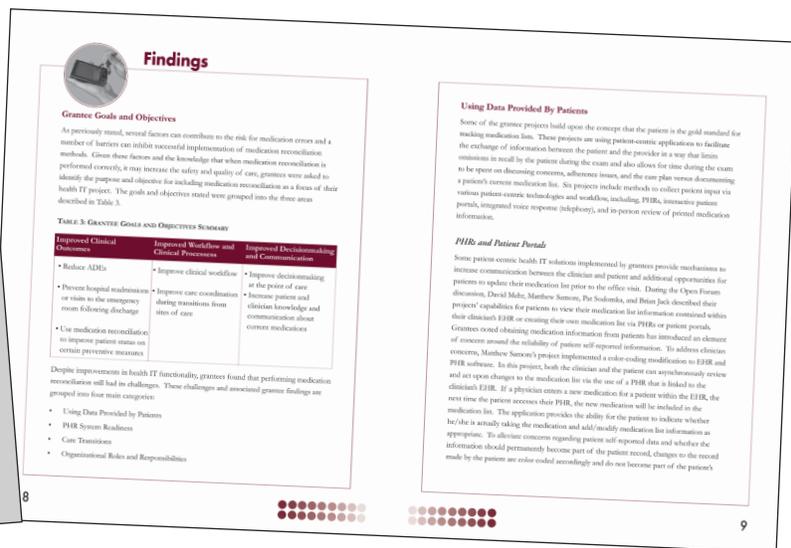
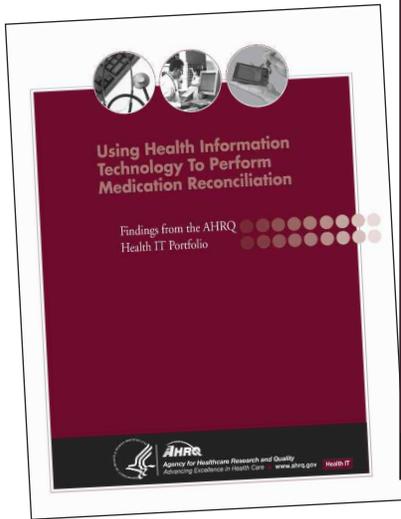


# Specifications for Health IT Publications

**Ink Colors:** Health IT publications print in black ink and Pantone 202 (red). Photos may print in full process color or black and white. Screens of black or Pantone 202 ink may also be used in the publications.

**Bleed:** Inks may bleed off all four edges.

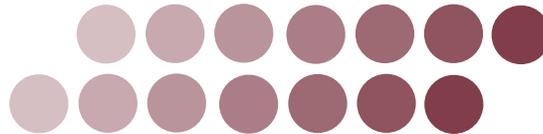
## Sample products



# Specifications for Health IT Publications

**Design Elements:** *Health IT circles:* The health IT circles should be used in each publication. The circles print in a graduated screen from 90 percent of Pantone 202 to 30 percent of Pantone 202. The circles may be either staggered or aligned rows. The circles are always the same size within the groupings.

## Sample circles



**Photos:** *Health IT circles with 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 should always appear in circles. Three circular photos are often used together as a design element. The three photos shown in the sample below can be used for all health IT publications, or more specific photos may be used that better relate to the publication's topic.

## Sample circle photos



# Specifications for Health IT Publications

- Fonts:**
- Front cover title:* 25-point Futura Bold.
  - Front cover subtitle:* 21-point Garamond.
  - Body text:* 11-point Garamond with 13.5-point leading.
  - Level 1 heads:* 14-point Garamond Bold with 16-point leading.
  - Level 2 heads:* 14-point Garamond Semibold Italic with 16-point leading.
  - Run-in heads:* 11-point Garamond Bold.
- Bullets:** Round.
- Hyphenation:** Should be turned off.

## Sample fonts and sizes

**Sample Title is 25-point Futura Bold**

Subtitle is 21-point Garamond

**Head Level 1 is 14-point Garamond Bold**

*Head Level 2 is 14-point Garamond Semibold Italic*

Body text is 11-point Garamond with 13.5-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 Garamond with 13.5-point leading.

**Run-in heads.** This is a sample of a run-in head. The run-in head is 11-point Garamond Bold.

# Specifications for Health IT Publications

## 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. The Health IT block must also be added to the right of the branding. See sample below.

### Front cover branding logo



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



## 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](http://www.gpo.gov).