

**CONTENT:** Collateral materials must be written and designed with the intended audience in mind. If the primary audience is the public, clients, and/or stakeholders, the content must be written at a **3rd to 5th grade reading level, translated into Spanish, include ADA language\* and be free of technical jargon.** If the primary audience is staff and/or contract providers, the content does not require Spanish translation and may include technical terminology.

## Times

- Use numerals, a space, lowercase letters, and periods for a.m. and p.m. Do not use extra zeros on times to show minutes on the whole hour. *For example: 7 p.m. and 10 a.m.; 7:30 a.m. – 4 p.m.*
- Use the words “midnight” and “noon” rather than the numbers/letters 12 p.m. and 12 a.m.
- Use a.m. or p.m. once to designate hours within the **same** timeframe. *For example: 7 – 8 a.m.; 1 – 4 p.m.; 8 a.m. – 5 p.m.*
- **Dates**
  - Abbreviate months with six or more letters if they are used with a specific date and/or day of the week. *For example: Aug. 13; June 10; Monday, Jan. 21*
  - Spell out the month when used without a specific date. *For example: February 2019*
  - Use only numerals on the days of the month and do not add “th” (~~6<sup>th</sup>~~)
- **Address and Phone Number**
  - Use only the street number, name, and city. *For example: 303 E. Vanderbilt Way, San Bernardino*
  - Include state and zip code **only** if the address is included for mailing purposes. *For example: Mail your form to 303 E. Vanderbilt Way, San Bernardino, CA 92415*
  - Use the address abbreviations for Ave., Blvd., St.
  - Phone numbers are to be written as (909) 555-5555
- **ADA language\***
  - ENGLISH - If you speak another language, language assistance services are available to you free of charge by dialing (888) 743-1478. TTY users dial 711. DBH complies with applicable federal, civil rights laws and does not discriminate on the basis of race, color, national origin, sex, gender identity, age, disability, or LEP.
  - SPANISH - Si habla otro idioma, los servicios de asistencia de idiomas están disponibles de forma gratuita llamando al (888) 743-1478. Usuarios de TTY marque 7-1-1. DBH cumple con las leyes federales, de derechos civiles aplicables y no discrimina por motivos de raza, color, nacionalidad, sexo, identidad de género, edad, discapacidad o LEP.

## DESIGN AND BRANDING

- **DBH Logo Use** (Logos may be downloaded at <http://wpcl.sbcounty.gov/dbh/for-staff/dbh-all-logos/>)
  - Use the primary DBH logo. The secondary DBH logo is allowed if space is limited.
  - Use a .png file with a transparent background (contact DBH PR for assistance)
  - Logo is placed on the left side of the document and not over graphics
- **Fonts & Colors**
  - Times New Roman
  - Arial
  - Myriad
  - Minion Pro
  - Four primary colors and seven additional color suggestions may be used as outlined in the [County Style Guide \(pg. 51\)](#)
- **Photos/Graphics**
  - Use photos/graphics are from a legal, reliable source such as Getty Images at <https://www.gettyimages.com/landing/preview/expanded/50053>. When using the link, you will see a banner at the top which reads “You are currently in a Premium Access guest preview.” The image you are requesting should say “Premium Access Download,” as opposed to a “Get this image for \$xxx.” If you select an image from Getty Images, please copy its web address and include it in your email to PRO for review.
  - Do not stretch/squish photos or use copyrighted images.
  - Photos must be culturally competent.

# PUBLIC RELATIONS REVIEW PROCESS **FREQUENTLY ASKED QUESTIONS**

DBH staff is encouraged to promote DBH programs following the “Review for Promotional, Educational, and/or Informational Materials” procedure (BOP3032-1). Below are frequently asked questions regarding this procedure. Please view the policy for additional information or call Public Relations and Outreach (PRO) at (909) 386-9720.

## 1. What must I send to PR for review?

- Flyers
- Brochures
- Presentations / PowerPoints
- Videos
- Web Blasts
- Promotional/Outreach Items (pens, tablecloths, giveaways, etc.)
- Most all “public facing” collateral material

## 2. What is the review process?

*For flyers, brochures, similar items -*

1. DBH program “designee” (i.e.: Program Specialist, Contract Monitor, Subject Matter Expert, etc.) creates the material in Word, Publisher, or PowerPoint following the DBH Collateral Material Checklist.
2. Designee obtains supervisor approval of the material. *Note: Designee is responsible for coordinating any applicable RELIAS training hours with Workforce Education and Training and/or the Office of Cultural Competency and Ethnic Services **prior** to submitting material to PR.*
3. Designee emails the material to [DBH\\_PIO@dbh.sbcounty.gov](mailto:DBH_PIO@dbh.sbcounty.gov).
4. PR returns the approved collateral materials to Designee for dissemination.

*For web blasts -*

1. Designee writes the language for the web blast and obtains supervisor approval.
2. Designee sends the language and approval to [DBH\\_PIO@dbh.sbcounty.gov](mailto:DBH_PIO@dbh.sbcounty.gov).
3. PR processes the web blast through Information Technology.

## 3. When can expect to have materials returned?

The checklist was created to help everyone work together to expedite the review process. County branded collateral materials must be submitted to and approved by Human Services and the County Administrative Office prior to distribution. These offices require adherence to the checklist. Therefore, please be mindful of everyone’s time by using this checklist and ensuring it has been followed **prior** to submitting your item to PRO for review. Materials that follow the check list are usually returned in less than 5 business days, while materials that do not follow the checklist may take up to 21 business days to be returned due to requests for changes. Web blasts take 3 to 5 business days to process. If the item or web blast is **urgent**, email **and** call PRO.

## 4. What must be translated into Spanish?

Any collateral material designed primarily for the public must be translated into Spanish. When you receive the approved English version from PR, complete and submit a [Translation Service Request form \(CUL002\)](#) to [cultural\\_competency@dbh.sbcounty.gov](mailto:cultural_competency@dbh.sbcounty.gov).

## 4. Does contract provider material need to be County branded?

No. Designee is to conduct initial review of the marketing material to ensure it meets contract requirements and follows the DBH Contract Provider Material checklist. The designee then submits the material to [DBH\\_PIO@dbh.sbcounty.gov](mailto:DBH_PIO@dbh.sbcounty.gov). Contract provider materials that follow the checklist are usually returned in less than 5 business days, while materials that do not follow the checklist may take up to 15 business days to be returned due to requests for changes.