

*Office of the Commissioner*  
*Branding and Publication Standards for DHHS*

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

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

**Revised Date:** 11/26/18

**I. SUBJECT**

Branding and Publication Standards for the Department of Health and Human Services

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 offers continued guidance for production of printed materials.

**II. POLICY STATEMENT**

The Department of Health and Human Services presents a consistent visual image in print materials 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 Department image versus fragmented individual parts.

**III. PROCEDURE STATEMENT**

**A. Department Seal Protocols**

The Department Seal must be used on flyers, posters, brochures, or any published document intended for external use.

The Department seal must be used at a minimum depth of 1 inch.

The Department seal is available on the intranet. All branding must be approved by the Department's Communications Office prior to printing.

## **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's Communications Office prior to printing.

Please allow a minimum of seven business days for approval.

The Department seal 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 brochure text appears on the back page of a publication, the Department seal must appear immediately after the text, with a minimum of ¼-inch of white space separating the text from the logo.

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 Services seal, 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 Department seal.

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 287-3707 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, sex, gender, sexual orientation, age, national origin, religious or political belief, ancestry, familial or marital status, genetic information, association, previous assertion of a claim or right, or whistleblower activity, in admission or access to, or the operation of its policies, programs, services, or activities, or in hiring or employment practices. This notice is provided as required by and in accordance with Title II of the Americans with Disabilities Act of 1990 (“ADA”); Title VI of the Civil Rights Act of 1964, as amended; Section 504 of the Rehabilitation Act of 1973, as amended; Age Discrimination Act of 1975; Title IX of the Education Amendments of 1972; Section 1557 of the Affordable Care Act; the Maine Human Rights Act; Executive Order Regarding State of Maine Contracts for Services; and all other laws and regulations prohibiting such discrimination. Questions, concerns, complaints or requests for additional information regarding the ADA and hiring or employment practices may be forwarded to the DHHS ADA/EEO Coordinators at 11 State House Station, Augusta, Maine 04333-0011; 207-287-4289 (V); 207-287-1871(V); or Maine Relay 711 (TTY). Questions, concerns, complaints or requests for additional information regarding the ADA and programs, services, or activities may be forwarded to the DHHS ADA/Civil Rights Coordinator, at 11 State House Station, Augusta, Maine 04333-0011; 207-287-3707 (V); Maine Relay 711 (TTY); or ADA-CivilRights.DHHS@maine.gov. Civil rights complaints may also be filed with the U.S. Department of Health and Human Services, Office of Civil Rights, by phone at 800-368-1019 or 800-537-7697 (TDD); by mail to 200 Independence Avenue, SW, Room 509, HHS Building, Washington, D.C. 20201; or electronically at <https://ocrportal.hhs.gov/ocr/portal/lobby.jsf>. 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/Civil Rights Coordinator. This notice is available in alternate formats, upon request.

November 26, 2018

Revised Date



Bethany L. Hamm  
Acting Commissioner