

MEDICARE & MEDICAID

50th Anniversary

Logo Guidelines



Agency

Centers for Medicare & Medicaid Services (CMS), Department of Health and Human Services (DHHS).

Summary

These usage guidelines provide information and instructions to all approved entities on the use of the Medicare & Medicaid 50th Anniversary mark.

Authorized Users

The Medicare & Medicaid 50th Anniversary mark is available for use by CMS' Centers, Offices, Regions, groups and divisions after obtaining approval from CMS' Office of Communications. To obtain approval, send a request to logos@cms.hhs.gov. Requests will be considered on a case-by-case basis. The mark may not be used for promotion of private, for-profit entities, nor may the mark be used to promote one service over another within CMS programs.

Use of Identity Mark on Items for Sale or Distribution

Only CMS and its partners may use the Medicare & Medicaid 50th Anniversary name or mark on items they distribute, provided the items follow guidelines for National Gifts as stated below. Items with the Medicare & Medicaid 50th Anniversary mark cannot be sold for profit.

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National Gifts provision: Some entities may choose to offer gifts to the public. This practice is permitted as long as the gifts are of nominal value and are provided whether or not the individual is enrolled in a CMS program. Nominal value is defined as an item worth \$15 or less, based upon the retail purchase price of the item.

Approval/Acceptance of Terms and Conditions of Use

Requests to distribute material bearing the Medicare & Medicaid 50th Anniversary mark should be submitted to CMS' Office of Communications at least fourteen (14) days prior to the anticipated date of production/distribution. Approved requests will be effective for a specified period and only for those items for which the mark was requested. Users who accept the terms and conditions will be provided with electronic files of the 50th Anniversary mark.

LOGO GUIDELINES

The Medicare & Medicaid 50th Anniversary mark is composed of the following elements that appear in an unchangeable fixed relationship:

- The number "50"
- Four stacked rectangular shapes
- The words: MEDICARE,
1965 - 2015,
MEDICAID,
ANNIVERSARY



The elements are designed for use as a unit. Always use reproducible art available electronically from CMS' Office of Communications. The two-color (blue and gold) logo is the preferred and recommended version for use on products. A one-color blue version and black version are available as well.

Do not attempt to recreate the logo or combine it with other elements to make a new graphic. Artwork is available in .EPS, .JPG, .TIF, and .PNG formats. Other file formats are available from CMS' Office of Communications upon request.

Approved Colors

All positive marks are to be used against white backgrounds and colors that are tonally lighter than 20% of the color. When placing the logo on a photographic or darker background, ensure that there is great contrast between the mark and the image. If necessary, the mark can be placed in a white box to ensure it is legible from the background.

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The 1-color blue version using PMS 287, which is the same blue used in the CMS logo.



The preferred 2-color version using PMS 287 blue and PMS 110 gold, which are the same colors used in the 2-color CMS logo.

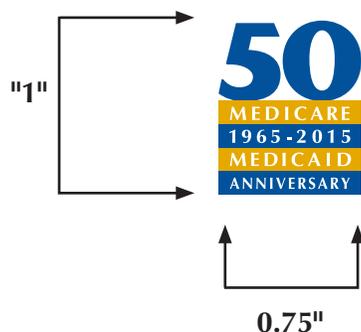


The 1-color black version using black and screens thereof.

Four-color (CMYK) process versions are available for products that require full-color production/commercial printing. RGB versions are also available for Web and digital use.

Size

To maintain clear legibility of the logo, do not reproduce it at a size less than 0.75" wide by approximately 1" tall.



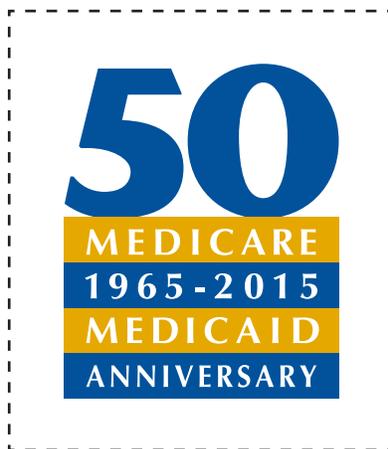
Bleed-edge Indicator

The logo may not bleed off any edge of an item. The mark should sit at least 1/8" inside any item's edges.

Clear Space Allocation

The clear space around the logo prevents any nearby text, image or illustration from interfering with the impact of the mark. Any type of graphic elements must be at least 0.25” distance from the logo as shown by dotted line in the illustration below.

Leave at least
0.25” space all
around the logo.



Use of Anniversary Logo with CMS and DHHS marks

It is best to use the Medicare & Medicaid 50th Anniversary logo in conjunction with the CMS and/or DHHS marks, and not by itself. As always, the DHHS logo should be most prominent and dominant, then the CMS mark, and then the Anniversary logo, in that order.

Incorrect Use

In order to maintain the integrity of the logo, it is essential that it be used correctly. Deviation from the guidelines can weaken the impact of the Agency’s identity and program branding efforts. Follow these guidelines:

- Do not alter the position of the logo’s elements.
- Do not alter or change the typeface.
- Do not rotate any of the logo elements.
- Do not stretch, distort or otherwise alter the aspect ratio of the logo.
- Do not position the logo too close to other items or images.
- Do not alter the color of any of the elements.
- Do not use any of the logo elements to create a new mark or graphic.