

Specifications for Improving Primary Care (IPC) and National Center for Excellence in Primary Care Research (NCEPCR)

Ink Colors: Black and the following Pantone colors are used in the design elements:
 PMS 287 (medium blue)
 PMS 2695 (dark blue)
 PMS 284 (light blue)
 PMS 242 (red/purple)

Bleed: Inks may bleed off all four edges.

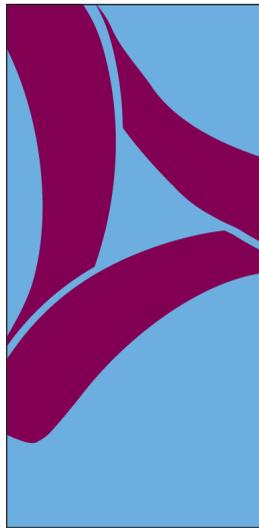
Sample products



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Design Elements: *Triangle:* The triangle may be used in IPC and NCEPCR publications. Use these colors when using the 3-color (PMS 287, PMS 2695, PMS 284) version (three blues). The triangle can be broken apart and a portion of it can be used by itself. The triangle can also be cropped and rotated, except when used as a tagline.

Sample triangles



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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.

Fonts: For use in design programs such as Adobe Illustrator, Adobe InDesign, and Adobe Photoshop:
Trade Gothic Condensed No. 18
Trade Gothic Bold Condensed No. 20
Trade Gothic Bold Condensed No. 20 Oblique
Trade Gothic Bold No. 2
Grade Gothic Bold No. 2 Oblique

For use in programs in which Trade Gothic is not available (such as Microsoft PowerPoint, Microsoft Word, email signatures, HTML/Web content, etc.):
Arial Narrow.

Hyphenation: Should be turned off.

Sample fonts



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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. The IPC and NCEPCR design element may also be added to the right of the branding. See sample below.

Front cover branding with IPC



Front cover branding logo with NCEPCR



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

All AHRQ publications being printed for distribution from the AHRQ Clearinghouse must bear and 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



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Submitting Files to AHRQ:

For draft materials going to AHRQ for content review or layout, provide Word 2010 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.