



NATIONAL CENTER FOR HEALTH STATISTICS

National Health Care Surveys | System Mark Usage Guide



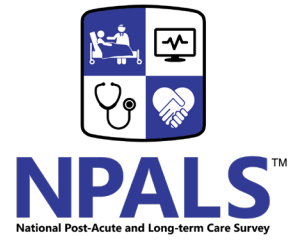
National Health Care Surveys | System Mark Usage Guide

This guide describes how and when system marks for the National Health Care Surveys should be applied to communication products. It includes sections on [design](#), [trademark](#), [application](#), [sizing](#), [spacing](#), [usage](#), [color](#), [typography](#), and [clearance](#).

High-resolution PNG files for each National Health Care Surveys system mark can be downloaded from the [OIS' shared drive](#). These files should only be used for electronic products. For print products, Illustrator files are available on the drive.

Additional information about system mark usage is available on [CDC Brand Identity Website](#).

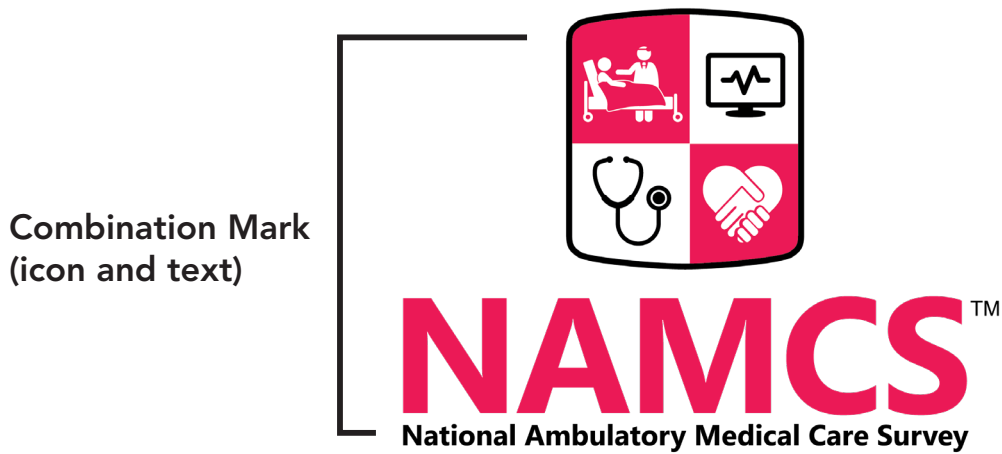
Universal system mark for use on materials describing National Health Care Surveys as a whole



Individual system marks for use on materials describing specific National Health Care Surveys

Design:

Two versions of the four survey-specific system marks are available for usage, including combination marks (icon and text) and brandmarks (icon only, text has been eliminated). Only a brandmark version is available for the National Health Care System system mark.



Trademark:

The TM representing trademark has been applied to your system marks signifying that the required trademark search has been completed and that CDC has reviewed and approved the marks. This ensures that your system mark does not infringe against similar brands or services.

The TM symbol is a required element on all National Health Care Surveys system marks. The system marks cannot be altered in any way. Altering the system marks could affect trademark integrity.



NHAMCSTM
National Hospital Ambulatory Medical Care Survey



NHAMCSTM
National Hospital Ambulatory Medical Care Survey



TM


Application: Positioning

The CDC logo must be included on any product released by NCHS, including National Health Care Surveys products. However, National Health Care Surveys system marks should not be placed in close proximity to the CDC logo or any other agency logo. The CDC logo should always appear on the front page of multi-page documents within the page margins at the bottom of the page. In most cases, National Health Care Surveys system marks should be placed in the header or within body text.

More information about CDC brand identity standards is available on the [CDC Visual Branding Guide](#).

NATIONAL CENTER FOR HEALTH STATISTICS

Title of Poster
Author Names, Degrees
Affiliations



TEXT
ALL TEXT GOES IN THIS COLUMN

BACKGROUND
The **LEFT PANEL** should contain:

- ALL textual content
- Nothing else
- NO PHOTOS, NO GRAPHICS

METHODS
The **RIGHT PANEL** should contain visual representations of your MAIN FINDINGS:

- Charts/graphs
- Diagrams
- Infographics
- Photos

Remember to check your graphics' resolution for large format printing!

TEXT SIZE
Once your left column has all textual content placed and formatted, resize the fonts to fit and fill the space

FINDINGS
COLUMN TREATMENT

- left column WHITE, no colors or gradients
- right column 15% GREY (already in template)
- center column FULL PHOTO or one of your primary/secondary colors

RESULTS
QR CODE

- **USE EITHER the BLACK or WHITE version**, depending upon your background image/color
- Replace the QR code on the master page with yours
- The one in the template will take the viewer to cdc.gov
- Don't resize QR code, and don't change white border around QR code


CENTER PANEL

- Text color may be white or black, considering color contrast
- Copy block may slide up or down to accommodate the photo


EVERYTHING on SLIDE MASTER should remain exactly as is:

- **DO NOT** change position or size of logo
- **DO NOT** edit or change position or size of disclaimer
- **DO NOT** change stripe sizes or stripe colors


Use this area for key message only. Set the font to be as large as possible and rely on compelling photo or artwork to emphasize.




SCAN HERE FOR MORE INFORMATION




SCAN HERE FOR MORE INFORMATION






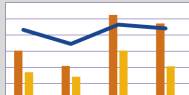
GRAPHICS
ALL GRAPHICS GO IN THIS COLUMN



Use the right column for diagrams and infographics that support the main message




PRIMARY and SECONDARY COLORS



TURN DATA POINTS INTO VISUAL REPRESENTATION

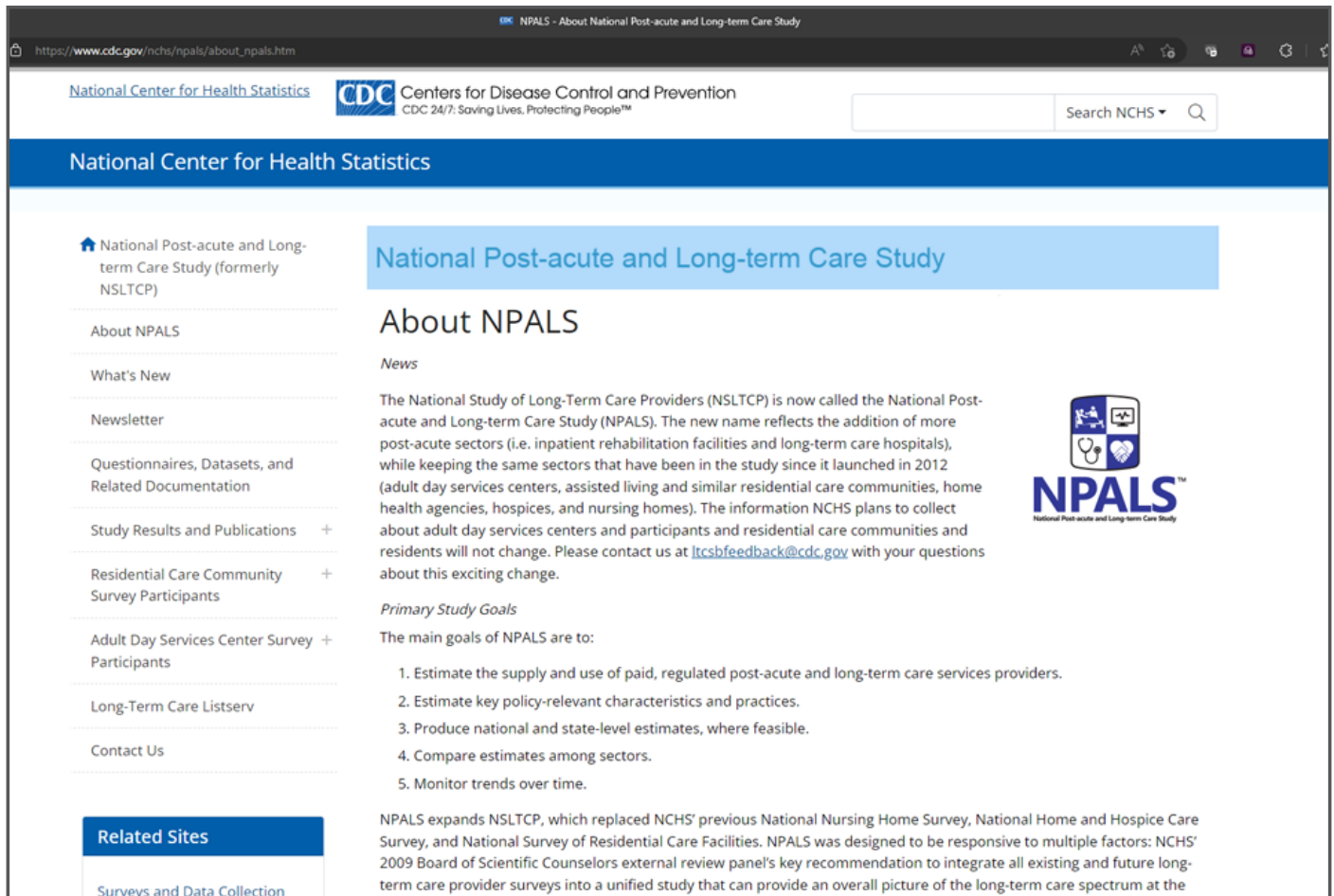
CONTACT INFO

FirstName LastName
userID@cdc.gov



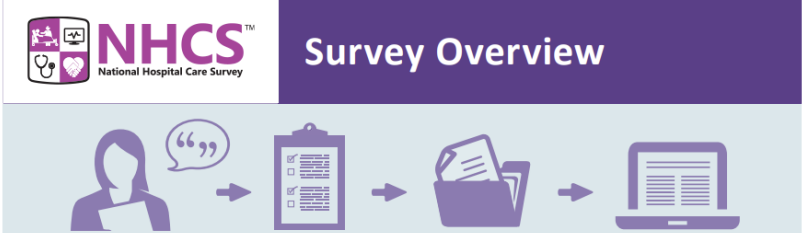
Application: Vertical Orientation

The vertical lockup presents best in square or vertical layout formats, such as in pop up banners, in marketing posters, and on web pages (body).



Application: Horizontal Orientation

The horizontal lockup presents best in web banners, on letterhead (masthead), and in places where the vertical lockup does not fit.



Background

The National Hospital Care Survey (NHCS) collects data on patient health care delivery and utilization in the United States. NHCS hospitals and outpatient departments (OPDs). The survey will provide hospitals and NHCS will also be able to monitor national trends in substance use-

Purpose

Objective and timely data are essential to assess the health and well-being of the health care system. NHCS data will allow health care organizations to track the latest trends affecting hospitals and health care organizations and delivery of health care; and benchmark hospitals against the national identifiers that allow a patient's episodes of care to be linked between hospitals as well as to outside databases such as the National Death Index, pr

Participation

Your hospital was randomly selected to provide nationally representative data. Your hospital uniquely represents facilities of similar size, setting, and location. Participation is voluntary and there is no penalty for not participating. The success of the survey depends on the participation of health care professionals to provide information on current health care services.


Currently, participation in NHCS includes a brief interview to determine the need for an annual questionnaire; and electronic submission of all inpatient discharges be requested in future years.

Your hospital can submit electronic data for all inpatient discharges

- Submit files from your electronic health record (EHR) system. We will schedule a conference call with your staff.
- Provide an electronic submission of your Uniform Bill (UB-04) data in the same format as the file submitted to the state.

For more information on the National Hospital Care Survey visit: <http://www.nhcs.gov>


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NAMCS
National Ambulatory Medical Care Survey



Your Participation Matters: Complete the 2023 National Ambulatory Medical Care Survey (NAMCS)

NAMCS surveys ambulatory care providers primarily engaged in direct patient care to **improve knowledge of medical practice patterns.**

 **Participating is easy** and only takes about 30 minutes. Any staff member with knowledge of the practice can answer questions.

Privacy is protected. Data are deidentified and then released as public health reports, journal articles, and microdata files.

Scan the QR code
for more information about the survey

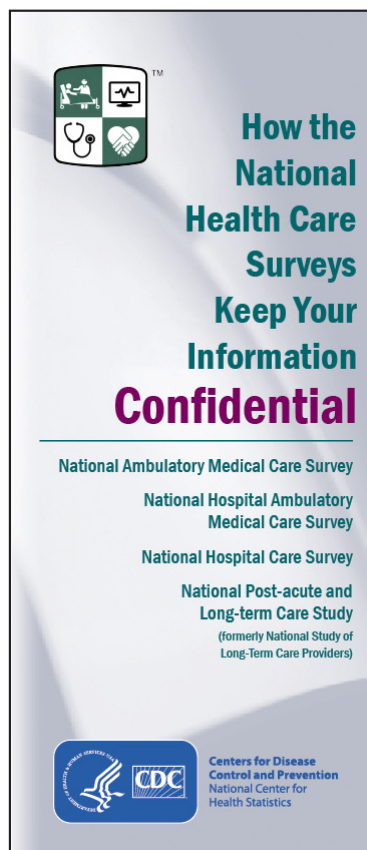
CS331160 (2)

Application: Brandmark Only

The brandmark includes the icon only (text has been eliminated). This version should be used when design space is limited and using the full lockup is not possible because the visual elements in the shield and the survey name are not readable. The brandmark may also be used on products when the full survey name or acronym are used in close proximity to the brandmark and repeating this information would be redundant. This version may be suitable for website banners (if accompanying text includes the survey name), social media graphics, and other products viewed primarily on smart devices.

When using the brandmark version in communication materials, fully spell out the survey name the first time it appears in text. If the survey name is used more than once, include the acronym in parenthesis after the full spelling. Use the acronym on all subsequent references in text (note the exception below).

When describing all National Health Care Surveys, always use the brandmark (combination mark is not available). Do not abbreviate “National Health Care Surveys” in text because this may cause confusion between materials describing all National Health Care Surveys and the National Hospital Care Survey.



Minimum Sizing:

Space availability will affect the sizing of your system marks. However, the image and text on your system marks must always be discernible. The following minimum height recommendations are required for all digital and print products:



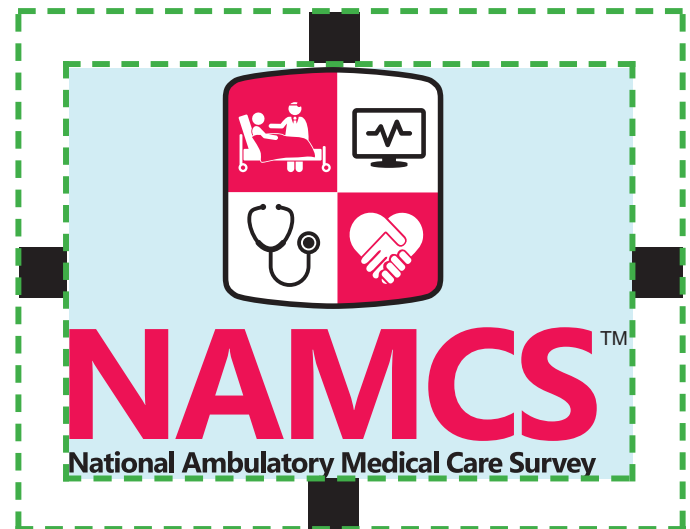
minimum height = 1 inch (72px)



(minimum height = 0.5 inch (36px))

When applying any of the National Health Care Surveys system marks, there should be ample blank space surrounding the mark, and placement must be kept inside page margins or content-safe areas. In the example below, the black squares represent equal spacing on all sides from the edge of the mark to the next element or page margin.

Example: Spacing around the system mark must be a minimum of 1/4 inch on all sides with a recommended spacing of 1/2 inch or more.



Improper Use:

The following examples illustrate common mistakes when applying a system mark to products or templates:



Avoid distorting the proportions by holding down the Shift key while sizing from a corner node. (Lock aspect ratio when possible.)



Do not place the system mark on a low contrast background. A minimum text color contrast of (4.5:1) must be maintained for Section 508 compliance. If the background color cannot be changed, use the reversed out version.



Do not change the system mark from its intended color. However, black and white and reversed-out versions are allowable for products not printed in color.



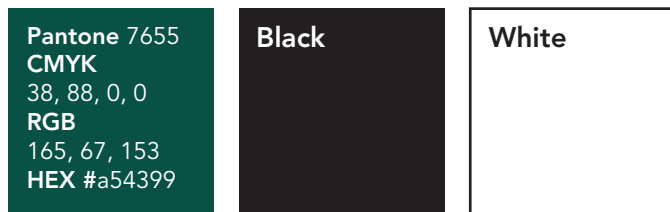
Do not place the system mark in close proximity to the CDC logo.

Color Palette:

Each National Health Care Surveys system mark has its own color palette, which include primary (top row) and complementary colors (bottom row). The primary colors are part of the system mark design, and the complementary colors, approved NCHS hues, should be used when designing materials featuring each system mark. This usage will create a stronger brand identity for NCHS and your surveys.

Reversed-out versions of each National Health Care Surveys system mark are only allowable when the mark is placed on photographs or on darker, block color backgrounds (see example on page 5). In these versions, the white font in the survey names and acronyms ensures that your marks remain identifiable and 508 compliant.

Primary National Health Care Surveys Colors:



Complementary NCHS Colors:



Color Palette Continued:

Primary NHCS Colors:

Pantone 7655 CMYK 38, 88, 0, 0 RGB 165, 67, 153 HEX #a54399	Black	White
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Complementary NCHS Colors:

Pantone 561 CMYK 85, 0, 54, 52 RGB 0, 104, 88 HEX #006858	Pantone 286 CMYK 100, 66, 0, 2 RGB 0, 51, 161 HEX #0033a1	Pantone 405 CMYK 0, 10, 33, 72 RGB 105, 94, 74 HEX #695e4a
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NHCSTM
National Hospital Care Survey

Primary NAMCS Colors:

Pantone 1925 CMYK 0, 100, 55, 0 RGB 237, 21, 86 HEX #ed1556	Black	White
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Complementary NCHS Colors:

Pantone 633 CMYK 100, 0, 10, 25 RGB 0, 139, 176 HEX #008bb0	Pantone 561 CMYK 85, 0, 54, 52 RGB 0, 104, 88 HEX #006858	Pantone 286 CMYK 100, 66, 0, 2 RGB 0, 51, 161 HEX #0033a1
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NAMCSTM
National Ambulatory Medical Care Survey

Color Palette Continued:

Primary NHAMCS Colors:

Pantone 2725 CMYK 77,68, 0, 0 RGB 82, 97, 172 HEX #5261ac	Black	White
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Complementary NCHS Colors:

Pantone 561 CMYK 85, 0, 54, 52 RGB 0, 104, 88 HEX #006858	Pantone 286 CMYK 100, 66, 0, 2 RGB 0, 51, 161 HEX #0033a1	Pantone 405 CMYK 0, 10, 33, 72 RGB 105, 94, 74 HEX #695e4a
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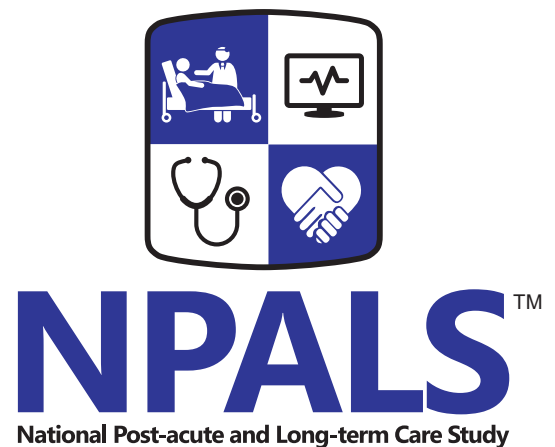


Primary NPALS Colors:

Pantone 2763 CMYK 97, 95, 0, 0 RGB 49, 56, 150 HEX #313896	Black	White
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Complementary NCHS Colors:

Pantone 116 CMYK 0, 16, 100, 0 RGB 255, 210, 0 HEX #ffd200	Pantone 561 CMYK 85, 0, 54, 52 RGB 0, 104, 88 HEX #006858	Pantone 167 CMYK 0, 60, 100, 17 RGB 208, 111, 26 HEX #d06f1a
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Typography:

Do not alter the font—Leelawadee UI bold—used in the National Health Care Surveys system marks. When designing internal and external materials that feature text, use approved font styles for titles, headlines, subheadings, and body copy. OIS recommends using one of the following font style families for titles, headlines, subheadings, and body copy:

Title: Avenir LT Std (20-point font)

Headings: Avenir LT Std 95 Black (16-point font)

Subheadings: Avenir LT Std 85 Heavy (14-point font)

Body Text (Sans Serif): Avenir LT Std 45 Book (12-point font)

Title: Cambria Bold (20-point font)

Headings: Cambria Bold (16-point font)

Subheadings: Cambria Bold (14-point font)

Body Text(Serif): Cambria Regular (12-point font)

Clearance:

Any new products that feature any NCHS system mark or the CDC logo must be approved by the NCHS Associate Director for Communications (ADC) before they can be disseminated to the public in any format. This includes materials produced inhouse by an NCHS program or division or by a contractor. The only exception to this rule is products using approved CDC templates, such as presentation slides and posters.

During ADC review, OIS will ensure that usage rules and other CDC branding guidance are followed, and that the final product reflects communication science best practices. To request ADC review, email materials to dvp2@cdc.gov.

Questions:

For questions about system mark usage, contact OISgraphics@cdc.gov.