

VISUAL GUIDE AND INSTRUCTIONS FOR PNWFAC WILDFIRE PREVENTION GRAPHICS

http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2017_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 the 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		
 Aframeportal/	12-Jul-2017 11:50	
 eclipselogo/	12-Jul-2017 12:50	
 flyersposters/	12-Jul-2017 12:01	
 newsads/	12-Jul-2017 12:06	
 packitoutbags/	12-Jul-2017 12:07	

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 blocks 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 (i.e., 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 of 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/!2017_Graphics/



Folder name: eclipsesmokey3x3circle/

Size: 3x3

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2017_Graphics/eclipselogo/eclipsesmokey3x3circle

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.

[\(eclipsesmokey3x3circle/\)](#)

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

	Parent Directory	-	-
	eclipseheaders/	12-Jul-2017 12:35	-
	eclipselogoidaho/	12-Jul-2017 12:39	-
	eclipsesmokey3x2.5oregon/	12-Jul-2017 12:44	-
	eclipsesmokey3x3circle/	12-Jul-2017 12:49	-
	eclipsesmokeybumper3x11/	12-Jul-2017 12:55	-

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 (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.

	Parent Directory	-	-
	stickersmokeyblack3x3_eclipse.eps	12-Jul-2017 12:44	2.0M
	stickersmokeyblack3x3_eclipse.jpg	12-Jul-2017 12:45	623K
	stickersmokeyblack3x3_eclipse.pdf	12-Jul-2017 12:46	1.0M
	stickersmokey3x3whitew_eclipse.eps	12-Jul-2017 12:47	2.0M
	stickersmokey3x3whitew_eclipse.jpg	12-Jul-2017 12:47	690K
	stickersmokey3x3whitew_eclipse.pdf	12-Jul-2017 12:48	1.0M
	stickersmokeygradient3x3eclipse.eps	12-Jul-2017 12:48	2.2M
	stickersmokeygradient3x3eclipse.jpg	12-Jul-2017 12:49	731K
	stickersmokeygradient3x3eclipse.pdf	12-Jul-2017 12:49	1.5M



Folder name: Aframeportal/

File size: 4'X4'

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2017_Graphics/Aframeportal/

Note: This can be adapted depending on the messages desired and printed locally for posting.



Folder name: eclipselogoheaders3x8/

File size: 2.25"x10"

Link:

http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2017_Graphics/eclipselogo/eclipseheaders/



Folder name: eclipsesmokey3X2.5oregon/

File size: 3"x2.5"

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2017_Graphics/eclipselogo/eclipsesmokey3x2.5oregon/

Note: SORO ordered gradient stickers and will distribute them after they arrive.





Folder name: eclipsesmokey3x3circle/

File size: 3"x3"

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2017_Graphics/eclipselogo/eclipsesmokey3x3circle/

Note: SORO ordered gradient stickers and will distribute them after they arrive.

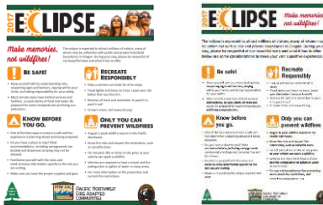


Folder: eclipsesmokeybumper3x11/

File size: 3"x11"

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2017_Graphics/eclipselogo/eclipsesmokeybumper3x11

Note: SORO ordered gradient stickers and will distribute them after they arrive.



Folder: flyersposters/

File size: 8"x11" and 11"x17"

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/ISORO/Prevention/!2017_Graphics/flyersposters/





Folder name: newsads/

File size: various

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2017_Graphics/newsads/



Folder name: packitoutbags/

File size: 14"x24"

Link:

http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2017_Graphics/packitoutbags/

Note: SORO ordered these trash bags and will distribute them after they arrive.



Folder name: patrolcard/

File size:

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2017_Graphics/patrolcard/

Note: SORO ordered these patrol cards and will distribute them after they arrive.



Folder name: rackcardeclipseGPO/

File size: 4"x9"

Link:

http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2017_Graphics/rackcardeclipseGPO/

Note: SORO ordered these rack cards and will distribute after they arrive.

Folder name: roadside8x4/

File size: 8'x4'

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2017_Graphics/roadside8x4/





Folder name: simpleroadsign4x4/

File size: 4'x4'

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2017_Graphics/simpleroadsign4x4/

Note: SORO ordered some of these signs and will distribute them after they arrive.



Folder name: streetbanner/

File size: 3'x8'

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2017_Graphics/streetbanner/

Note: SORO ordered some of these banners and will distribute them after they arrive.



Only You Can Prevent Wildfires!



Folder name: tabletopdisplay/

File size: 36"x48"

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2017_Graphics/tabletopdisplay/

Note: Cardboard backing for these displays can be purchased locally.



Folder name: tentcard/

File size: 4"x6"

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2017_Graphics/tentcard/

Note: SORO ordered these tent cards and will distribute them after they arrive.



Folder name: tripoddisplay/

File size: 33" base

Link: http://ftp.nifc.gov/incident_specific_data/pacific_nw/!SORO/Prevention/!2017_Graphics/tripodisplay/

Note: SORO ordered several of each design and will distribute them after they arrive.