, 5, 36 (printing)
- RGB: 6/31/92 (digital)
- HEX: #00205b
- Pantone: 281 C



Pantone 281 C

### **Horizontal Version:**

The horizontal version is preferred and should be used in most cases. With consideration for optimum legibility and comprehension, the horizontal logo should never be reproduced smaller than 1/4" in height. When applicable, use the Spanish version of the logo. On materials in any other language, the logo remains in English.

### **Vertical Version:**

When the space does not accommodate the horizontal version, the block version may be used. The block version should not be reproduced smaller than 3/4" in height.

The Public Health logo and County seal can be found on the Intranet at <http://intranet/ph/Resources.htm>.

## HORIZONTAL VERSION





# VERTICAL VERSION



COUNTY OF LOS ANGELES

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**Public Health**

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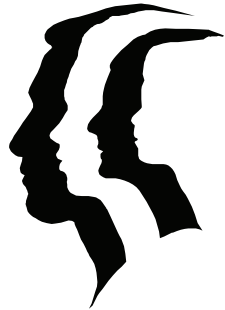


CONDADO DE LOS ANGELES

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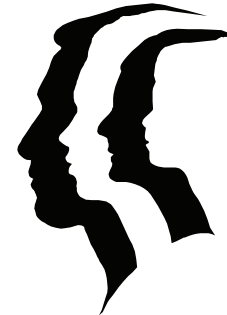
**Salud Pública**

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COUNTY OF LOS ANGELES

**Public Health**



CONDADO DE LOS ANGELES

**Salud Pública**



COUNTY OF LOS ANGELES

**Public Health**



CONDADO DE LOS ANGELES

**Salud Pública**

# LOGO GUIDELINES

The Public Health logo must be included on every publication, reports, brochures, flyers, promotional materials (including T-shirts) and digital media (billboards, videos, text messaging campaigns, etc.) for all external audiences—anything public facing. The Public Health logo is the department's primary and dominant organizational brand. There is only one logo for the Department of Public Health. No other logo can be used to substitute the Department's logo. Programs that have already developed and are using a consistent and recognized individual graphic design, may continue to do so, only if the Public Health logo is always used with the program design. Where possible, program designs should be transitioned to the Public Health identity mark as soon as possible.

The Public Health logo must be on all materials including but not limited to:

- Website
- Flyers
- Mailers
- Videos
- Social Media
- Paid Media
- Promotional Materials

The Public Health logo must be on all materials including. appear on both the front and back cover of printed materials.

## **Sponsorships**

When the Public Health logo is used in sponsoring events, approval must be given through the Communications Office. Sponsor opportunities should be approved by your Bureau Director prior to sending them the Office of Communications for approval. Sponsorships are sensitive in nature. Once the Public Health logo is used in a sponsorship event/opportunity, it is now associated with that event, organization, and/or message.

When the Public Health Logo is used with the County Seal, the Seal must appear on the left



and the Public Health logo must be 3/4 of the height of the County Seal. It is preferable to use both elements in their black and white versions. The approved County Seal is the logo without a cross on the San Gabriel Mission roof. The Health Agency logo should only be used when representing Health Agency-level programs and initiatives. Important note; not all program offices or initiatives within DHS, Public Health and DMH are Agency-level efforts; therefore, departmental logos alone are often appropriate depending on the intended application.

**In cases where the materials need the Seal and the Agency Logo:**

The County Seal must appear on the left followed by the Health Agency logo and lastly the Public Health logo. In some cases, it is also correct to use the logos of the three departments that make up the Health Agency.



# OTHER APPLICATIONS OF THE LOGO

## **Clothing**

Aside from written communication and documents, we also communicate the brand to the outside world by clothing, yes, a visual identity. This is important because it tells the community that you represent Public Health by wearing the clothing. The following are important factors on wearing official Public Health clothing. These guidelines are important to follow so we can keep the Public Health image in a positive and professional manner.

Los Angeles County Department of Public Health designations featuring official Public Health logos or the words "Department of Public Health", "Public Health Official," Public Health "Health Officer" or "Deputy Health Officer" badge insignia are issued to sworn personnel for use while their daily duties or to staff members authorized to act as a representative of Public Health in emergency situations.

- The primary reason the Department has issued clothing for sworn personnel is to make them readily identifiable and readily accessible to the residents they serve.
- It is vital that Public Health employees always maintain a neat and professional appearance in the performance of their responsibilities.
- No Bureau, Division, or Program may deviate from these clothing standards without written consent from the Office of Communications.
- The Public Health logo and term "Department of Public Health" may not be affixed to any clothing that does not comply with these standards.
- No changes to schemes, colors, insignia placement, or logos will be allowed without the written authorization from the Office of Communications.
- Public Health's Human Resources shall be the central distributor of articles of clothing bearing a badge replica patch and shall maintain a database of all such items requisitioned by authorized Public Health Divisions for distribution to their sworn personnel.
- The Human Resources section shall provide oversight through administration of applicable Public Health employee oaths, consigning of badges, and auditing of Division distribution of requisitioned uniform clothing having an embroidered badge patch.

All other Bureaus, Divisions, and Programs have a responsibility to ensure the ordering of clothing items adheres to the standards listed within this policy. Clothing items embroidered with the official County Public Health badge are designated controlled items, and the use of the badge is limited to duly authorized and sworn personnel.

- Clothing that has been embroidered with a replica of the official Public Health badge shall be considered as equal to an officially issued metal badge.
- All rules and regulations regarding the use and control of the badge detailed in the Public Health's Health Officer or Deputy Health Officer Badge's policy shall apply.
- Only personnel authorized by the Department and duly sworn shall receive shirts with the Health Officer or Deputy Health Officer badge embroidered on to it.

**Shirts:**

All shirts will be:

- Navy Blue in color for personnel authorized to wear the official Public Health's Health Officer or Deputy Health Officer Badge when said badge is embroidered onto the clothing.
- Navy Blue is also authorized for Public Information Officers, designated Emergency Preparedness and Response personnel, and Facilities Management personnel.
- Royal Blue in color for all other Department personnel who are not designated as the above.
- T-shirts that are used as promotional materials or for specific campaigns must include the Public Health logo. T-shirts for such purpose can be in multiple colors and the design should be approved by the Office of Communications prior to purchase.



Navy Blue



Royal Blue

**Jackets:**

All field operations jackets will be:

- Navy Blue in color.
- Jackets must not depict nor display badge embroidery at any time.
- Jackets shall have the Department logo on the left chest area.



Navy Blue

### **Slacks, Shoes, and Accoutrements:**

Although no specific colors are designated, these items should reflect a professional image and complement the official clothing.

### **Merchandise**

The Public Health logo should go on all merchandise. If spacing is a concern, such as in pens, then you can use the website: [www.publichealth.lacounty.gov](http://www.publichealth.lacounty.gov)

Programs that have grant funding and must include additional information, must contact the Communications Office for approval. Approval will only be granted if grantee guidelines require additional information.



# ADDITIONAL GRAPHIC DESIGNS/IDENTITY MARKS

There are times when Public Health develops products or other items as part of a long-term department level initiative or project, or where the initiative has its own required specific set of taglines. Public Health must be strategic around the creation of its unique organizational, programmatic, and project-based graphic designs:

- Programmatic graphic designs are tied to programs such as Nurse Family Partnership, Children's Medical Services, or Office of Women's Health. They have a strong direct relationship with customers or providers who benefit from the programs. These graphic designs brands must be used with the Public Health logo. These graphic designs do not replace the Public Health logo and should always be pre-approved before using.
- Temporary or campaign graphic designs represent time-limited initiatives tied to independent programs. Examples include media campaigns with a specific audience and tagline. These campaigns must include the Public Health logo.



Development of a new graphic design/identity mark for a project or initiative will be approved by the Office of Communications on a case-by-case basis. If you believe a new graphic design mark or campaign is warranted, send a request to [DocReview@ph.lacounty.gov](mailto:DocReview@ph.lacounty.gov).

The Office of Communications will make this determination within 2 weeks of receiving the request. If an identity mark is approved for your initiative, the Office of Communications must review and have final approval of all graphic design development to ensure unified brand management.