

Section 7: Branding Design Element Specifications

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Section 7: Branding and Design Specifications

Introduction

The Agency for Healthcare Research and Quality (AHRQ) has created a branded identity so that external audiences can easily recognize our messages and materials. The branded identity uses a set of graphic building blocks to identify AHRQ. AHRQ also has developed design elements that assist in identifying an AHRQ product. This section provides an overview of how to apply AHRQ's branded identity and design elements to your products and materials.

The AHRQ branded identity will be referred to as the HHS-AHRQ branding.

Branding and Design Element Treatments

The HHS-AHRQ branding must be included on all AHRQ print and electronic products and communication materials produced in-house or by a contractor. The HHS-AHRQ branding is a combination of design elements in this order:

- U.S. Department of Health and Human Services logo (Department level)
- Agency for Healthcare Research and Quality logo (Agency level)
- Advancing Excellence in Health Care (AHRQ's tagline)
- www.ahrq.gov (Agency Web address)
- Optional: other program logo or identification



Note: The following formats are to be placed at the bottom of the first page of the document.

Vertical placement example



Horizontal placement example



Teamed with Agency sub-brand example



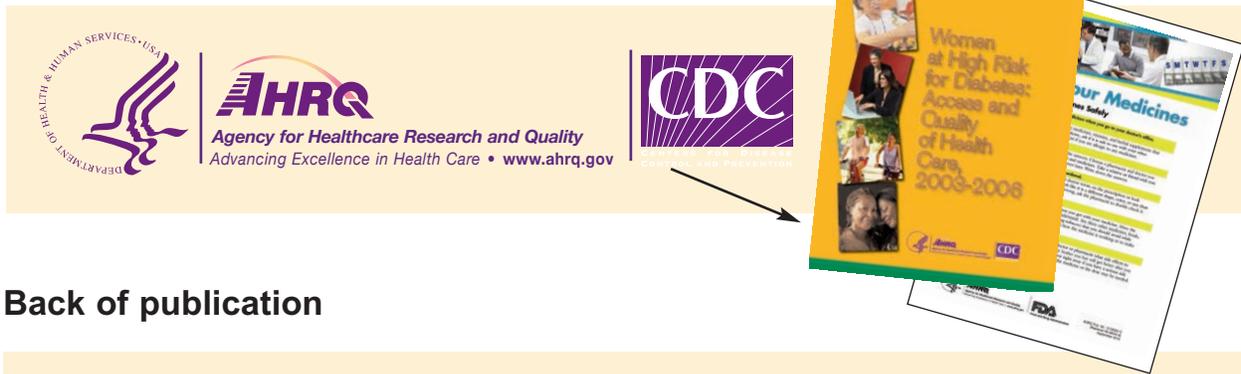
Teamed with user-friendly name of program examples



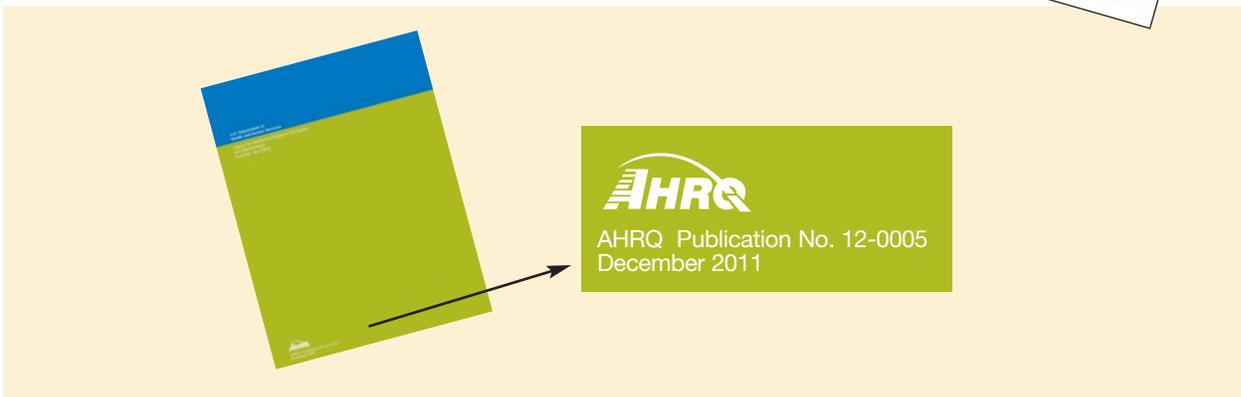
Teamed with outside program examples



Teamed with other Federal agency examples

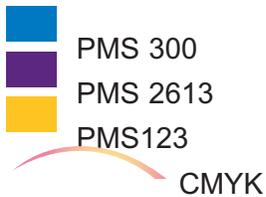


Back of publication



Color Palette

These colors are used for overarching Agency products, such as AHRQ Annual Conference materials, that are not aligned with an Agency program. See the Family of Products section for guidance on products that are aligned with an Agency program.



Agency generic product examples



Web Templates

For header, footer, and subordinate page header graphics, as well as implementation source codes, contact:

Biff LeVee
AHRQ Web Site Manager
Office of Communications and Knowledge Transfer
Email: biff.leeve@ahrq.hhs.gov
Phone: 301-427-1897

Header and footer for AHRQ Web site

The image shows a screenshot of the AHRQ website's header and footer. The header is a dark blue bar with the AHRQ logo on the left, the text "Agency for Healthcare Research and Quality" and "Advancing Excellence in Health Care" in the center, and a search box on the right. Above the header is a navigation bar with links for "Home", "About Us", "Careers", "Contact Us", "Español", "FAQ", "Email Updates", and "A - Z Index". Below the header is a secondary navigation bar with links for "Health Care Information", "For Patients & Consumers", "For Professionals", "For Policymakers", "Research Tools & Data", "Funding & Grants", "Centers, Portfolios & Initiatives", and "News & Events".

The footer is a light blue bar with the AHRQ logo on the left, a list of links (Accessibility, Disclaimers, EEO, FOIA, Inspector General, Plain Writing Act, Privacy Policy, Electronic Policies, Viewers & Players) in the center, and "GET SOCIAL" with Facebook, Twitter, and YouTube icons on the right. Below the footer is a large blue area with a grid of links organized into columns: "Health Care Information", "For Patients & Consumers", "For Professionals", "For Policymakers", "Research Tools & Data", "Funding & Grants", "Centers, Portfolios & Initiatives", and "News & Events". To the right of this grid is contact information for the U.S. Department of Health & Human Services and the Agency for Healthcare Research and Quality. At the bottom of the footer area is the tagline: "Improving the Quality, Safety, Efficiency, and Effectiveness of Health Care For All Americans".

Header —

Footer —

Exhibits

General AHRQ exhibit

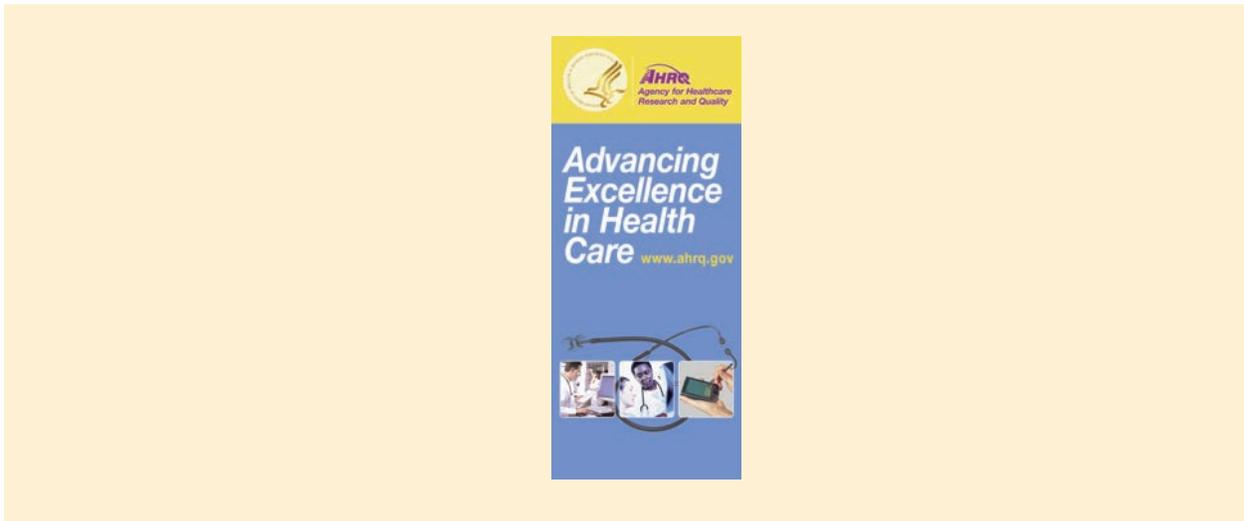


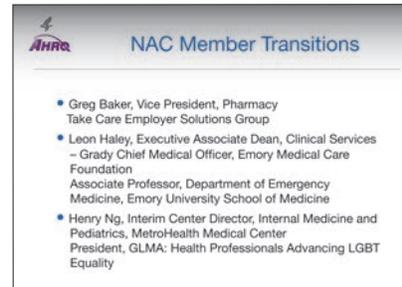
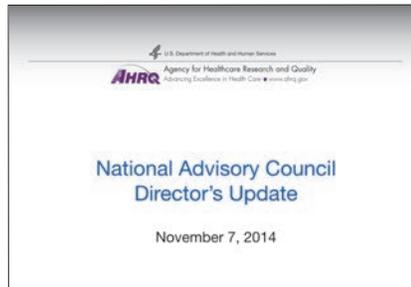
Exhibit tailored to a program



PowerPoint Presentations

AHRQ staff are required to use the AHRQ slide template for all presentations. It is available on the AHRQ Intranet at <http://my.ahrq.gov/AHRQSlidemplate>

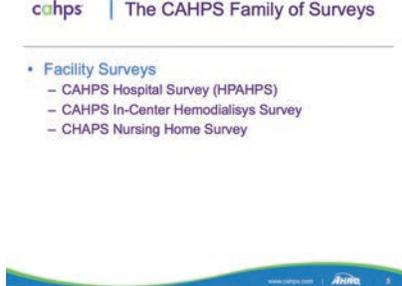
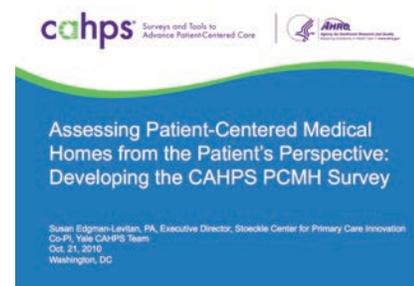
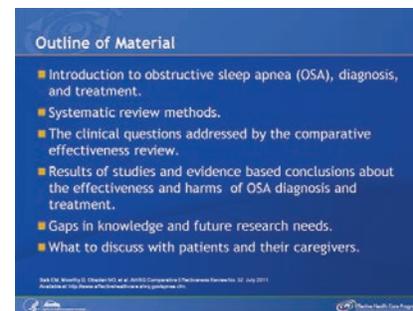
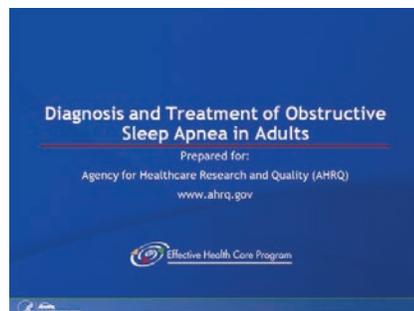
AHRQ master slide template examples



Contractors are not required to use the AHRQ slide template for presentations they make on the Agency's behalf; however, the HHS-AHRQ branding should appear on the title and subsequent slides. The program sub-brand (e.g., Effective Health Care, CAHPS) may be prominent on the title slide but should not be larger than the HHS-AHRQ branding on subsequent slides.

Contractor logos may not be used on the slides, however the contractor company name may be identified on the title slide. For example, "Presented by _____ under contract to the Agency for Healthcare Research and Quality."

PowerPoint slide examples with sub-brand



Family of Products

Products for AHRQ's major programs have a "look and feel" that ties the products together as a family. Unique colors and design elements give them their own branded identity within the AHRQ brand.

Design specifications are available for products within AHRQ's major programs. Both in-house and contractor designers must adhere to these specifications when creating products for AHRQ programs. An OCKT managing editor can provide additional information about design specifications.

Special Uses for the AHRQ Logo

In most cases, the AHRQ logo must be used with the HHS logo. In some cases, the AHRQ logo may be used by itself. General guidance for using the AHRQ logo by itself follows:

- Do not provide the AHRQ logo where it may be construed as an endorsement.
- Contractors and grantees should provide a funding statement without the AHRQ logo on their products, including poster presentations and reports.
Example: "This project was funded under contract/grant number XXXX from the Agency for Healthcare Research and Quality (AHRQ), U.S. Department of Health and Human Services. The opinions expressed [in this document] are those of the authors and do not reflect the official position of AHRQ or the U.S. Department of Health and Human Services."
- In most cases, if other Federal agencies have provided their logo, AHRQ permits its logo to be used.
- Do not provide the logo without first consulting OCKT publishing staff.
- Link to an AHRQ document and include citation of the source (without the AHRQ logo).
- Contractors may use the AHRQ logo (without the HHS logo) for handouts when conducting work on behalf of the Agency, e.g., training materials, PowerPoint slides.

Other considerations:

- Grantees may not use the HHS or AHRQ logos on their products.
- Products prepared under contract to AHRQ must include the HHS-AHRQ branding and may not contain contractor logos. The contractor's role is usually given in the acknowledgments section in the front matter.
- The HHS-AHRQ branding is only to be used for official, AHRQ-sponsored products.

Artwork File Formats

The AHRQ design element is available in several formats. The following table will help you determine which format to request.

Product	File Type
Desktop publishing	EPS or TIF
Word document	TIF
PowerPoint™	JPEG
Web	JPEG or GIF

Additional Information

To discuss specific issues or to receive additional guidance on branding design element specifications, contact:

Sandy Cummings
Deputy Director of Operations/Publishing
Office of Communications and Knowledge Transfer
Email: sandra.cummings@ahrq.hhs.gov
Phone: 301-427-1893