



ASPR Branding Guide

Introduction to Branding

ASPR's 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, 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 protect Americans from 21st century health security threats. We achieve our mission by focusing on four major priorities:

- Providing strong leadership
 - ASPR advises the HHS Secretary of all matters related to federal public health and medical preparedness and response for public health emergencies.
 - ASPR supports readiness at the state, local, tribal, and territorial levels by coordinating federal grants and cooperative agreements and carrying out drills and exercises.
 - ASPR enhances medical surge capacity by organizing, training, equipping, and deploying federal public health and medical personnel and providing logistical support during federal responses.
- Building a regional disaster health response system
 - ASPR integrates medical response capabilities, including federal facilities and emergency medical services.
 - ASPR expands specialty care expertise in trauma and chemical, biological, radiological, and nuclear casualty management.
 - ASPR coordinates medical response through mutual aid across state, local, tribal, territorial, and regional jurisdictions.
 - ASPR integrates measures of preparedness into daily standards of care through healthcare system incentives.
 - ASPR builds on regional healthcare coalitions and better integrate public and private sector partners to improve preparedness and response.
- Advancing an innovative medical countermeasures enterprise
 - ASPR ensures the medical countermeasures enterprise is driven by current and future threats.
 - ASPR promotes innovation and capitalizes on advances in science and biotechnology.

- ASPR ensures medical countermeasures can be rapidly dispensed and distributed to reach the people who need them.
- Sustaining robust and reliable public health security capabilities
 - ASPR enhances disease situational awareness domestically and abroad, including detection, identification, and investigation.
 - ASPR strengthens disease containment, including capabilities for isolation, quarantine, social distancing, and decontamination.
 - ASPR improves risk communication and public preparedness.
 - ASPR ensures rapid distribution and administration of medical countermeasures.

ASPR Logo

The ASPR logo was approved for use in 2012. It stands for all of ASPR's activities in its mission areas and program.

It is the official and sole identifying mark for ASPR and its programs. 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 [ASPR Brand Manager](#) in the Division of Communications.

The ASPR 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.

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

A copy of this guide along with the ASPR logo can be downloaded from the [ASPR Portal Branding Site](#). The logo is provided in a variety of high- and low-resolution versions in three different formats: JPG, PNG, and EPS:

- **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 Office 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 reflex blue 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.

COLOR		PANTONE	CMYK				RGB			HEX #
Blue		Reflex Blue	C: 100	M: 89	Y: 0	K: 0	R: 0	G: 20	B: 137	001489
Black		Black	C: 0	M: 0	Y: 0	K: 100	R: 0	G: 0	B: 0	000000
White			C: 0	M: 0	Y: 0	K: 0	R: 255	G: 255	B: 255	FFFFFF

Figure 1: ASPR Logo Color Card

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. When used alone or with subordinate logos¹, it is placed on the left. When used with the HHS logo, it is placed to the right of the HHS logo. Placement at the top or bottom of the document is determined by the template available on the [ASPR Portal Branding Site](#).

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.

¹ Subordinate logos include BARDA, MRC, and NDMS. 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 [ASPR Brand Manager](#).

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.

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.

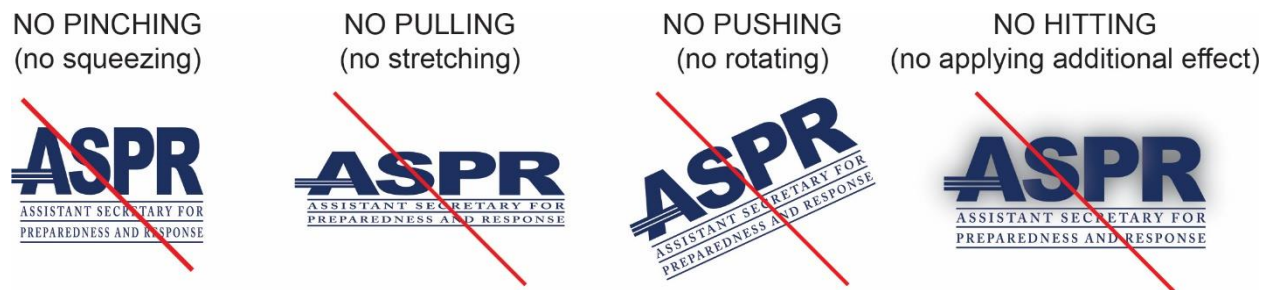


Figure 3: Examples of Effects that Cannot be Applied to the ASPR Logo

Note: On occasion, with permission from the [ASPR Brand Manager](#), the words “Assistant Secretary for Preparedness and Response” may be removed if the logo is being used as part of a larger graphical element.

Visibility

To maximize visibility and clarity, it is important to use the appropriate logo based on the background on which it will be placed. The color logo is placed on white or light backgrounds, the black logo is placed on light color backgrounds, and the white logo is placed on dark color backgrounds. The image below shows appropriate and inappropriate placement options.



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

Branded Templates and Stationary

ASPR has templates available that comply with brand standards defined in this guide, including templates for PowerPoint presentations, fact sheets, certificates, and reports. These templates are available on the [ASPR Branding Portal Site](#).

Please note that ASPR fact sheet templates are provided as pdf-only files. You will not be able to add your content or graphics to the template. To request a branded fact sheet, please complete the [Graphic Design Request Form](#) and email it to the [ASPR Graphic Designer](#). Comm's graphic designer will format your fact sheet based on the content submitted and the graphical elements requested.

If your program is in need of materials beyond the templates available on the branding portal, please complete the [Graphic Design Request Form](#) and email it to the [ASPR Graphic Designer](#).

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

Email Signature

Email messages will include the official ASPR signature block. All font is Arial, 11 pt. Your name is bold in ASPR blue (RGB: 0, 20, 137). 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 information. The logo for email signatures is available for download from the [ASPR Portal Branding Site](#). Any disclaimers or program links are listed below the ASPR logo. The use of inspirational messages, charming quotes, or unnecessary imagery, such as email stationary, is prohibited.

Jane Doe

Public Affairs Specialist

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U.S. Department of Health and Human Services

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Figure 5: ASPR Email Signature Block

Web Standards

All ASPR program sites, including the main site at www.phe.gov, must prominently display the HHS banner at the top of the page and the ASPR logo in the web site header or footer. The ASPR logo must link to PHE.gov.

Social Media Standards

ASPR manages four social media sites: [Twitter](#), [Facebook](#), [YouTube](#), and [LinkedIn](#). 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; often leaving users confused about which channels to follow.

All ASPR program social media sites must include the HHS and ASPR logos in the banner art. Graphics created for social media posts should include the ASPR logo whenever practical.

Video Production

ASPR's Video Producer works with ASPR staff throughout the development and 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 [ASPR Brand Manager](#).

Note: ASPR follows the editorial style guidelines provided in the [HHS Guide to Document Preparation, Office of the Secretary, 2014](#). Use this resource to develop a well-written, clear, and concise document using established standards on word usage, capitalization, and punctuation.