



**Policy #:** DHHS-33-07

**Issue Date:** 7/25/07

**Revised Date:** 7/27/12

## I. SUBJECT

Branding and Publication Standards for DHHS

This Policy and Procedure Statement describes the branding policy of the Department and provides guidelines for the production of brochures, pamphlets, annual reports and other external publications.

### Background

This revised policy scales back the previous policy and offers continued guidance for production of print materials.

## II. POLICY STATEMENT

The Department of Health and Human Services presents a consistent visual image in print materials in order to support a unified organization. This is achieved with a commitment to a defined look in published materials, a consistency in message format and simplicity, and uniform customer service standards. Managers present the DHHS image as a whole, versus fragmented individual parts.

## III. PROCEDURE STATEMENT

### A. Logo Protocols

The Department of Health and Human Services Logo must be used on flyers, posters, brochures, or any published document intended for external use.

When an Office-specific logo is being used on the front of printed material, the DHHS logo must appear on the back.

Both the Office-specific logo and the DHHS logo must be used at a minimum depth of 1 inch.

If using an external designer or printer, the PMS logo colors are Blue PMS 534 – 100 percent; Green PMS 323 – 80 percent.

Logos may be obtained by contacting the Communications Director.

## **B. Brochure/Publication Standards and Guidelines**

The following guidelines pertain to printed information that will be distributed, including brochures, pamphlets, annual reports, fact sheets and fliers.

When creating any printed material, the following questions should be considered:

- What is its objective?
- Who is the audience?
- Is this document written in plain language?
- When does it need to be published?

All printed documents must be approved by the Department of Health and Human Services' Communications Office prior to printing.

Please allow a minimum of seven business days for approval.

The Office-specific logo must appear on the front page of the document, at a minimum height of 1 ¼ inches.

The Department of Health and Human Services logo must appear on the back page of the document, centered at the top of the back page and at a minimum depth of 1 ¼ inches.

If a one-page fact sheet is produced and the Office-specific logo is used, the DHHS logo is not required to appear on the document.

If brochure text appears on the back page of a publication, the Department of Health and Human Services logo must appear immediately after the text, with a minimum of ¼-inch of white space separating the text from the logo.

If the document is printed in color, the PMS logo colors are Blue PMS 534 – 100 percent; Green PMS 323 – 80 percent. All logos must be used at 300 dpi resolution and must be clearly legible when printed.

Each document must also contain the anti-discrimination disclaimer. The most recent version is attached. The disclaimer must appear underneath the Department of Health and Human Services logo, separated by a minimum of ¼ inch of white space.

All 'competing logos' (i.e. Healthy Maine Partnerships logo) must be at least 25 percent smaller than the DHHS logo.

Competing logos must be placed at the bottom of the last page.

**C. Design Assistance**

Limited assistance for design of published materials may be available from the Communications Office. Please call 287-5012 as early as possible in the pre-production process to discuss your needs.

**IV. DISTRIBUTION**

All Staff via e-mail and posting on the DHHS Intranet.

**V. NON-DISCRIMINATION NOTICE**

The Department of Health and Human Services (DHHS) does not discriminate on the basis of disability, race, color, creed, gender, sexual orientation, age, or national origin, in admission to, access to, or operations of its programs, services, or activities, or its hiring or employment practices. This notice is provided as required by Title II of the Americans with Disabilities Act of 1990 and in accordance with the Civil Rights Act of 1964 as amended, Section 504 of the Rehabilitation Act of 1973, as amended, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 and the Maine Human Rights Act and Executive Order Regarding State of Maine Contracts for Services. Questions, concerns, complaints or requests for additional information regarding the ADA may be forwarded to DHHS' ADA Compliance/EEO Coordinators, 11 State House Station – 221 State Street, Augusta, Maine 04333, 207-287-4289 (V), 207-287-3488 (V), TTY users call Maine relay 711. Individuals who need auxiliary aids for effective communication in program and services of DHHS are invited to make their needs and preferences known to the ADA Compliance/EEO Coordinators. This notice is available in alternate formats, upon request.

July 27, 2012

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Revised Date



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Mary C. Mayhew  
Commissioner