

Visual Guide and Instructions for PNWFAC Wildfire Prevention Graphics

http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/






This ftp site is a great way to store files, but it does not have a visual directory that shows what the file looks like before you open it. These following pages have instructions on how to locate and open the files you need.

These products have been reviewed and approved by Pacific Northwest Wildfire Coordinating Group (PNWCG) Communication Prevention Investigation Committee (CPIC).

We encourage you to adapt these products for local use. However, use caution and get approval if you make significant changes to assure that products comply with legal standards and agency guidelines.

The product files are done in a variety of formats depending on how they will be produced. Most of the files have been created in **Microsoft PowerPoint** so you can make changes in text, or switch out logos and artwork. You also have the option of using other software such as Microsoft Word or Publisher, and copying/pasting the graphics and text into those programs.

The artwork and logos contained in the files were created using Adobe Illustrator, exported to an image file, then inserted into the Powerpoint or Word document. Some were made using Adobe Photoshop. You can resize these images and copy/paste them, but you cannot edit them using PowerPoint.

<u>Name</u>	<u>Last modified</u>	<u>Si</u>
 Parent Directory		
 6x3smokeybanner/	30-Aug-2015 18:42	
 8x4billboards/	30-Aug-2015 18:43	
 IFPLfactsheet/	30-Aug-2015 18:53	
 ONFboardsnofires/	30-Aug-2015 18:58	
 ONFsuporderfrontlineflyer/	30-Aug-2015 19:00	

If you plan on sending the file to a printer or vendor and they cannot print from a PowerPoint file, you will need to File>Save As> and choose pdf instead of PowerPoint in the File Format option.

You will need to have some knowledge of working in PowerPoint:

- **Text formatting**
- **Moving and resizing text blocks**
- **Placing images**
- **Resizing images**
- **Copying and pasting**
- **Arranging using Sent to Front/Move to Back/Group commands**

Readability and accessibility standards need to be followed, so follow these tips if you change these files:

- **Do not copy, snip or grab the graphics from THIS file.** They are only thumbnails and will appear very fuzzy if you try to enlarge them.
- Avoid large block of dark colored background or images if the product will be copied locally; it will eat up ink cartridges and toner.
- Do not use red or orange text on a dark background; there is not enough contrast. Do not use yellow text on a white background.
- Do not use special effects like drop shadows, glows and warped text.
- Do not use a highly-textured background behind text. It makes text hard to read.
- Do not use ornate fonts. They hinder readability, and do not transfer if you send file to someone who does not have that font on their computer. Stick to common system fonts.
- Do not distort logos or artwork when you resize them.
- Avoid all caps and underlined text.
- Separate sentences with one space, not two.

Excessive use of special effects (ie Word Art) and enhancements (glows, drop shadows, etc.) can take away the graphic integrity of the product and affect its readability.

GRAPHIC FILE FORMATS

What is a **file extension**? A file extension is the last three or four characters after the period that make up an entire file name. The file extension helps the operating system determine which program on your computer the file is associated with. Ones you commonly see are:

- Word: docx,
- PowerPoint: pptx
- Adobe Acrobat: pdf

When viewing documents on your computer, you can determine the kind of file extension by looking at the file name in your documents folder. If you choose “Details” under “View”, you can see the file name with the extension, the date, file type and size. The file type determines what kind of software needed to open that file.

Agency Print Guidelines and Standards

Every agency will have different rules concerning the look and feel of their publications. **Always check with the agency host about their guidelines before distributing any product to the public.** If you put the logo any agency, cooperator or organization on your product, make sure the product has been cleared. Logos and graphic standards for agencies can change.

How to locate and download files

http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/

Folder name: firesbannedboards
Size: 8.5x11; 11x17

http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/firesbannedboards/

Go through the following pages (beginning on page 4) and find the product you need. Then look at the file location shown in the link. (Note: these links are not live). The last section shows the folder's location on the ftp site. ([firesbanneboards/](#))

Make note of the file name under the product you want.



firesbanned11x17.pptx

firesbannedletter.pptx

Here's what the ftp file directory looks like. Click on the folder that has the files you need.

burnpile/	30-Aug-2015 18:48
burnsbillboard/	30-Aug-2015 18:37
didyounowcard/	30-Aug-2015 18:49
firesbannedboards/	30-Aug-2015 18:49
fireworks/	30-Aug-2015 18:51
grousebillboard/	30-Aug-2015 18:52

Click on the file to open. Depending on your computer system, it might ask whether you want to open it or save it to your computer's hard drive. Be sure to make note of the location where you save it. (like My Documents) when you save it.

You will not be able to save it back to the ftp site, but you can edit and save on your hard drive.

Index of /incident_specific_data/pacific_nw/!SORC

Name	Last modified	Size	Description
Parent Directory		-	
2015_08_21firesbanned11x17.pptx	30-Aug-2015 18:49	821K	
2015_08_21firesbannedletter.pptx	30-Aug-2015 18:49	725K	
2015_08_23restrictartwithinstructions.pptx	30-Aug-2015 18:50	7.6M	

Folder name: 6x3smokeybanner Size: 6 foot x 3 foot; 11x17

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/6x3smokeybanner/



smokeyyoucanhelp.pptx



smokey11x17.pptx



smokey38x18.pptx

Folder name: 8x4billboards

Size: 8 ft x 4 ft

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/8x4billboards/



atvbillboard.pptx



dirtbikebillboard.pptx



drygrasscarbillboard.pptx



drygrassjeepbillboard.pptx

Folder name: IFPLfactsheet

Size: 8.5x11

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/IFPLfactsheet/



ifplfactsheet.pptx

Folder name: onboardsnofires

Size: 8.5x11; 11x17

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/ONFboardsnofires/



nf_restrict11x17.pptx



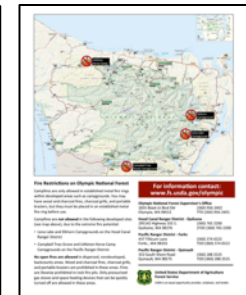
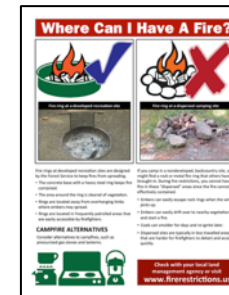
nf_restrictletter.pptx

Folder name: ONFsuporderfrontlineflyer

Size: 8.5x11

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/ONFsuporderfrontlineflyer/

frontlinerbanfacts.pptx



Folder name: PNWNCGnodrones/PNWCG_dronespptx
 Size: 8.5x11
http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/PNWCGNODrone/PNWCG_dronespptx/

drones.pptx

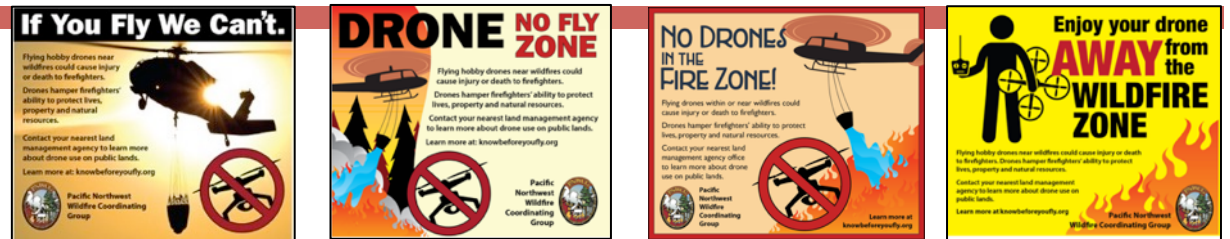


Folder name: PNWNCGnodrones/drone4upinsert
 Size: 4 up postcards, 8.5x11
http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/PNWCGNODrone/drone4upinsert/

drone4up.pdf



Folder name: PNWNCGnodrones/dronefacebook
 Size: 470x394 pixels
http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/PNWCGNODrone/dronefacebook/



01droneifyouflyfaceb.png

02dronenoflyzonefaceb.png

03droneretrofaceb.png

04droneenjoyfaceb.png

Folder name: PNWNCGnodrones/dronetweets
 Size: 440x220 pixels
http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/PNWCGNODrone/dronetweets/



01drone.png

02drone.png

03drone.png

04enjoydrone.png

Folder name: arson
 Size: 8.5x11
http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/arson/

arsoncall.pptx



Folder name: burnpile
 Size: 8.5x11
http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/burnpile/



burnpiletips.pptx

Folder name: burnsbillboard
 Size: 48x14
http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/burnsbillboard/

drownfinal.pdf



Folder name: didyouknow
 Size: 8.5x11, 4-up 2 sided
http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/didyouknowcard/

didyouknowcard.pptx



Folder name: firesbannedboards
 Size: 8.5x11; 11x17
http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/firesbannedboards/

firesbanned11x17.pptx



firesbannedletter.pptx



Folder name: fireworks
Size: 8.5x11

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/fireworks/

fireworks.pptx



Folder name: grousebillboards
Size: 8x4; or to fit location

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/grousebillboard/



Agrouseboard.pptx

Bgrouseboard.pptx

Cgrouseboard.pptx

Folder name: grousewebspot
Size: 300 x300 pixels

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/grousewebspot/



PNWFACwebgrouse.jpg

webgrouseK.jpg

Folder name: heritage
Size: 8.5x11

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/heritage/

preservepast.pptx



Folder name: licenseholder
Size: 4x5

http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/licenseholder/

licenseholder.pptx



PNWFAClicenseholderH.pdf



nofires11x17.pptx



nofiresletter.pptx



8x11firesbannedwhiteyellow.pdf

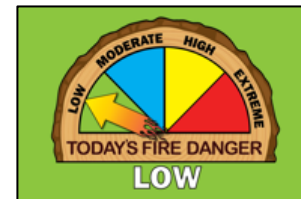


Folder name: nofiresbig Size: 8.5x11; 11x17

http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/nofiresbig/

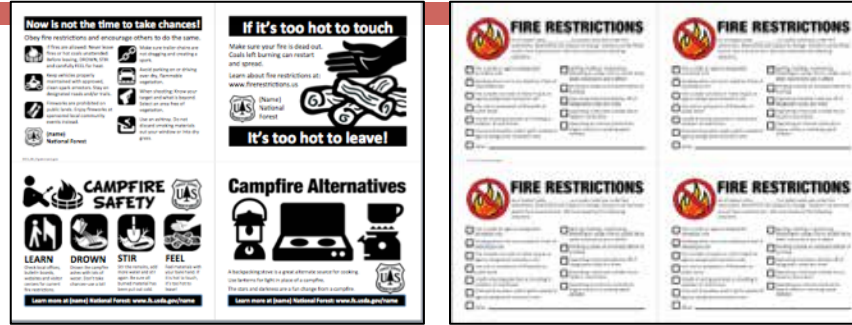
Folder name: odfdangerlevels
Size: 11x8.5

http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/odfdangerlevels/



Folder name: patrolcards
 Size: 8.5x11, 4-up 2 sided

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/patrolcards/



patrolcard.pptx



SPpatrolcard.pptx (Spanish)

Folder name: protectboth
 Size: 11x8.5
 Size: 36x72

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/protectboth/



bothhabitatsletter.pdf



bothhabitatsbannerV.pdf

Folder name: respectlands
 Size: 11x8.5

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/respectlands/



respectlands.pptx

Folder name: sagespeciesposter
 Size: 8.5x11

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/sagespeciesposters/



preservehabitat.pptx

Folder name: smokeydangerlevels
Size: 11x8.5

[http://ftp.nifc.gov/
incident_specific_data/pacific_nw/
!SORO/Prevention/!2016_Graphics/
smokeydangerlevels/](http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/smokeydangerlevels/)



smokeydangerletter.pptx



ringdangerletter.pptx

Folder name: smokeygraphics
File Format: Powerpoint, png

[http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/
smokeygraphics/](http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2016_Graphics/smokeygraphics/)

smokeyimages.pptx



Folder name: smokingpur
Size: 8.5x11

[http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/
Prevention/2016_Approved_Graphics/smokingpur/](http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/2016_Approved_Graphics/smokingpur/)

fsmokingbannedletter.pptx



Folder name: steppepopupdisplay
File Format: Illustrator, pdf

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/steppepopupdisplay/

33x78popupgrouse.pdf



http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/steppeuplogo/



steppeupfinalsample.pptx

Folder name: stopinvasive
Size: 54x27

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/stopinvasive/

stopinvasivedisplay.pptx



Folder name: targetshooting
Size: 8.5x11

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/targetshooting/

shootdrygrassbarn.pptx



Folder name: targetshooting
Size: 8.5x11

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/targetshooting/

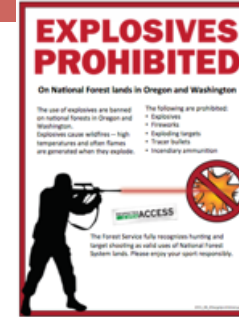
targetplain.pptx



Folder name: targetshooting
Size: 8.5x11

[http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!
2016_Graphics/targetshooting/](http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/targetshooting/)

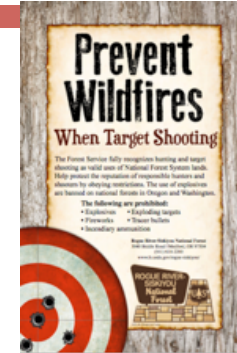
targetprohibited.pptx



Folder name: targetshooting
Size: 11x17

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/targetshooting/

target11x17.pptx



Folder name: warmingfire
Size: 11x8.5

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/warmingfire/

drownwarming.pptx



Folder name: wwwfirerestrictionsflyer
Size: 8.5x11

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2016_Graphics/smokingpur/

nf_firerestrictions.docx

