

Specifications for Effective Health Care (EHC) Publications

Ink Colors: EHC publications may print in either full process color or any combination of the four Pantone colors used by the EHC program. The Pantone colors are PMS 194 (red), PMS 370 (green), PMS 294 (blue), and PMS 7411 (orange). If printing in full process color, the Pantone colors should be converted to their CMYK equivalent.

Bleed: Inks may bleed off all four edges.

Sample products



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Design Elements: *EHC banner:* The EHC banner should be used at the top of each publication. The banner may be full color, black or white, or in one of the four EHC Pantone colors listed on page 1. See below for sample banners.

Sample banners



EHC swoosh: The EHC swoosh can be used as a design element on the front covers and interior pages. The swoosh can be full color, one Pantone color, or a screen of a Pantone color. The swoosh can be large or small and if desired, only a portion of the swoosh can be used for design purposes. See below for sample swooshes, and page 1 for sample designs using the swooshes.

Full-color swoosh



One-color swoosh



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EHC triangles: The EHC triangles (used in the swoosh) can be used as a design element by themselves on the front cover and interior pages. The triangles can be full color, one Pantone color, or a screen of a Pantone color. The triangles can be large or small, and if desired, only a portion of the triangles can be used for design purposes. The triangles must maintain the same proportions as the ones used in the swoosh. They can also contain photographs. See below for sample triangles, and page 1 for sample designs using the triangles.

Sample of triangles as design elements



Sample photo within triangle



Photos:

Photos may be used where appropriate and should relate to the publication topic. Photos can print in full process color or black and white. Photos can bleed off the edges or can be contained within frames to accommodate the design. Photos can also be contained within triangles as noted above.

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Fonts: For general marketing and other miscellaneous documents that are not part of an EHC series, use the fonts below. Separate specifications exist for EHC consumer and clinician publications. Ask your AHRQ managing editor.

Front cover text: 26-point Futura Bold.

Body text: 11-point Times New Roman with 13-point leading.

Level 1 heads: 12-point Futura Bold with 15-point leading.

Level 2 heads: 10-point Futura Bold with 13-point leading.

Run-in heads: 11-point Times New Roman Bold with 13-point leading (different color from the regular text).

Bullets: Round, square, or triangular to match the triangles in the EHC logo.

Hyphenation: Should be turned off.

Sample fonts and sizes

Sample Title is 26-point Futura Bold

Head Level 1 is 12-point Futura Bold, flush left

Head Level 2 is 10-point Futura Bold, flush left

Body text is 11-point Times New Roman with 13-point leading. It should be flush left, ragged right, with no hyphenation.

- This is a sample of bulleted text with a round bullet. It should be flush left, ragged right, with no hyphenation. The text size is 11-point Times New Roman with 13-point leading.
- ◀ This is a sample of bulleted text with a triangular bullet. It should be flush left, ragged right, with no hyphenation. The text size is 11-point Times New Roman with 13-point leading.

Run-in heads. This is a sample of a run-in head. The run-in head is 11-point Times New Roman bold.

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Branding: HHS and AHRQ branding logos must be placed at the bottom of the front cover (see below). The HHS/AHRQ logos must not be stretched, cropped, or modified in any way. The branding logo should fit proportionally with the design elements on the front cover. Use black or white (reversed out) for color. See sample below.

Front cover branding logo



If the EHC banner is not being used as a design element, combine it with the HHS/AHRQ logos in a horizontal or vertical placement.

Front cover branding logo with EHC banners



Specifications for Effective Health Care (EHC) Publications

AHRQ logo, publication number, and date must appear at bottom of back cover.

All AHRQ publications being printed for distribution from the AHRQ Clearinghouse must bear an AHRQ publication number and a date. These items normally appear at the bottom of cover four or on the last page of fact sheets and marketing materials. The AHRQ logo and publication number may be flush right or left depending on the design. The AHRQ editor will provide publication numbers to contractors. See sample below of flush left back cover.

Back cover logo



AHRQ Pub. No. 11-EHC038-1
May 2011

Submitting Files to AHRQ:

For draft materials going to AHRQ for content review or layout, provide Word 2007 documents (do not provide PDF files).

For print-ready proofs to go to the Government Printing Office (GPO), provide AHRQ source files in Quark Xpress or Adobe InDesign. Include fonts, logos, and any picture files (TIFs, EPS, or JPGs) with the source files.

In addition to the electronic files, a full-size color printout of each page including bleeds and crop marks and a folding dummy are required.

GPO also requires that a completed Form 952 accompany print files. This form is downloadable from the GPO Web site at www.gpo.gov.