

SAMHSA Identity Guide

**Guidelines for the Use of
HHS Logos, SAMHSA Symbols,
and Program Icons**

**A Life
in the
Community
for
Everyone**



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
www.samhsa.gov



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SAMHSA, a public health agency within the U.S. Department of Health and Human Services, is the lead Federal agency for improving the quality and availability of substance abuse prevention, addiction treatment, and mental health services in the United States.



INTRODUCTION

This identity guide was developed to provide SAMHSA staff and contractors with an overview of how to apply the correct style and design elements to print communications products. This document outlines key guidelines and information that will provide you with a better understanding of the new identity requirements as regulated by the U.S. Department of Health and Human Services (HHS).

If you have questions, please contact the SAMHSA Office of Communications at 240-276-2130. This guide is available to view and download from the SAMHSA Intranet at <http://intranet.samhsa.gov>.

SAMHSA Office of Communications
1 Choke Cherry Road, 8th Floor
Rockville, MD 20857



HHS Logo, Seal, and Symbol

Through their visual communication, the HHS Logo, Seal, and Symbol present a unified, consistent image of HHS, its Agencies, Institutes, Departments, and supporting Offices.

HHS Logo



HHS Seal



HHS Symbol



HHS Logo

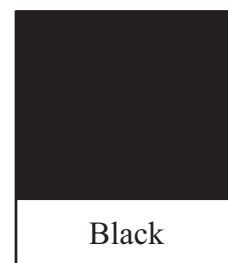
The HHS Logo shall be used by HHS, its Agencies, Institutes, Departments, and supporting Offices as the official graphic representation of HHS.



- The HHS Logo should be used for all printing purposes (e.g., pamphlets, posters, flyers, booklets, periodicals), and on all exhibits and other public-affairs-related materials.
- The HHS Logo should not be used to replace, or in conjunction with the HHS Seal.
- The HHS Logo should be sized at a minimum of a 1/2 inch in diameter.
- Never enclose the HHS Logo in a circle.

Color Palettes

The official colors of the HHS Logo are either Reflex Blue or Black. For single-color reproduction, the HHS Logo may appear in Reflex Blue or Black. If the publications design calls for the use of a different color, only colors at 100 percent saturation are acceptable. No partial colors or screen tints are allowed.



HHS SEAL

The HHS Seal is the official identifier of the Department. The HHS Seal should be sized at a minimum of a ½ inch in diameter. Use of the HHS Seal has been approved on the following:

- Squeeze or mechanical seals (e.g., notary-type seals for true copies)
- Department flags
- Podium emblems when the Secretary speaks
- Inspector’s credentials (e.g., FDA, OIG)
- ID cards and building passes
- Beneficiary entitlement cards (i.e., Medicare Cards)
- Forms
- Awards (e.g., service pins, cuff links, plaques)
- Citations and certificates
- Signs on regional and field facilities, and HHS office doors
- Formal invitations from the Secretary
- Parking permits and stickers



HHS SYMBOL



The HHS Symbol is the key element in Department identification. The HHS Symbol represents the *American People* sheltered in the wing of the *American Eagle*, suggesting the Department’s concern and responsibility for the welfare of the people. The HHS Symbol is the visual link that connects the graphic communications of all components and programs of the Department. It is the major design component for the Department Identifiers—the HHS Logo, Seal, and Symbol.

The HHS Symbol should never be rotated on its axis, and must always be positioned with the eagle facing left. The HHS Symbol should be sized at a minimum of a ¼ inch in height.

USE OF THE HHS LOGO, SEAL, AND SYMBOL

The HHS Logo, Seal, and Symbol are for the official use of the U.S. Department of Health and Human Services and not for the use of the private sector, including grantees. To the public, such usage would send a message that HHS favors or endorses an organization, its activities, its products, its services, and/or its personnel (either overtly or tacitly)—which, of course, it does not and cannot do.

Whether the private sector grantee is nonprofit or commercial is not a factor. Regardless of how a grantee is funded, grantee communication products are for the principle benefit and use of the grantee and not for the principle benefit or use of the Government. Grantee communication products are not construed to be Government communication products.

Private sector grantee logos constitute institutional advertising, and therefore, should not be used on a Government communication product. Using a private sector logo on a Government communication product (regardless of intent) implies that the Government favors or endorses all that which the logo represents.

Section 13 of the *Government Printing and Binding Regulations*, published by the *Joint Committee on Printing, Congress of the United States* makes clear:

“No Government publication or other Government printed matter, prepared or produced with appropriated or nonappropriated funds or identified with any activity of the Government, shall contain any advertisement inserted by or for any private individual, firm, or corporation; or contain material which implies in any manner that the Government endorses or favors any specific commercial product, commodity, or service.”

HHS LOGOS AND SAMHSA SYMBOLS

When developing communications products for SAMHSA, there are three types of approved logos to be used on print- and Web-based materials—

- The HHS/SAMHSA “bird plus words” Logos
- The SAMHSA Wordmark and SAMHSA Iron Man Symbols
- SAMHSA Program Icons

HHS/SAMHSA “BIRDS PLUS WORDS” LOGOS

The HHS/SAMHSA “birds plus words” Logo is the official logo and should appear on the front cover of all external communications materials including letterhead, envelopes, business cards, and labels that have gone through the official SAMHSA clearance process. There are nine versions of the HHS/SAMHSA “bird plus words” Logo depending on the Center or supporting Office from which your product is being developed. SAMHSA does not use any other Center logos.

Agency

Substance Abuse and Mental Health Services Administration (SAMHSA)

Arial Font



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
www.samhsa.gov

Centers

Center for Mental Health Services (CMHS)

Arial Font



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Mental Health Services
www.samhsa.gov

Center for Substance Abuse Prevention (CSAP)



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Prevention
www.samhsa.gov

Center for Substance Abuse Treatment (CSAT)



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Center for Substance Abuse Treatment
www.samhsa.gov

Supporting Offices

Office of the Administrator (OA)

Office of Communications (OC)

Office of Applied Studies (OAS)

Office of Program Services (OPS)

Office of Policy, Planning, and Budget (OPPB)

Arial Font



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Office of the Administrator
www.samhsa.gov



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Office of Communications
www.samhsa.gov



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Office of Applied Studies
www.samhsa.gov



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Office of Program Services
www.samhsa.gov



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
Substance Abuse and Mental Health Services Administration
Office of Policy, Planning, and Budget
www.samhsa.gov

Size

- The minimum size of HHS/SAMHSA “bird plus words” Logos that can be used is $\frac{5}{8}$ of an inch.
- SAMHSA recommends that the size be no less than 1 inch if creating a standard $8\frac{1}{2}$ x 11 product.
- Line breaks in this logo are not permissible.
- Separation of the HHS/SAMHSA “bird plus words” Logos is not permissible.
- Do not use the HHS/SAMHSA “bird plus words” Logos on promotional items such as give-aways at conferences supported by SAMHSA. Instead, select a SAMHSA Symbol appropriate for the materials and **make sure** that the items have been approved through the SAMHSA Communications Planning and Clearance Process.



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SAMHSA SYMBOLS

There are two official SAMHSA Symbols—The SAMHSA Wordmark and the SAMHSA Iron Man.

SAMHSA WORDMARK SYMBOL

The SAMHSA Wordmark consists of five components.

1. The Iron Man graphic
2. The SAMHSA acronym
3. “A Life in the Community for Everyone” text
4. “Substance Abuse and Mental Health Services Administration” text
5. “U.S. Department of Health and Human Services” text



SAMHSA IRON MAN SYMBOL

The SAMHSA Iron Man consists of five components.

1. The Iron Man graphic
2. “A Life in the Community for Everyone” text
3. “U.S. Department of Health and Human Services” text
4. “Substance Abuse and Mental Health Services Administration” in circular text
5. A set of stars to complete the circle



Using the SAMHSA Symbols

Use the SAMHSA Symbols for all materials developed for conferences, exhibits, meetings, handouts, and leave-behinds **that do not require HHS clearance**, for example—

- PowerPoint presentations
- Flyers or handouts—50 copies or less
- Memos
- Promotional items (e.g., pens, magnets, keychains)

Use the SAMHSA Wordmark Symbol on the back cover of cleared publications, where you have used the HHS Logo on the front cover.

Size

- The minimum size of the SAMHSA Wordmark Symbol is 1 inch in height when sized for print- or Web-based materials.
- The minimum size of the SAMHSA Iron Man Symbol is 1½ inches in height when sized for print-or Web-based materials.
- Line breaks in either Symbol are not permissible.

Design Elements

The individual components of each Symbol can be used as design elements at 45 percent saturation or less. For example—

The Iron Man



A Life in the Community for Everyone

*A Life in the
Community
for Everyone*

Color of SAMHSA Symbols

SAMHSA Wordmark



SAMHSA Iron Man



Sample Color Palettes

- Whatever color you select for SAMHSA Symbols, all five components must print the same color.
- All components in the SAMHSA Iron Man Symbol should be at 100 percent saturation of designated color.
- All components in the SAMHSA Wordmark Symbol should be at 100 percent saturation of designated color, except for the words “Substance Abuse and Mental Health Services Administration,” which should be at 45 percent saturation.



WHERE TO GET THE SAMHSA SYMBOLS

A customized font was used in the design of the two SAMHSA Symbols. Do not alter the font of any SAMHSA Symbol. Instead, always download the SAMHSA Symbol of your choice in its entirety from the SAMHSA Intranet at <http://intranet.samhsa.gov>. Electronic versions of the HHS Logos and SAMHSA Symbols are available on the SAMHSA Intranet in the following formats:

- **.GIF:** Graphics Interchange Format. A bit-mapped graphics file format used by the World Wide Web. GIF supports color and various resolutions but cannot be resized without loss of quality. It is more effective for scanned images such as text or logos rather than color photos.
- **.JPG:** Joint Photographic Experts Group. JPG is a format for color images. Although it can reduce file sized to about 5 percent of their normal size, some detail is lost in the compression.
- **.TIFF:** Tagged Image File Format. One of the most widely supported file formats for storing bit-mapped images on personal computers. TIFF graphics can be any resolution, and they can be black and white, gray-scale, or color. If you need a logo for a large format, such as an exhibit, you will need to have the logo formatted for high resolution. This will need to be performed by a graphics artist or someone who knows how to format it for this use.

SAMHSA PROGRAM ICONS

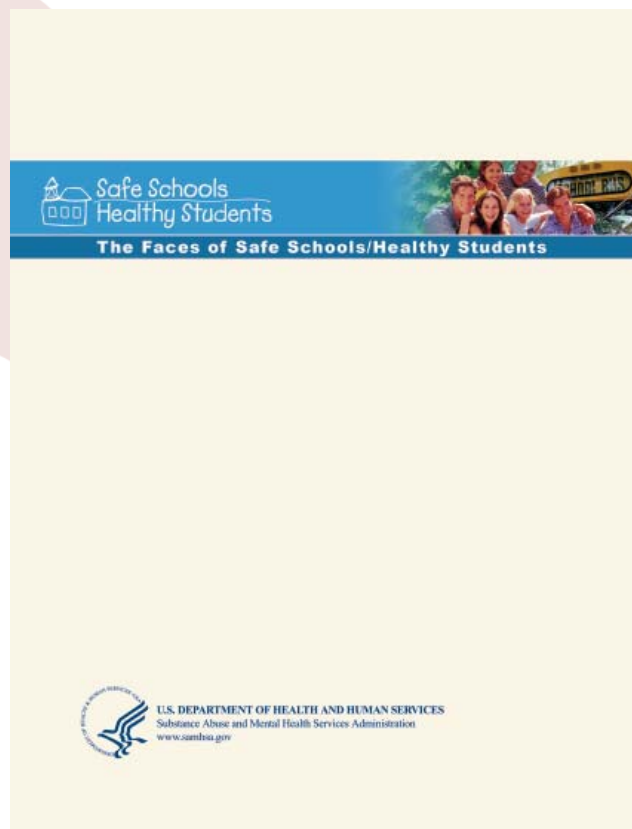
- Program Icons are permissible on approved and cleared SAMHSA communications products.
- Program Icons are permissible in lieu of the SAMHSA Symbols or HHS/SAMHSA “bird plus words” Logos on such items as badges, name tents, and other small items used at meetings, events, or conferences.
- Program Icons may be used by grantees on their material they develop with their grant.

PRINT PUBLICATIONS

When creating communications materials that highlight a program that is supported by SAMHSA, its Centers, or its supporting Offices—

- The HHS/SAMHSA “bird plus words” Logo should always appear on the front of the publication along with the Program Icon if there is one
- Use the SAMHSA Wordmark or Iron Man Symbol on the back of publications

Front of Publication



Back of Publication



INTERNAL TEMPLATES

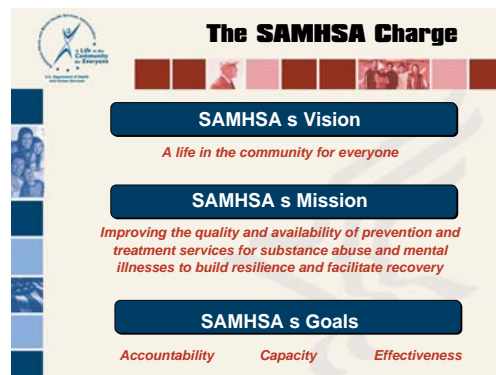
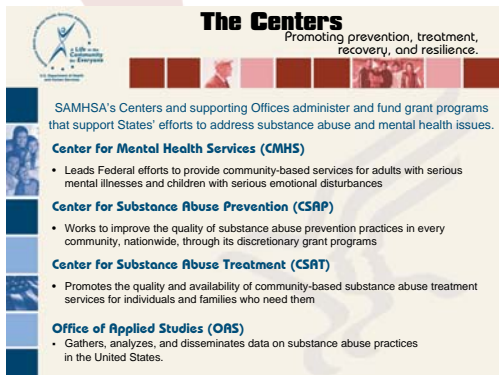
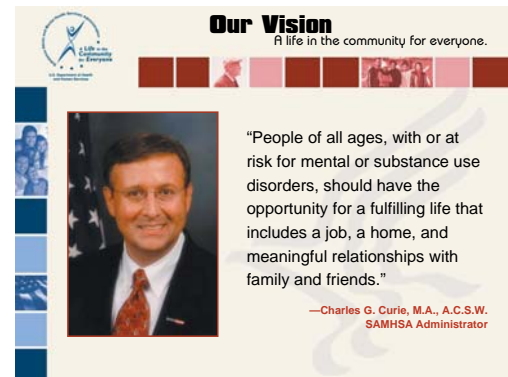
POWERPOINT PRESENTATIONS

- The template below is the official template that may be used for PowerPoint presentations delivered by SAMHSA staff or contractors on behalf of SAMHSA.
- You can download this template from the SAMHSA Intranet at <http://intranet.samhsa.gov>.
- On the title slide, the SAMHSA Wordmark Symbol should always be used in conjunction with the appropriate HHS/SAMHSA “bird plus words” Logo that corresponds to the Agency, Center, or supporting Office for which you are representing. For example, if you are giving a presentation on behalf of CMHS, the CMHS “bird plus words” Logo should be used on the title slide. Below we have created a stylized version of the SAMHSA PowerPoint template being used by SAMHSA’s Office of Communications.

Sample Title Slide



Sample Inside Slides



FREQUENTLY ASKED QUESTIONS

HHS Logos

May HHS components use a private sector grantee logo on Government publications or on other Government communication products?

No. Such use is prohibited. Whether or not the private sector organization is nonprofit or commercial is not a factor.

Private sector grantee logos constitute **institutional advertising**. Using a private sector logo on a Government communication product (regardless of intent) implies that the Government favors or endorses all that the logo represents.

Section 13 of the *Government Printing and Binding Regulations*, published by the Joint Committee on Printing, Congress of the United States makes clear:

“No Government publication or other Government printed matter, prepared or produced with either appropriated or nonappropriated funds or identified with and activity of the Government, shall contain any advertisement inserted by or for any private individual, firm, or corporation; **or contain material which implies in any manner that the Government endorses or favors** any specific commercial product, commodity, or service.”

May private sector partners or contractors of HHS components use the HHS Logo on their publications or other communication products?

No. Such use is prohibited.

*“Seals and devices of the Federal Government, Departments, Bureaus, and Independent Agencies are **not in the public domain**, and cannot be used for other than official business without specific authorization of the agency involved.”* [Joint Committee on Printing, Congress of the United States]

The HHS Seal and Logo are for the official use of HHS and not for the use of the private sector, including grantees. To the public such usage would send a message that HHS favors or endorses an organization, its activities, its products, its services, and/or its personnel (either overtly or tacitly)—which, of course, it does not and cannot do.

Whether the private sector grantee is nonprofit or commercial is not a factor. Regardless of how funded, grantee communication products are for the principle benefit and use of the grantee and not for the principle benefit or use of the Government. Grantee communication products are not construed to be Government communication products.

What are the official colors of the HHS Logo?



The official colors of the HHS Logo are either **Reflex Blue** or **Black**.

For **single-color** reproduction, the Logo may appear in **Reflex Blue** or in **Black**. [If special circumstances require the use of a different color, only **full, deep** colors are acceptable. No partial colors or screen tints are allowed.]

Sufficient contrast should be maintained between the Logo and the field on which it is reproduced. White is the preferred field when surprinting or overprinting the Logo.

May the Logo, Seal or Symbol be combined with other elements to create a logo for an office or program?



No. Component symbols, identifiers, and/or other graphic representations shall not be introduced into the official HHS Logo, Seal, or Symbol. Further, the official HHS Logo, Seal, or Symbol shall not be introduced into (or in combination with) any other symbol, identifier, or graphic representation.

When is the HHS Logo to be used?



The **Logo** will be used for all printing purposes (e.g., pamphlets, posters, flyers, booklets, periodicals), and on all exhibits and other public affairs-related materials.

The Logo should **not be used** to replace, or in conjunction with the Seal. It should never be reduced to a size of less than a ½ inch in diameter.

The Logo is never to be enclosed by a circle, as was erroneously done in previous issues of *Pathways to Health*.

What are the physical differences among the HHS Logo, Seal, and Symbol?

Logo



Seal



Symbol



Through their visual communication, the Logo, Seal, and Symbol present a unified, consistent image of HHS.

What are the official colors of the HHS Seal?



The official colors of the HHS Seal are **Reflex Blue** and **Gold**.

For **two-color** reproduction, the Seal appears in Gold on a circular field of Reflex Blue.

WHITE OR OFF-WHITE is the only acceptable background for two-color reproduction.

For single-color reproduction, the Seal may appear in **Reflex Blue** or in **Black**. [If special circumstances require the use of a different color, **only full**, deep colors are acceptable. No partial colors or screen tints are allowed.]

Sufficient contrast should be maintained between the Seal and the field on which it is reproduced. White is the preferred field when surprinting or overprinting the Seal.

When is the HHS Seal to be used?



The HHS Seal is the official identifier of the Department. Its use has been approved for—

- Squeeze or mechanical seals (e.g., notary-type seals for true copies)
- Department flags
- Podium emblems when the Secretary speaks
- Inspector's credentials (e.g., FDA, OIG)
- ID cards and building passes
- Beneficiary entitlement cards (i.e., Medicare Cards)
- Forms
- Awards (e.g., service pins, cuff links, plaques)
- Citations and certificates
- Signs on Regional and field facilities, and HHS office doors
- Formal invitations from the Secretary
- Parking permits and stickers

The Seal should never be less than a ½ inch in diameter.

Can the HHS Symbol ever be altered?



Never! The HHS Symbol should never be rotated on its axis, and must always be positioned with the eagle facing left. It should never be reduced to a size of less than a ¼ inch in height.

What does the HHS Symbol represent?



The HHS Symbol is the key element in Department identification. The HHS Symbol represents the *American People* sheltered in the wing of the *American Eagle*, suggesting the Department's concern and responsibility for the welfare of the people.

This Symbol is the visual link which connects the graphic communications of all components and programs of the Department.

It is the major design component for the Department Identifiers—the HHS Logo, Seal, and Symbol.

SAMHSA SYMBOLS

When must I use the SAMHSA Symbols?

Use either the SAMHSA Wordmark Symbol or the SAMHSA Iron Man Symbol on all products that do not require SAMHSA clearance. These products include less than 50 copies of materials for external trainings, workshops, meetings, and seminars. The products may include things like take-home papers, signs, nametags, and placecards.

Who may use the SAMHSA Symbols?

Any Center or supporting Office may use the SAMHSA Symbols subject to the guidelines outlined in this identity guide.

How can I obtain a copy of the Symbols?

The SAMHSA Wordmark Symbol and the SAMHSA Iron Man Symbol can be viewed or downloaded from the SAMHSA Intranet site at <http://intranet.samhsa.gov>. Electronic versions of both SAMHSA Symbols are available in the following formats: .GIF, .JPG, and .TIFF.

May grantees use the SAMHSA Symbols for materials they develop with SAMHSA grant funding?

Any organization funded by a grant from SAMHSA may use the SAMHSA Wordmark Symbol or the SAMHSA Iron Man Symbol on its materials if their Project Officer approves of the material. The material must not be used for fundraising purposes or imply SAMHSA endorsement of the organization in any way other than as a grant awardee.

Are there color or size restrictions?

Yes, particularly in regard to color. These are specific and you can refer to this manual on page 9 for guidelines on color usage, size, placement, and related issues.

What is the font in the SAMHSA Symbols?

The font is a customized font that cannot be duplicated.

May partnering or outside organizations use the SAMHSA Symbols? What if an academic institution or journal wanted to the symbols to accompany an article on SAMHSA, for example?

SAMHSA Symbols are not for use by outside or partnering organizations except by explicit consent of SAMHSA.

PROGRAM ICONS

When can Program Icons be used?

Program Icons are permissible on approved and cleared SAMHSA communications products. A grantee can also use the Program Icon on material developed with grant resources.

Where must the Program Icon appear on a publication?

A Program Icon can appear on the front of publications; however, the Program Icon cannot be more prominent or dominant than the HHS/SAMHSA Logo.

Are there any times that a Program Icon can stand alone, without the HHS Logo?

Yes. Program Icons can stand alone without the HHS Logo on such items as OC-approved giveaways, badges, name tents, and other small items used at conferences. A grantee using a Program Icon can never use the HHS Logo.

