

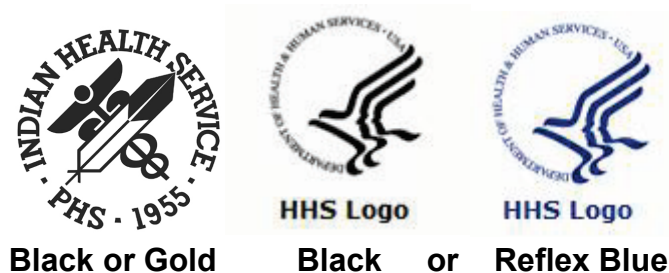
Use of the HHS and IHS Logos

The HHS and IHS logos are for the official use of the agency only and not under any circumstances for use by the private sector on any materials. This includes private sector partners, contractors, vendors, and grantees. The HHS department logo is the official graphic identifier of HHS and shall remain in the custody of the HHS Assistant Secretary for Public Affairs office.

General Guidance

The HHS and IHS logos can be used for printed materials (pamphlets, posters, flyers, booklets, periodicals, etc.) and for exhibits, presentations, and other public affairs related materials. They can also be displayed on HHS and Operating Division business cards. In terms of PowerPoint presentations, the HHS logo must appear in the upper left hand corner, and the IHS logo can appear in the opposite upper right hand corner. For websites, the IHS logo is present in the header and nowhere else.

The HHS and IHS logos should never be reduced to less than 5/8 inch in diameter. The official colors of the HHS logo are either black or reflex blue. The reflex blue RGB numbers are 0/0/153 (R0, G0, B153). The IHS logo may be reproduced in black or gold with the RGB number as 254/252/1 (R254, G252, B1). Sufficient contrast should be maintained between the logo and the field on which it is reproduced. White is the preferred field when overprinting the logo. Two- or multi-color reproduction of the logo is **not** permitted.



Private Sector or Contractor Logos on Government Publications and Other Communication Products

HHS and IHS offices may not use private sector or contractor logos on government publications or other government communication products. Such use is prohibited. Whether the private sector organization is nonprofit or commercial is not a factor.

Private sector 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.

Proposals, Consulting Deliverables, or Publications Developed by Contractors

Contractors may not use the HHS or IHS logo on proposals or consulting deliverables. If a contractor deliverable is a camera-ready or other reproducible copy for the express purpose of being an HHS publication for HHS distribution to the public, then, and only then, may the contractor affix the HHS logo under the direction and guidance of the HHS project officer and as approved by ASPA.

Placement of the HHS Logo

The department logo should be placed as follows:

- The upper or bottom left corner of the front cover of a publication is preferred.
- The back cover is used only when the front cover is not an option and/or when no other logos or graphic representations are on the front.
- Spell out U.S. Department of Health and Human Services as the publisher of the publication or product. The HHS logo must be more prominent (larger) than the Operating Division logo.
- The HHS logo, department name, and agency name must appear on all communication materials. The agency office or division name is optional.
- All publications, audiovisual products, and other communication materials must contain the month and year of issuance.