

## ***MY HEALTH. MY MEDICARE. PROGRAM MARK GUIDELINES***

**You must accept these terms and conditions to be authorized to use the *My Health. My Medicare.* 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 reprinting 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 marks or materials 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: August 2006.***

### **Authorized Users**

CMS Identity/Program marks and Publications are available for use by CMS staff, partners and the media after obtaining approval through CMS' Office of External Affairs.

### **Use of CMS Identity/Program Marks 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 on 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 CMS Identity/Program Marks**

Unless otherwise approved, individuals, organizations, and/or commercial firms who 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 to [logos@cms.hhs.gov](mailto:logos@cms.hhs.gov).

## **MY HEALTH. MY MEDICARE. USAGE GUIDELINES**

### **Positive Program Mark**

The *My Health. My Medicare.* program mark is a logotype comprised of the phrase My Health with the phrase My Medicare directly beneath and offset to the right.

*My Health.*  
*My Medicare.*

**Always use reproducible art available electronically. Do not attempt to recreate the program mark or combine it with other elements to make a new graphic. Artwork will be supplied in .EPS, .TIFF or .JPG format after notification of approval into the program. Other file formats are available from CMS' Office of External Affairs upon request.**

### **Negative Program Mark**

The *My Health. My Medicare.* program mark may be reversed out in white. The entire mark must be legible.



*My Health.*  
*My Medicare.*

## Approved Colors

The 2-color mark is the preferred version. It uses Medicare Burgundy (please refer to Appendix E: CMS Color Palette of the CMS Communications Handbook) and 65% process black. It is recommended that if the DHHS logo and/or the CMS mark are used in conjunction with the brand mark, that the black versions of those logos be used.

*My Health.*  
*My Medicare.*

The 1-color version in grayscale is acceptable. The mark elements are 100% black except for the phrase “My Health.” which is 65% black.

*My Health.*  
*My Medicare.*

The 1-color version in 100% black also is acceptable.

*My Health.*  
*My Medicare.*

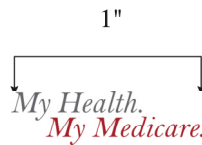
## Languages

The Spanish version of the *My Health. My Medicare.* program mark may be used in place of the English language version on materials produced entirely in Spanish. The 2-color version is preferred, but the grayscale, black and negative versions may be used.

*Mi Salud.*  
*Mi Medicare.*

## Size

To maintain clear legibility of the program mark, never reproduce it at a size less than 1\_ wide. The entire mark must be legible.



## Clear Space Allocation

The clear space around the *My Health. My Medicare.* program mark prevents any nearby text, image or illustration from interfering with the legibility and impact of the mark. The measurement "x" can be defined as the height of the letter "e" in "Medicare" in the program mark. Any type or graphic elements must be at least "x" distance from the mark as shown by the illustration.



## **Bleed Edge Indicator**

The program mark may not bleed off any edge of the item. The mark should sit at least 1/8\_ inside any edges of the item.

## **Incorrect Use**

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

- Always use the mark as provided.
- Do not alter the position of the mark elements.
- Do not alter the aspect ratio of the mark. Do not stretch or distort the mark.
- Do not rotate the mark or any of its elements.
- Do not alter or change the typeface of the mark.
- Do not alter the color of any of the mark elements.
- Do not position the mark near other items or images. Maintain the clear space allocation.
- Do not position the mark to bleed off any edge. Maintain 1/8\_ from any edge.
- Do not use any of the mark elements to create a new mark or graphic.
- Do not use the mark on background colors, images or other artwork that interfere with the legibility of the mark.

## ***My. Health. My Medicare* in Writing**

When referencing the *My Health. My Medicare.* campaign in print, in e-mails or on the web, it must always appear in italics.