

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)
- 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 program example



Teamed with user-friendly name of program examples



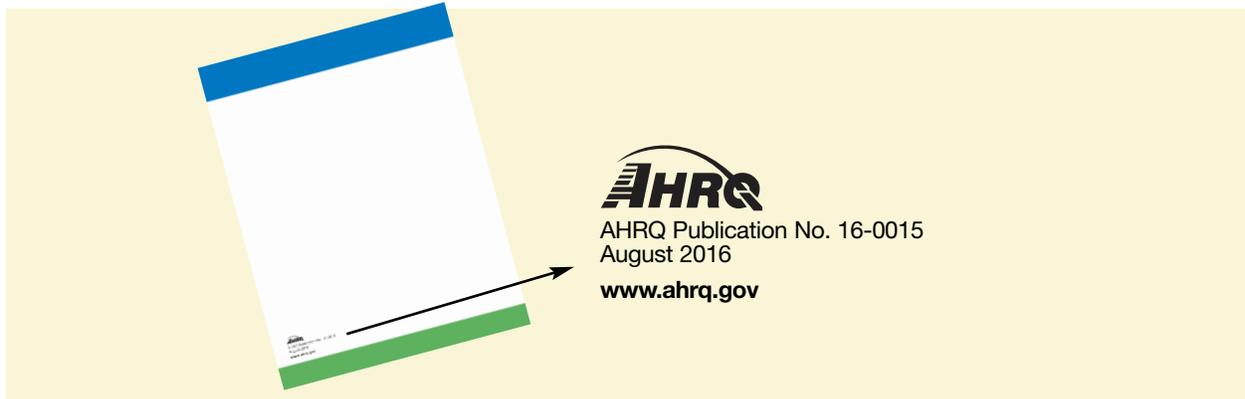
Teamed with outside program examples



Teamed with other Federal agency examples

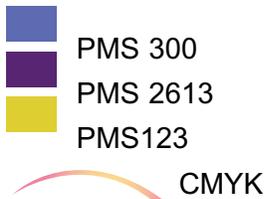


Back of publication

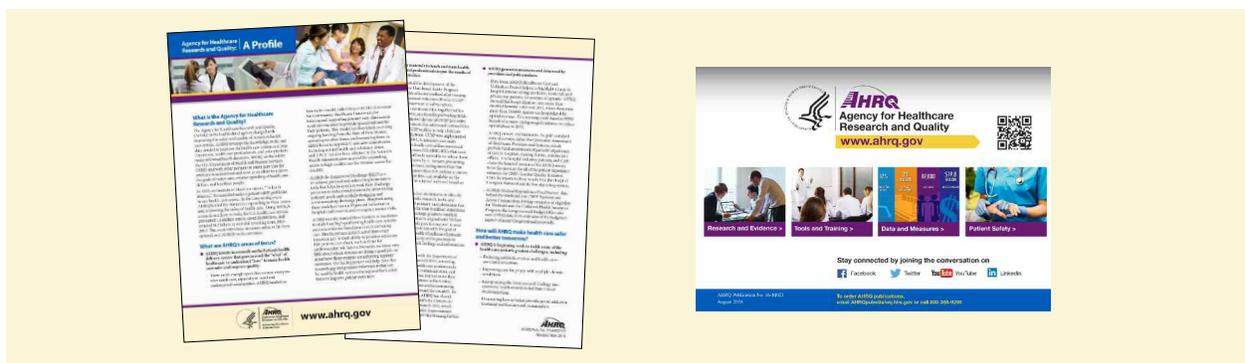


Color Palette

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
Web Quality Assurance Lead
Office of Communications
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 header and footer. The header is a light blue bar with the U.S. Department of Health & Human Services logo on the left, navigation links (Home, About Us, Careers, Contact Us, Español, FAQ, Email Updates) on the right, and the AHRQ logo and name in the center. Below the header is a dark blue navigation bar with links for Health Care Information, For Patients & Consumers, For Professionals, For Policymakers, Research Tools & Data, Funding & Grants, Offices, Centers & Programs, and News & Events, along with a search box and a language selector. The footer is a dark blue bar with a grid of links for various categories: Health Care Information, For Patients & Consumers, For Professionals, For Policymakers, Research Tools & Data, Funding & Grants, Offices, Centers & Programs, and News & Events. On the right side of the footer, there is contact information for the U.S. Department of Health & Human Services and the Agency for Healthcare Research and Quality, including the address, phone number, and social media links.

Header

U.S. Department of Health & Human Services Home About Us Careers Contact Us Español FAQ Email Updates

AHRQ Agency for Healthcare Research and Quality
Advancing Excellence in Health Care

Health Care Information For Patients & Consumers For Professionals For Policymakers Research Tools & Data Funding & Grants Offices, Centers & Programs News & Events

Footer

Accessibility Disclaimers EEO Electronic Policies FOIA
HHS Digital Strategy Inspector General Plain Writing Act Privacy Policy
Viewers & Players

Get Social f t y in

U.S. Department of Health & Human Services
The White House
USA.gov: The U.S. Government's Official Web Portal

Agency for Healthcare Research and Quality
5600 Fishers Lane
Rockville, MD 20857
Telephone: (301) 427-1364

Health Care Information
Priority Populations
Información en español

For Patients & Consumers
Diagnosis & Treatment
Patient Involvement
Prevention & Health

For Professionals
Clinicians & Providers
Education & Training
Hospitals & Health Systems
Prevention & Chronic Care
Quality & Patient Safety

For Policymakers
Children's Health
Insurance Program Reauthorization Act (CHIPRA)
National Evaluation of the Quality Demonstration Grant Program
Impact Case Studies
Assistance on Health Initiatives
Measurement & Reporting Tools

Research Tools & Data
Data Resources
Publications & Products
Research Findings & Reports

Funding & Grants
Funding Opportunity Announcements
Research Policies
Funding Priorities
Training & Education Funding
Contracts
Grant Application, Review & Award Process
Post-Award Grant Management

Offices, Centers & Programs
Centers & Offices
Initiatives
About AHRQ
Portfolios of Research

News & Events
Blog
Newsletters
Events
Newsroom

Exhibits

General AHRQ exhibit

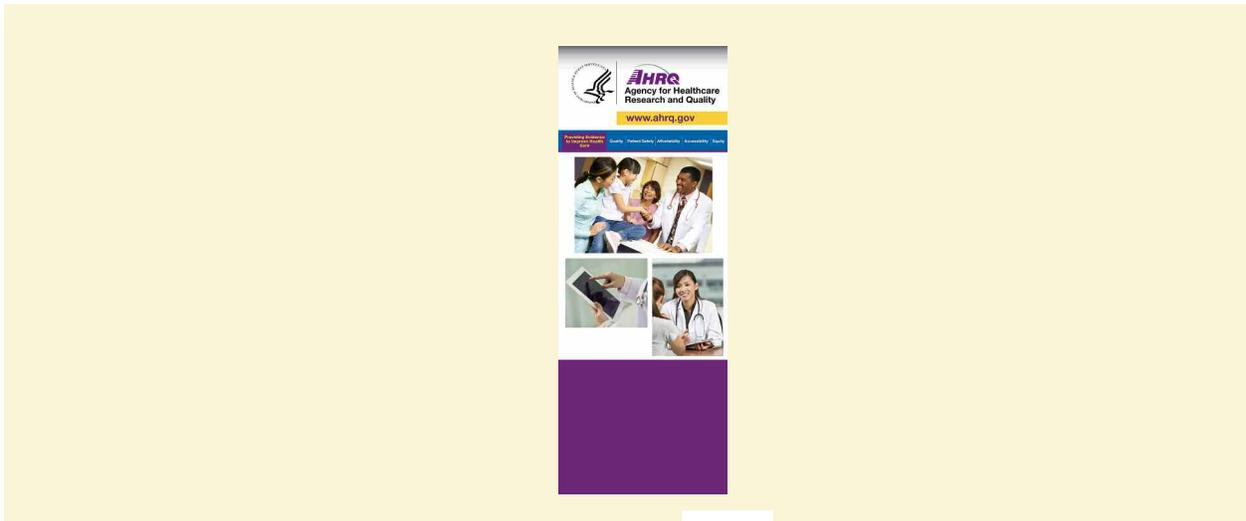
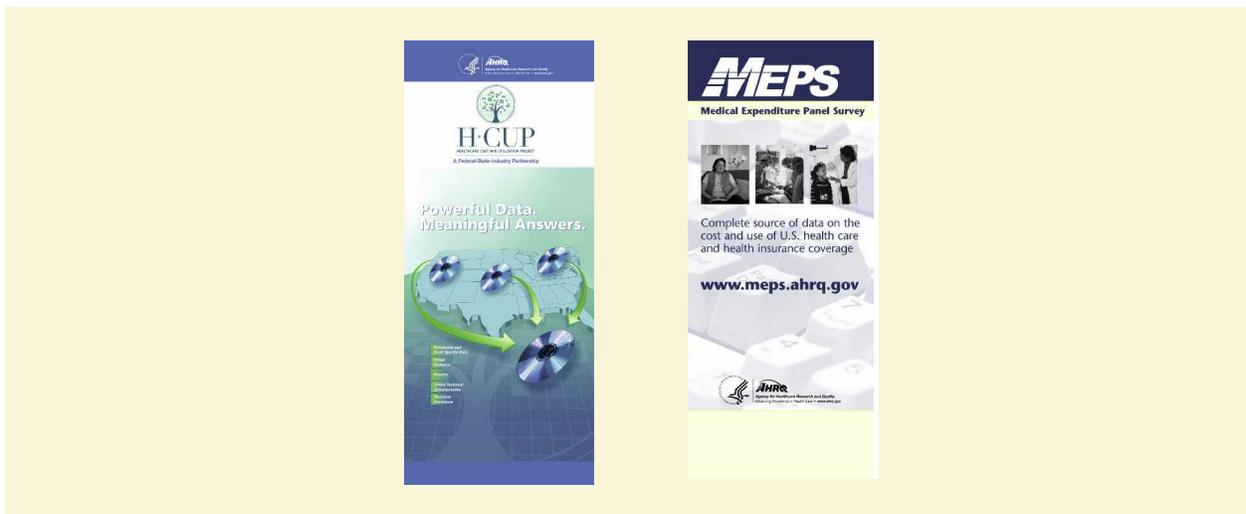


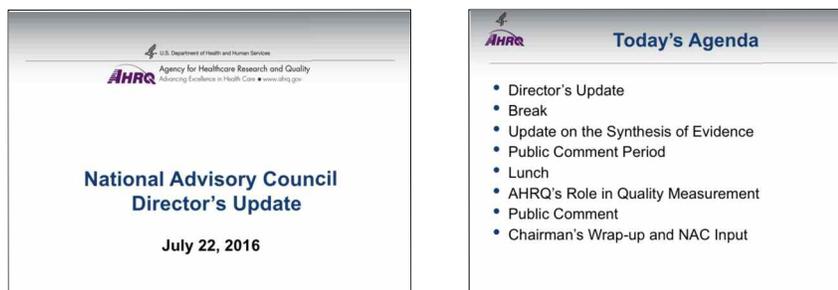
Exhibit tailored to a program



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>

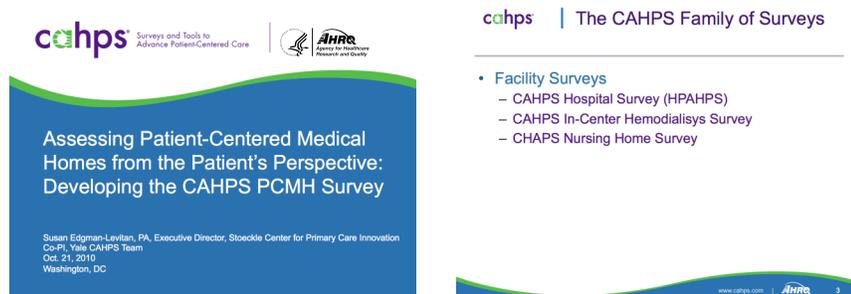
AHRQ master slide template examples



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 (e.g., 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 example 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 OC 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 OC 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:

Randie Siegel
Deputy Director
Office of Communications
Email: randie.siegel@ahrq.hhs.gov
Phone: 301-427-1852