HHS Logos for Placement

The HHS logo is for official use only. Approved uses include: printed materials (pamphlets, posters, flyers, booklets, periodicals, etc.), exhibits and other public affairs-related materials, HHS and Operating Division business cards, and PowerPoint presentations. The HHS logo is generally placed in the bottom, left-hand corner of ASPR materials.

The logo cannot be used in conjunction with any seals. It may also not be used by the private sector, including grantees, vendors, and contractors. (Contractors may use the HHS logo when producing ASPR materials as part of their contract work.) The logo cannot be used in combination with other elements to create a logo for an office or program.

Logo Usage Color

COLOR		PANTONE	CMYK				RGB			HEX #
Blue		Reflex Blue	C: 100	M: 100	Y: 0	K: 40	R: 0	G: 0	B: 153	000099
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

Single-Color Reproduction: The logo may appear in Pantone Reflex Blue or in Black. CMYK and RGB values in the chart above may be substituted for Pantone Reflex Blue. No partial colors or screen tints are allowed. White is the preferred "color" when printing the logo on a dark background.

Two-Color Reproduction: Two- or multi-color reproduction of the logo is not permitted.

HHS Logo Usage Minimum Size

5/8-INCH WIDE

HHS Logo Usage Don'ts

NO PINCHING	NO PULLING	NO PUSHING	NO HITTING
(no squeezing)	(no stretching)	(no rotating)	(no applying additional effect)