

IDENTIFICATION OF CDC  
ON PRINTED AND PRESENTATION MATERIAL

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I. PURPOSE

The policy and requirements to properly identify the Centers for Disease Control and Prevention (CDC) on all publications, forms, official documents, and similar printed materials are described in this guide. Emphasis is placed on the requirement to use the official CDC design element illustrated in Section IV. POLICY. These guidelines also apply to presentation materials including slides, overheads, exhibits, and poster sessions. Additionally, the guide includes the requirement to identify the Centers for Disease Control and Prevention (CDC) by using the CDC design element in contractor-produced material as well as internally produced material.

II. BACKGROUND

CDC is the Nation's prevention agency. The diversity, scope, and focus of CDC programs and activities are becoming better understood by more of CDC's constituents and the general public. Every opportunity should be taken to inform these constituencies of CDC functions, responsibilities, and specific program activities. The official CDC design element should be used in publications, forms, and other materials.

III. SCOPE

This policy applies to all printed and presentation materials produced by or for CDC, except for specific deviations identified in Section IV. POLICY.

For printed materials, it applies to desktop or other types of production of either new, revised, one-time-use materials, and reruns of existing materials, including:

III. SCOPE (Continued)

Publications.

Summaries, reports, and plans.

Reprints as described under Section IV. POLICY.

Meeting handouts including working papers for committees.

Training announcements, folders, catalogs, name tents and tags, course handouts, etc.

Recruitment advertisements in periodicals, newspapers, etc., including recruitment tearoffs for candidates.

All materials which identify CDC's Centers, Institute, or Offices (CIO).

The first page of all brochures, forms, and flyers.

For presentation materials, it applies to slides, overheads, posters, exhibits, videotapes, etc.

This policy also applies to publications, documents, and related materials produced as a deliverable product under CDC contracts and intended for further distribution beyond CDC. (NOTE: A special contract provision will be included in all of CDC's programmatic contracts to ensure that this guide is followed in using the CDC design element on all materials. Additionally, in compliance with HHSAR 352.270-6, a provision is required to ensure that contractors acknowledge the support provided by the Department of Health and Human Services. To facilitate processing of these contract requirements for the CIOs, the Procurement and Grants Office will include the necessary provisions in contract requirements as a standard practice.)

Documents produced under grants and cooperative agreements will generally not fall under this policy, but the text of the document should reference CDC as a source of support.

IV. POLICYA. General

This is the official Centers for Disease Control and Prevention (CDC) design element:



IV. POLICY (continued)

The official design element, in its entirety, must be displayed by all CDC Centers, Institute, and Offices on all printed and presentation materials, including materials produced internally by CDC and those produced by contractors. (More detailed guidance is provided below and also in Section III. SCOPE.) This design element is to be used repeatedly as a recurring CDC identification to help employees, contractors, health workers, and the general public become more familiar with CDC, the Nation's prevention agency.

Users should ensure a consistent and uniform high-quality appearance of the official CDC design element, with a goal to keep the printed and presentation material layouts and designs simple. For publications front cover layouts, this often can be best accomplished by starting with the CDC design element placed in the most prominent location and then developing the remainder of the layout around it.

The unique design (layout and typeface) of the official CDC design element is to be used consistently throughout CDC. The typefaces are "CDC" in Friz Quadrata and the "Centers for Disease Control and Prevention" (spelled out) in Helvetica Medium. Any other typeface used must be a virtual replication of these two typefaces.

The unique CDC design element should appear alone and not in combination with other words or design. (Exception: When the CDC design element is followed by a CIO name or abbreviation. For this combination, the CIO name or abbreviation could be designed with outline letters, reverse type, smaller size type, or some other device to ensure that the CDC official design element is more prominent.)

Additionally, when printed or presentation materials represent both the Centers for Disease Control and Prevention (CDC) and the Agency for Toxic Substances and Disease Registry (ATSDR), the two design elements will be joined with a Friz Quadrata ampersand as illustrated below.



In all cases, the

official CDC design element must be more prominent than any CIO identification on either printed or presentation materials (see B3 and F). Additionally, the CDC design element must equal in size and precede (except for slides and overheads--see F) any cosponsor identification on either printed or presentation materials, unless any one of the cosponsors is the lead organization in the project.

IV. POLICY (Continued)

Any requests for exemptions or deviations from provisions of this policy must be submitted in writing to the Associate Director for Management and Operations, CDC.

For printing reproductions of the official CDC design element: The Publications Management Section of the Management Analysis and Services Office will, upon request, furnish all requesting CIOs with the correct CDC design element, the Department logo, and identification decals. This office will also furnish, upon request, the ATSDR design and the Friz Quadrata ampersand to be used when materials represent both CDC and ATSDR.

For presentation materials (slides, posters, videotapes, exhibits, etc.): The Division of Media and Training Services, Public Health Practice Program Office, can provide requesters with guidance on the use of the CDC design element.

For electronic forms of the official CDC design element: The Information Resources Management Office and the CIO IRM Coordinator or LAN Administrator can provide requesters the electronic form of the CDC design element.

B. Publications1. General


This official CDC design element will be placed on the front cover of a publication or on a form, flyer, announcement, etc. In instances where there is no cover, policies relating to the official CDC design element on the front cover will also apply to the front page of the publication.

Publications layouts and designs should be kept simple to best present a consistent public image when using the CDC design element. The "Centers for Disease Control and Prevention" name segment of the design element must be clearly legible. Duplication of the abbreviation "CDC" or the name "Centers for Disease Control and Prevention (CDC)" should be avoided. Use of the CDC design element or the abbreviation "CDC" should be avoided in the publication title. When CDC must be identified in the title, the "Centers for Disease Control and Prevention (CDC)" should be spelled out. In accordance with Printing Management Manual Section PHS:1-30-160, names of persons are not to be included on covers.

IV. POLICY (Continued)

2. Organization Identification Block

The DHHS logo along with the names of the Department of Health and Human Services and the Public Health Service should also be included on the front cover of a publication. Note that "U.S. DEPARTMENT OF HEALTH AND (or ampersand) HUMAN SERVICES" is all caps and bold; "Public Health Service" is caps and lowercase, not bold (lightface), and one point size smaller than the preceding line; "Centers for Disease Control and Prevention" (when it appears) is caps and lowercase, lightface, and may be the same size as the preceding line or one point smaller. The DHHS and PHS identification block (including typefaces, sizes, and organizational order to be used) is illustrated here:



Helvetica or

Times Roman –

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES ----->Upper case  
 – Bold

Public Health Service ----->Upper and  
 lower case

Medium – 1 pt. size  
 smaller than above line

Since CDC is already identified in the design element, the words "Centers for Disease Control and Prevention" need not be repeated in this identification block unless a CIO name is to follow or unless the identification block ends with a city and state, making the contents of the identification block an address.

3. Center, Institute, or Office Identification

The Center, Institute, or Office organizational name may appear on the front cover of a publication. When used, the CIO name usually will follow the "Centers for Disease Control and Prevention" in the identification block.

The division name will not be included unless essential to describe a program particularly isolated to that division, e.g., Tuberculosis Elimination. In this case, the division name usually will appear below the CIO title in the identification block. Names of organizational levels below the division may not appear on the front cover.

CIO design elements or logos will not be included on the front cover except for those CIOs having this identification before becoming a part of CDC, i.e., the National Center for Health Statistics and the National Institute for Occupational Safety and Health. In all cases, the official CDC design element must be more prominent than any CIO identification, name, logo, or design element.

IV. POLICY (Continued)4. Cosponsoring Organization Identification

The cosponsoring organization title, logo, or design element also may be included on the front cover of a publication. When any of the cosponsoring identification is included, the official CDC design element and CDC organizational name must equal in size and precede that of the cosponsor. (Exception: When any of the cosponsors is the lead agency in the project or activity, that identification may be more prominent.)

5. Inside Title Page

The names of the Department of Health and Human Services, the Public Health Service, and the Centers for Disease Control and Prevention (CDC) must appear on any title page, except for an accompanying half-title page. The CIO organizational titles may be added below the name "Centers for Disease Control and Prevention (CDC)." A cosponsoring organization's name also may appear on the title page.

C. Reprints

Decals of the official CDC design element may be placed on camera-ready copy to avoid the cost of redesign when no other changes are needed. These decals are available from the Publications Management Section of the Management Analysis and Services Office.

This policy particularly applies to the following:

Reruns of existing publications developed by CDC or those produced by or for CDC.

Reprints of journal articles written by CDC staff, including those articles previously published in the MMWR or published in private journals.

This policy does not apply to the following:

Reprints of journal articles written by CDC staff when the reprints are purchased directly from the journal except for any extra copies printed by CDC.

Reprints of journal articles written by non-CDC staff or organizations.

IV. POLICY (Continued)D. Newsletter Nameplates, Banners, Etc.

Special care should be given to avoid using the Center, Institute, or Office name as a part of the newsletter name. If the CIO abbreviation is included in the newsletter name, the official CDC design element must also be a part of the nameplate or banner and be more prominent than the CIO abbreviation. In this case, the CIO abbreviation could be designed with outline letters, reverse type, smaller size type, or some other device to ensure that the CDC official design element is more prominent. If the newsletter name does not include the CIO, then the CDC design element is not required in the nameplate or banner but is to appear on the front cover. Existing newsletter nameplates or banners are also covered by this policy.

E. Posters

For display posters, the official CDC design element will appear prominently. The entire identification block with the names of the Department of Health and Human Services and the Public Health Service are to be included, normally at the bottom of the display poster.

For poster presentations, the official CDC design element will appear only on the banner, but need not be one each poster panel.

F. Slides, Overheads, Etc.

The entire official CDC design element including the words "Centers for Disease Control and Prevention" will appear on each slide, including those produced by contractors for CDC. It will be placed in the lower right corner of the item; no other identifications (including CIO abbreviations) will follow the CDC design element. Special attention should be given in the product design, particularly to ensure visibility of the CDC design element and readability of the "CDC" segment. Colors that contrast well should be used (e.g., white or yellow on blue or black).

The Center, Institute, or Office organizational name or abbreviation may appear on slides. An effective way to introduce the CIO is on the front or introductory slide of a set or series of slides. In all cases, the official CDC design element must be more prominent (be larger) than any CIO identification and be in the lower right corner.

If a cosponsoring organization name, logo, or design element appears on the slide, the official CDC design element and the name "Centers for Disease Control and Prevention (CDC)" must be more prominent than that of the cosponsor. (Exception: When any of the cosponsors is the lead agency in the project or activity, that identification may be more prominent.)

IV. POLICY (Continued)

Materials that have been produced without the design element need not be discarded until the material needs updating for other reasons. In this case, an introductory slide should be created, with the official CDC design element in the lower right corner. However, for highly visible slides or those with statistical data, special care should be given to updating them promptly to present a proper and consistent image of CDC.

The CDC official design element should not be used on materials that CDC staff are using in a presentation if the materials were not produced by CDC. (These materials will bear source or credit lines.)

This guidance for slides also applies to overheads and other similar presentation materials.

G. Videotapes

For any videotapes produced either in-house (by the CDC television staff) or externally (by or in combination with a contractor), the official CDC design element will be included in the opening billboard (at the beginning of the program) and again as the last screen of the program. Only the approved version of the CDC opening billboard will be used for this purpose. If a video program is jointly produced by CDC and another Federal agency, the CDC design element as it appears in the opening billboard will be equal in size and time on screen to that of the coproducing agency. (Exception: When any of the cosponsors is the lead agency in the project or activity, that identification may be more prominent.)

H. Exhibits

The official CDC design element must be prominently displayed (usually on a banner at the top) on each exhibit produced by or for CDC. The design element must be clearly visible and its color must contrast with the remainder of the exhibit to ensure readability and visibility.

The CIO name also may be displayed on the overhead banner, but the official CDC design element must be more prominent than any CIO identification.

A cosponsoring organization name, logo, or design element also may be displayed on the exhibit. The official CDC design element and name "Centers for Disease Control and Prevention (CDC)" must equal in size and precede that of the cosponsor. (Exception: When any of the cosponsors is the lead agency in the project or activity, that identification may be more prominent.)