

CMS IDENTITY MARK GUIDELINES

You must accept these terms and conditions to be authorized to use the CMS Identity mark. These terms and conditions of use provide information and instructions to all persons or entities approved by CMS to use and/or reproduce the CMS and Medicare name and agency marks. In addition to these general terms and conditions, CMS guidelines also include specific requirements that apply to the reproduction or preprinting of CMS marks or their use on a web site.

Unauthorized use of the CMS name and/or marks or reproduction/distribution of CMS materials may result in civil penalties under section 1140 of the Social Security Act (42 U.S.C. Section 1320b-10). Penalties may be imposed for any use:

- that the person knows or should know, gives the false impression that the use is approved, endorsed, or authorized by CMS, or that such person has some connection with, or authorization from, CMS.
- that would defame or otherwise damage the Agency and its programs (This would include placement of the mark in proximity to sensitive or controversial content.)
- in which a CMS form, application, publication, or other materials or products bearing a CMS mark are reproduced, reprinted or distributed for a fee, that has not been specifically authorized by CMS.

Offenders are subject to fines of up to \$5,000 per violation or in the case of a broadcast or telecast violation, \$25,000.

EFFECTIVE DATE: October 15, 2001. Updated: November 2005.

Authorized Users

The CMS mark is available for use by CMS staff, partners, contractors, the media and other stakeholders after obtaining approval from CMS' Office of External Affairs.

Use of Identity Mark on Items for Sale or Distribution

CMS forms, applications, publications, or other materials or products bearing a CMS mark may not be reproduced, reprinted or distributed for a fee, that has not been specifically authorized by CMS. Approved entities may use CMS Identity/Program Marks on items they distribute, provided the item follows guidelines for nominal gifts, as stated below:

National Gifts provision: Some entities may choose to offer gifts to the public. This practice is permitted as long as the gifts are of nominal value and are provided whether or not the individual is enrolled in a CMS program. Nominal value is defined as an item worth \$15 or less, based upon the retail purchase price of the item.

Approval/Acceptance of Terms and Conditions of Use

Requests to distribute material bearing the CMS Identity/Program marks should be submitted to CMS at least fourteen (14) days prior to the anticipated date of production/distribution.

Approved requests will be effective for a specified period and only for those items for which the mark was requested. Users who accept the CMS terms and conditions will be directed to a link on the CMS website where the mark files can be downloaded.

Restrictions on Use of Identity/Program Marks

Unless otherwise approved, individuals, organizations, and/or commercial firms that do not accept the terms and conditions of use, may not distribute materials bearing the CMS marks or protected words.

Unauthorized use of CMS Identity/Program marks should be reported immediately so that appropriate legal action can be taken. Reports of unauthorized use should be referred to CMS' Office of External Affairs at 7500 Security Blvd., C1-16-03, Baltimore, MD 21244-1850, or by e-mail Logos@CMS.HHS.GOV.

CMS IDENTITY MARK USAGE GUIDELINES

Positive Identity Mark

The CMS mark is composed of two elements that appear in an unchangeable fixed relationship:

1. The letters CMS and the words Centers for Medicare & Medicaid Services, and
2. The horizontal and vertical bars.



The elements are designed for use as a unit. Always use reproducible art available electronically on the Intranet and Internet, or from CMS/VMCG. **Do not attempt to recreate the identity mark or combine it with other elements to make a new graphic. Artwork is available in .EPS, .TIFF, and .JPG format. Other file formats are available from CMS' Office of External Affairs upon request.**

Negative Identity Mark

The negative mark uses the same composition as the positive mark. The mark is reversed out in white. The negative mark must not be placed on a background that is tonally lighter than 100% of the color. Careful consideration should be given to choosing a background color that maintains sufficient contrast with the mark.

Approved Colors

The 2-color identity mark is the preferred version. It uses CMS Gold and CMS Blue.

The 1-color version using CMS Blue can be used on documents where only one CMS color will be used.

A second 1-color version using Black can be used on documents where neither of the approved CMS colors will be used.

The negative brand mark (white mark) can be used on documents where neither of the approved CMS color inks will be used.

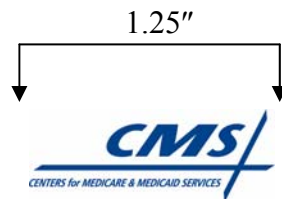
Four-color process (4/C process) versions are available for products that require 4/C-process production, such as billboard signage and digital printing. Since the color varies when printed on different stocks (paper), the colors have been customized for coated and uncoated stocks.

Automatic conversion from spot color to 4/C-process is not acceptable.

All positive marks are to be used against white backgrounds and colors that are tonally lighter than 20% of the color. When placing the logo on a photographic background, ensure that there is great contrast between the mark and the image.

Size

To maintain clear legibility of the CMS mark, do not reproduce it at a size less than 1.25" wide. This measurement is equal to the horizontal length of the entire mark. Depending on printing equipment, a slightly smaller size is acceptable providing the Agency's name remains legible.



Clear Space Allocation

The clear space around the CMS mark prevents any nearby text, image or illustration from interfering with the impact of the mark. Any type of graphic elements must be at least "x" distance from the mark as shown by the illustration below. The measurement "x" can be defined as the height of the "M" (along the top) in the identity mark.



Bleed-edge Indicator

The identity mark may not bleed off any edge of an item. The mark should sit at least 1/8" inside any item's edges.

Use of Mark with DHHS Logo

If the mark is being used on the same page as the DHHS logo, the DHHS logo must be more prominent and dominant than the CMS mark. Prominence and dominance is not necessarily measured in size, it also depends on factors such as contrast, placement, etc.

Incorrect Use

In order to maintain the integrity of the mark, it is essential that the CMS identity mark be used correctly. Deviation from the guidelines can weaken the impact of the Agency's identity and program branding efforts. Always use the mark as provided by CMS.

- Do not alter the position of the mark elements.
- Do not alter or change the typeface.
- Do not rotate the mark or any of its elements.
- Do not stretch, distort or otherwise alter the aspect ratio of the mark.
- Do not position the identity mark near other items or images. Maintain the clear space allocation.
- Do not alter the color of any of the mark elements.
- Do not position the identity mark on colors that do not compliment the mark's colors.
- Do not use the mark on background colors, images or other artwork that interfere with the legibility of the mark.
- Do not use any of the mark elements to create a new mark or graphic.
- Do not position the mark to bleed off any edge. Maintain 1/8" safety from any edge.
- Do not use the mark without the full agency name under the horizontal bar.