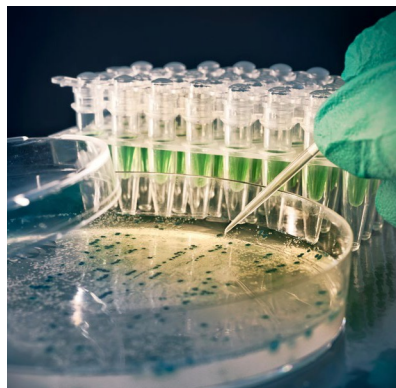


U.S. Department of Health & Human Services  
Office of the Assistant Secretary for Preparedness & Response

# 2021-2024 Branding Guidelines for ASPR Staff and Contractors

Fall 2021



# 2021-2024 Branding Guidelines for ASPR Staff and Contractors

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## **Introduction to Branding**

The Office of the Assistant Secretary for Preparedness and Response's (ASPR) brand is our unique promise of value we make to our stakeholders. Any contact that anyone has with ASPR – whether it is the web site or social media, email, presentation, publications, or interactions with staff – is an opportunity to demonstrate ASPR's value and build trust in our brand. A brand is more than just a logo. It is our actions, content, and messaging that speak directly to the promise we make to our stakeholders. Branding helps build trust and motivate action, engage more effectively with stakeholders, create a positive image of our mission, secure funding from appropriators, establish credibility as experts and thought leaders, create internal unity and a sense of shared purpose, and establish a platform to guide communications.

## **ASPR Mission & Key Messages**

ASPR's mission is to save lives and aid the nation in overcoming the potential health impacts of national security threats. In an increasingly complex and unpredictable world, ASPR leads U.S. medical and public health capabilities to be prepared for, respond to, and recover rapidly from the health effects of disasters and other public health emergencies.

ASPR also serves as the principle advisor to the Secretary of the U.S. Department of Health and Human Services (HHS) on all matters related to federal public health and medical preparedness and response. This role includes coordinating policies that drive health security and overseeing the Secretary's Operation Center as the central hub for health emergency response operations.

To meet this mission, ASPR partners with hospitals and healthcare coalitions; biotech and pharmaceutical companies; community organizations; foreign government counterparts; and state, local, tribal, and territorial (SLTT) governments across the country to improve readiness and response capabilities.

ASPR is focused on three key priorities:

### **Respond well and quickly emerge from the COVID-19 pandemic**

ASPR leads the ongoing coordination of the COVID-19 response across HHS. To make sure ASPR doesn't lose the capability developed during COVID, ASPR is extending capabilities in the areas of logistics, public health and medical surge operations, and medical countermeasure development and distribution.

### **Restore resources and capabilities diminished during the pandemic**

ASPR is actively restoring and strengthening capabilities depleted during the pandemic such as the Strategic National Stockpile (SNS) and securing the public health supply chain.

### **Preparing for future emergencies**

ASPR is constantly scanning the horizon to prepare for whatever may come next, whether natural or manmade. In collaboration with partner organizations, ASPR is leading the development of policies and frameworks that guide operations to enable ASPR to better prepare for, respond to, and recover from disasters and emergencies.

## ASPR Logo

The ASPR logo was approved for use in 2012. The logo is the single, most visible representation of our organization and is a key element in our brand identity. It immediately identifies ASPR to the world, making it one of our most valuable organizational assets.

The logo is designated for display on all information products regardless of the medium. Any use of the logo for external purposes must be cleared by the [Division of Communications](#).

### Prohibited Uses of the ASPR Logo

The logo is not to be used to promote private-sector products, organizations, or their endeavors. It shall never be displayed or presented in a manner that suggests that ASPR endorses one product or project over another without written permission from the [Division of Communications](#).

### Downloadable Files

The ASPR logo is available in two formats: with and without the words “Assistant Secretary for Preparedness and Response.” Always use the logo with the wording unless the logo is being used as part of a larger graphical element or is being used where the ASPR acronym is clearly defined elsewhere within the document or graphical element. The ASPR logo with words can be downloaded from the [ASPR Portal Branding Site](#). Contact the [Division of Communications](#) to obtain the ASPR logo without words.

Both high- and low-resolution versions in three formats: JPG, PNG, and EPS are provided:

- **JPG** (short for Joint Photographic Experts Group) is a computer file format for the compression and storage of digital images. This is the most commonly used format for inserting the logos into your document. It has a white background.
- **PNG** (short for Portable Network Graphics) is a graphic file format similar to a jpg except it has a transparent background. This format is used to insert a white logo on a dark background, for example.
- **EPS** (short for Encapsulated PostScript) is a vector file. It is the best choice for high-resolution printing of illustrations. An illustration program, such as Adobe Illustrator or CorelDRAW, is needed to create or edit an EPS file. These file formats cannot be inserted into Microsoft programs.

### Logo Reproduction and Distribution

The ASPR logo is to be reproduced only from art supplied by the Division of Communications. Do not attempt to recreate the logo in any manner. Do not provide copies of the logo art to external parties without the approval of the [Division of Communications](#).

### Color

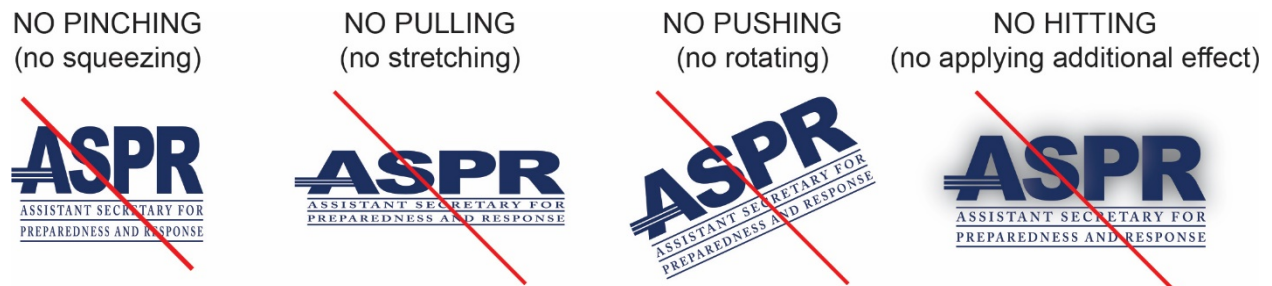
The logo is always produced in one color. ASPR blue (RGB: 21, 81, 151) is the preferred presentation of the logo. When color production is not an option, the logo is black when placed on a light background and white when placed on a color or dark background. The image below shows appropriate and inappropriate placement options.



**Figure 4: Examples of Proper and Improper Logo Placement for Visibility**

### Incorrect Use

The logo's proportions should never be altered, nor should special effects be applied. This includes pinching, pulling, pushing, or hitting. The image below shows examples of what not to do with the ASPR logo.



**Figure 3: Examples of Effects that Cannot be Applied to the ASPR Logo**

### Clear Space

As the primary symbol of ASPR, the logo should stand out from other graphic elements. The logo should always be surrounded with a minimum area of clear space equal to the width of ASPR's letter "R."



Figure 2: Illustration of Clear Space around the ASPR Logo

## Position and Placement

The logo is designated for display on all information products ASPR produces. Placement at the top or bottom of the document is determined by the template being used.

## Cobranding

When used with the HHS logo, the ASPR logo is placed to the right of the HHS logo. They can be placed either in opposite corners or side by side, while considering clear space rules. When the ASPR logo is used with the HHS logo *and* subordinate program logos, the order from left to right is HHS, ASPR, and then subordinate program logo. Subordinate logos include BARDA, NDMS, SNS, and MRC. No other logos are authorized.

When co-branding products with other federal agencies, place logos in alphabetical order. The lead federal agency logo should appear first with the remaining logos in alphabetical order or as dictated by the situation.

To request cobranding permission, contact the [Division of Communications](#).

*Note: When branding a product where ASPR is acting on behalf of the Secretary for Health and Human Services, such as responding to an HHS mission, the HHS logo should be used with the ASPR logo.*

## ASPR Color Pallet

When a brand repeatedly markets with the same color, it strengthens brand awareness.

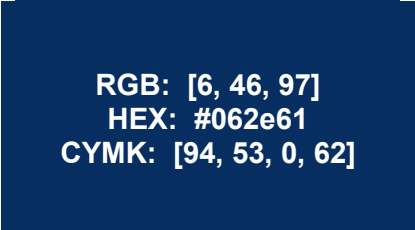
**Primary colors** help consumers to quickly identify a brand. These are the core colors of the brand and are commonly incorporated into a company's logo.

**Secondary colors** highlight and compliment the primary color and can be used to highlight key facts or figures in a document or PowerPoint or used to create shapes, SmartArt objects, infographics, charts, callouts, tables, and icons. Sometimes a design requires more than the primary and secondary colors. This is especially true for content rich brochures, posters, and multiple data point tables and graphs. For these purposes only, we have added several additional **accent colors** to distinguish data elements in charts and graphics only. To see these colors in action, check out the Word and PowerPoint templates referenced below.

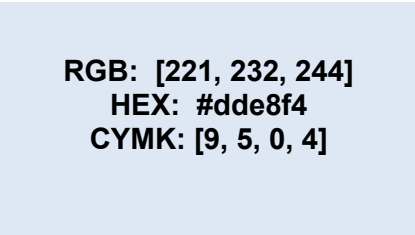
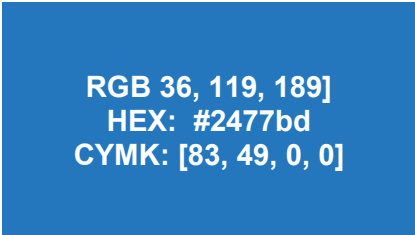
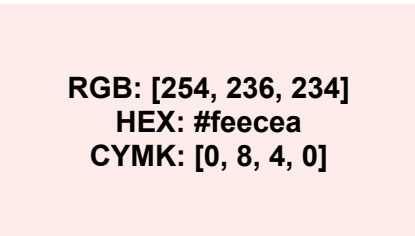
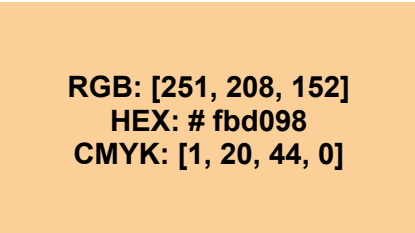
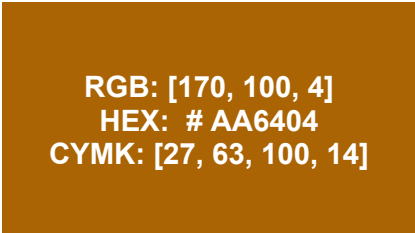
All templates for Word documents, PowerPoint presentations, fact sheets, postcards, and posters should utilize black body text. Headers should use one of the dark blue from the primary palette provided below.

All documents produced in ASPR must have appropriate color contrast to comply with federal accessibility requirements. Please be sure to use white text and black text on the corresponding background color as shown on the palettes below to ensure sufficient color contrast in all ASPR work products. As noted above, the blue text from the primary color pallet may be used on a white background when being used as a header.

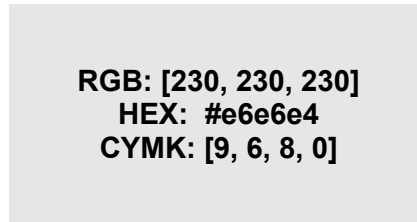
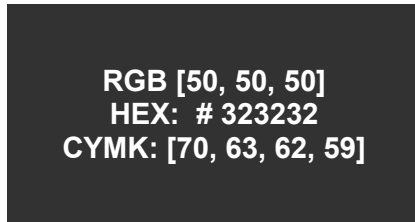
**Primary Color Palette**



**Secondary Color Palette**



## Accent Color Pallet: Neutral Colors



## Accent Color Pallet: Bright Colors for Charts and Graphs Only



## Color Pallet Key

**RGB:** RGB is for digital use including television. For this format, RGB combines red, green, and blue to create a spectrum of colors. For this format, black is 0,0,0 and white is 256,256,256.

**HEX:** HEX code is the key to unlock web and digital design like HTML, CSS and SCSS. Colors are represented in a 6 number and/or letters combination. For example, black is #000000 and white is #ffffff.

**CMYK:** For print use, CMYK is ideal. Tiny dots of cyan, magenta, yellow and black are overlapped to blend colors. Because of limitations with a printer, not all colors can be produced. Black is represented as 0,0,0,100 and white is 0,0,0,0.

## Branded Templates and Correspondence

ASPR has templates available that comply with brand standards defined in this guide. All staff should use these templates when developing reports, documents, fact sheets, certificates, postcards, posters, flyers, and PowerPoint presentations. If your program needs materials beyond the templates provided, send a request for graphic design support to the [Division of Communications](#).

High-resolution images that you would like included in your product should be sent as a separate attachment to your request. If you need assistance finding appropriate high-resolution images, the [Division of Communications](#) can help you select an image from our image libraries. Photos, graphics, or screenshots from the internet often are protected by copyright. The HHS Office of General Counsel cautions against using such images. *Note: All content for reports, documents, fact sheets, certificates, postcards, posters, flyers, and PowerPoints presentations must be cleared through your program office directors and relevant subject matter experts prior to submitting content to ASPR Office of External Affairs for design and final clearance.*



## Microsoft Templates (Word, PowerPoint, and Outlook)

**Word Reports and Documents Template.** The pre-designed [reports and documents template](#) is preformatted to meet 508 compliance standards. Do not change the font, colors, margins, or headers/footers. Perform a last-minute compliance check of your document using the built-in Word accessibility tool. On the ribbon, select the Review tab then click on the Check Accessibility icon.

- **Reports and Document Cover Template.** For a more formal look to longer documents and reports, use a pre-designed report cover. Two report cover templates are provided ([white cover template](#) and [blue cover template](#)). Only the title, subtitle, and date may be modified on each template. To edit, open template in Adobe Acrobat Pro DC and select the Edit tab then click on Edit Text & Images. Add your title then select the File tab and Save As. If you don't have access to Adobe Acrobat Pro or need help editing the title, please contact the [Division of Communications](#). Note that the cover template can be combined with the pdf version of your document using Adobe's Combine Files option.
- **Reports and Document Banner Template.** For shorter documents, use the pre-designed [ASPR banner](#). This banner should be inserted and centered at the top of the first page only.

**PowerPoint Template.** All PowerPoint presentations for internal and external audiences must use the appropriate PowerPoint template:

- [ASPR PowerPoint Template](#). This template is used for most presentations given by ASPR staff.
- [HHS PowerPoint Template](#). This template is used for most presentations given by HHS from multiple OPDIVS or STAFFDIVS. All the information being presented is appropriate for public release.

In addition, an ASPR 101 PowerPoint slide set is available for staff to help emphasize ASPR's mission and key priorities. Contact the [Division of Communications](#) for the latest slide deck. Feel free to use all or part of the presentation for your purposes.

**Certificate of Appreciation Templates.** Appreciation certificates are a great way to let others know that you value their time, effort, or hard work. Many ASPR divisions commonly give certificates to FTEs, intermittent employees, and contract staff to say thank you for a job well done. Two certificate templates are provided ([Certificate of Appreciation One](#) and [Certificate of Appreciation Two](#)).

**Controlled Correspondence (Stationery).** ASPR operates within the Office of the Secretary. As such, all letterhead, memos, business cards, envelopes, and other stationery are branded at the Department (HHS) level. For more information, see the [Controlled Correspondence Templates section](#) on the ASPR Portal.

**Outlook Template for Email Signatures.** Email messages must include the official ASPR signature block (see below sample). All font is Arial, 11 pt. Your name is bold in ASPR blue (RGB: 21, 81, 151). Your job title is in ASPR blue. All other font is black.

Contractors will add "(for [Company Name])" after their job title on the same line.

The ASPR logo is below your personal information. The logo for email signatures is available for download from the [ASPR Portal Branding Site](#). ASPR programs may add their direct website

link (e.g., [aspr.hhs.gov/cip](https://aspr.hhs.gov/cip)) below the main ASPR website. Any disclaimers are listed below the ASPR logo.

The use of inspirational messages, charming quotes, or unnecessary imagery, such as email stationary, is prohibited. The use of ASPR social media icons below the ASPR logo and before any disclaimer is optional. The use of gender pronouns next to your name is also optional.

**Jane Doe**

Public Affairs Specialist  
Office of External Affairs, Division of Communications  
Office of the Assistant Secretary for Preparedness and Response  
U.S. Department of Health and Human Services

200 C Street SW  
Room xxxx  
Washington, DC 20204  
xxx-xxx-xxxx (office)  
xxx-xxx-xxxx (cell)  
<https://aspr.hhs.gov>



Figure 5: ASPR Email Signature Block

## Educational Material Templates

**Fact Sheet Template.** All fact sheets will be designed using the [ASPR fact sheet template](#). Please note that the ASPR fact sheet template is provided as pdf-only file. You will not be able to add your content or graphics to the template. To request a branded fact sheet, please contact the Office of External Affairs' [Division of Communications](#). The ASPR's graphic designer will format your fact sheet based on the content submitted and the graphical elements requested.

**Postcard Template.** If you do not have enough content to justify a fact sheet, [postcards](#) (8.5" x 5.5" on cardboard stock) are often used. Please reach out to the [Division of Communications](#) for assistance.

**Flyer and Poster Templates.** ASPR's graphic designer is available to help you develop posters and flyers. Posters are mainly used to promote an event occurring within our office spaces and are sized to fit the standard 24" x 36" poster frame for display on a poster stand (see [sample poster](#)). Flyers are smaller versions of the posters, usually 11" x 17", placed within offices to promote an upcoming activity (see [sample flyer](#)). To request a branded poster or flyer, please clear your content through your office's procedures, then send your request to the [Division of Communications](#).

**Social Media Templates.** If your office would like to propose social media posts for use by the ASPR Division of Communications on our social media channels, please contact [Division of Communications](#) prior to drafting content. Several social media templates are available; template selection depends on the type of content being communicated. Contractors who create

social media postings as part of their contract responsibilities must contact the Division of Communications to obtain template artwork.

## Virtual Backgrounds

Microsoft Teams, WebEx, Zoom, and Google hangout meetings are now the norm. This new way of meeting presents a new opportunity to create brand awareness – branded virtual backgrounds. The [ASPR virtual background](#) reduces distractions for the people attending the meeting, and is more professional than having your kitchen, living room, and even an unorganized office space in the background. No other virtual background is permitted without approval from the Division of Communications. Download our [tip sheet](#) for more information about looking your best during remote interviews and briefings.

## Web Banner

All ASPR program websites, including the main site at <https://aspr.hhs.gov>, must prominently display the HHS banner at the top of each page on the site and the ASPR logo in the web site header or footer. The ASPR logo must link to <https://aspr.hhs.gov>.

## Social Media Standards

ASPR manages six social media sites: [Twitter](#), [Facebook](#), [YouTube](#), [LinkedIn](#), [Flickr](#), [Instagram](#). We encourage all ASPR staff to follow each. In addition, BARDA and MRC have their own social media accounts because of their tailored messaging and highly engaged niche audiences. No other ASPR program is permitted to create a separate social media presence without prior approval from the Division of Communications. Too many social media channels representing one agency can dilute our message and branding leaving users confused about which channels to follow.

## Video Production

ASPR's Division of Communications works with ASPR staff at the onset of content development through production and post production of videos highlighting the ASPR mission and program in accordance with ASPA guidelines. Please contact the [Division of Communications](#) for video assistance.

## Exceptions to These Rules

For guidance on exceptions to these rules, please contact the [Division of Communications](#).

*Note: ASPR follows the editorial style guidelines provided in the [HHS Guide to Document Preparation, Office of the Secretary, 2018](#). Use this resource to develop a well-written, clear, and concise document using established standards on word usage, capitalization, and punctuation.*