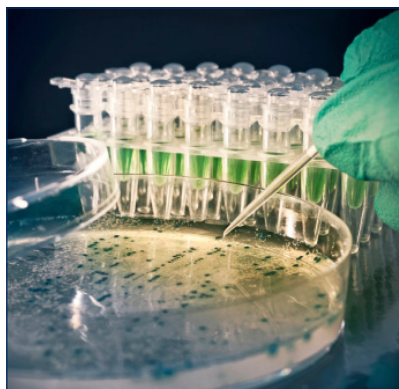U.S. Department of Health & Human Services
Administration for Strategic Preparedness & Response

ASPR Branding Guidelines for Federal Staff and Contractors

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aspr.hhs.gov

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Introduction to Branding

Our 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 Key Messages

ASPR leads the nation's medical and public health preparedness for, response to, and recovery from disasters and public health emergencies. ASPR collaborates with hospitals; healthcare coalitions; biotech firms; community members; state, local, tribal, and territorial governments; and other partners across the country to improve readiness and response capabilities.

ASPR also serves as the principal advisor to the HHS Secretary 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 ensure ASPR is meeting the nation's medical and public health needs before, during, and after a disaster or public health emergency, we are focusing on four key areas: Preparedness, Response, Partnerships, and Workforce Readiness.

Prepare for future public health emergencies and disasters

ASPR must be prepared to execute public health and medical missions in response to a wide variety of threats and hazards. This process involves a continuous cycle of planning, organizing, training, equipping, exercising, evaluating, and taking corrective action to ensure an effective response.

Manage the federal response to and recovery from public health emergencies and other disasters

As the federal medical and public health lead, ASPR works to equip the health care delivery system for response and recovery, provide surge and behavioral health support, and public health supplies needed for patient care during disasters, especially for persons with disabilities, older adults, children, underserved communities, and institutional settings. ASPR also supports the distribution of critical MCMs and other public health supplies to mitigate threats.

Improve and leverage partnerships with health care and public health stakeholders

A successful public health emergency or disaster response is contingent on strong partnerships with key stakeholders. This includes partners at the federal, state, local, tribal, and territorial levels, including other government agencies; community-based, non-profit, private sector organizations; and global partners.

Ensure workforce readiness through development of innovative workplace practices

Workforce Readiness. ASPR's success is due to the dedication of the public servants who work for it. ASPR will invest in a workforce model that attracts and retains top talent. This workforce must be agile and responsive.

ASPR Logo

The ASPR logo was approved for use in 2012 and revised in 2022 to coincide with ASPR's reclassification to an HHS OpDiv. The logo is the single, most visible representation of our organization and is a key element in our brand identity. It immediately identifes 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 by cleared by the Office of Public Affairs.

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 Office of Public Affairs.

Downloadable Files

The ASPR logo is available in two formats: with and without the words "Administration for Strategic 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 Office of Public Affairs 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 Office of Public Affairs. 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 Office of Public Affairs.

Color

The logo is always produced in one color. ASPR blue (RGB: 6, 46, 97) 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.
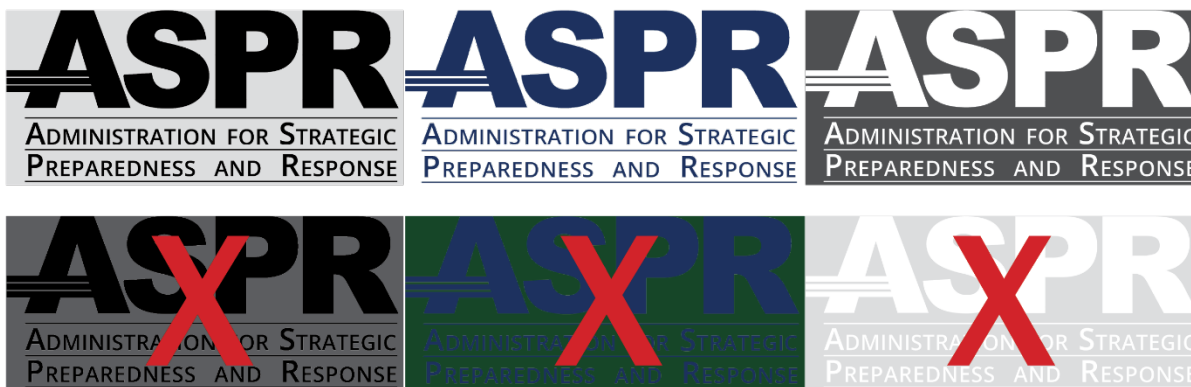
Figure 4: Examples of Proper and Improper Logo Placement for Visibility

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.

NO PITCHING
(no squeezing)

NO PULLING
(no stretching)

NO PUSHING
(no rotating)

NO HITTING
(no special effects)

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 center or office logos, the order from left to right is HHS, ASPR, and then subordinate logo. Subordinate logos include BARDA, NDMS, SNS, MRC, and H-CORE. No other logos are authorized.

HHS policy requires the Department logo be a minimum height of 5/8 inch. ASPR and subordinate logos should not be represented with greater visual weight or size than that of the Department logo.

When co-branding products with other federal agencies, such as the Departments of Defense (DoD), Veterans' Administration (VA), and Homeland Security (DHS), the lead federal agency logo should appear first with the remaining logos listed in order of establishment. For example, on a product led by HHS and co-written by DoD, VA, and DHS the logo placement would be HHS, DoD, VA, then DHS.

To request cobranding permission, contact the [Office of Public Affairs](#).

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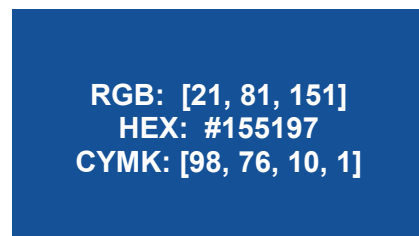
Primary colors help consumers to quickly identify a brand. These are the core colors of the brand and are commonly incorporated into a company's logo.

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.
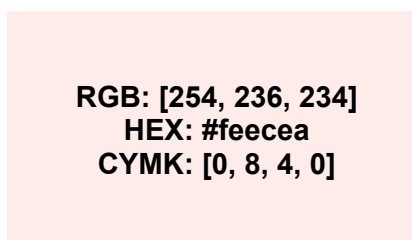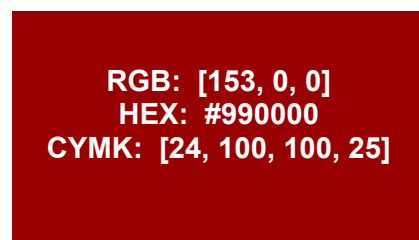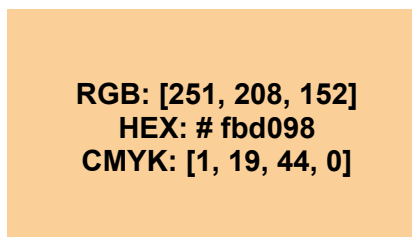
All templates for Word documents, PowerPoint presentations, fact sheets, postcards, and posters should utilize black body text. Headers should use one of the dark blue from the primary palette provided below.
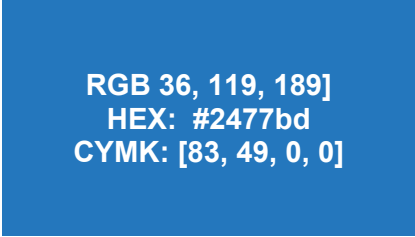
All documents produced in ASPR must have appropriate color contrast to comply with federal accessibility requirements. Please be sure to use white text and black text on the corresponding background color as shown on the palettes below to ensure sufficient color contrast in all ASPR work products. As 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

RGB: [21, 81, 151] HEX: #155197 CYMK: [98, 76, 10, 1]	RGB: [6, 46, 97] HEX: #062e61 CYMK: [100, 89, 34, 25]

Secondary Color Palette

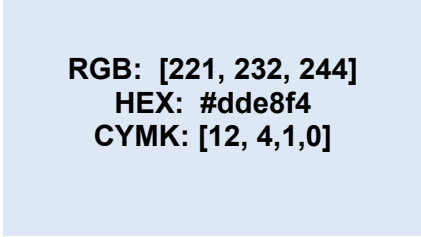|	
RGB: [170, 100, 4] HEX: # AA6404 CYMK: [27, 63, 100, 14]	RGB: [251, 208, 152] HEX: # fbd098 CMYK: [1, 19, 44, 0]
RGB: [153, 0, 0] HEX: #990000 CYMK: [24, 100, 100, 25]	RGB: [254, 236, 234] HEX: #feecea CYMK: [0, 8, 4, 0]

RGB 36, 119, 189]
HEX: #2477bd
CYMK: [83, 49, 0, 0]

RGB: [221, 232, 244]
HEX: #dde8f4
CYMK: [12, 4,1,0]

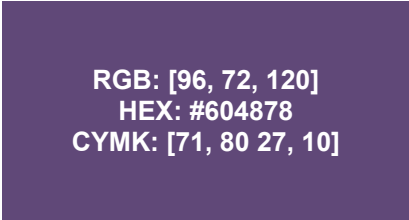## Accent Color Pallet: Neutral Colors

RGB [50, 50, 50]
HEX: # 323232
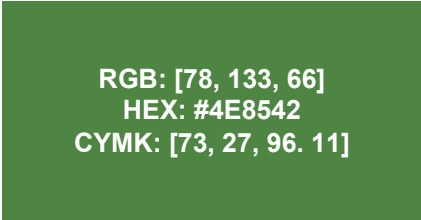CYMK: [70, 63, 62, 59]

RGB: [230, 230, 228]
HEX: #e6e6e4
CYMK: [9, 6, 8, 0]

Accent Color Pallet: Bright Colors for Charts and Graphs Only

RGB: [96, 72, 120]
HEX: #604878
CYMK: [71, 80 27, 10]

RGB: [78, 133, 66]
HEX: #4E8542
CYMK: [73, 27, 96. 11]

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 Office of Public Affairs.

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 Office of Public Affairs 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 Public 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 Office of Public Affairs. 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.
- Scientific Poster Presentation Template. This template is used to create large scientific posters for meetings and conferences.

In addition, an ASPR 101 PowerPoint slide set is available for staff to help emphasize ASPR's mission and key priorities. Contact the Office of Public Affairs 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 programs 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). With the reclassification to an OpDiv, ASPR no longer operates within the Office of the Secretary. As such, all letterhead, memos, business

cards, envelopes, and other stationery – which were original branded at the Department (HHS) level – will now carry the ASPR branding. For more information, see the Controlled Correspondence Templates section on the ASPR Portal.

Business Cards: ASPR has officially transitioned to being an OPDIV and moved the ASPR headquarters to Constitution Center. If you need new business cards to reflect these changes (see sample business card, blue background), please read more about the business card order process and complete the pcs-26a business card order form. If you are ordering business cards for employees who are GS 14 or below, you must also complete a Business Card Decision Memo.

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: 6, 46, 97). 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) 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.

New guidance from HHS requires all ASPR employees to (1) remove pronouns, (2) use your legal name, and (3) use an official HHS photo as your Outlook image or not to use an image. A Frequently Asked Questions document is available to answer employee questions about approved signature blocks.

Elizabeth J. Smith (Beth)
Safety Officer
Center for Administration, Office of Facilities
Administration for Strategic Preparedness and Response
U.S. Department of Health and Human Services
Address (optional)
Room xxxx (optional)
City, State Zip Code
Email
xxx-xxx-xxxx (office)
xxx-xxx-xxxx (cell)
https://aspr.hhs.gov (website)

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 Public Affairs. 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 Office of Public Affairs 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 Office of Public Affairs.

Social Media Templates. If your office would like to propose social media posts for ASPR's social media channels, please contact the Office of Public Affairs 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 Office of Pubic Affairs 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. Two virtual backgrounds are available (a light blue background and a dark blue background). Each version has two layouts (logos placed on the left side of the screen and logos placed on each side of the screen):

1. Version One: Light Blue Virtual Background: LB Left Justified Logos or LB Left and Right Justified Logos
2. Version Two: Dark Blue Virtual Background: DB Left Justified Logos or DB Left and Right Justified Logos

No other virtual background is permitted without approval from the Office of Public Affairs. Download our Instructions for adding the virtual background to your online meeting platform. Download our tip sheet for more information about looking your best during remote interviews and briefings.

ASPR Portraits

The Office of Public Affairs coordinates the ASPR portrait process. To schedule your photo, please contact ASPRPhotos@hhs.gov. All photos will have a consistent look that follows existing HHS protocols. For example, the individual with the U.S. flag over right shoulder.

Should there be a need for senior leaders to be photographed with more than the U.S. flag then their flag complement will follow OASH guidance (e.g., from left-to-right: U.S. flag, HHS flag, positional flag, and individual or personal flags such as GO/SES).

Senior leadership photos will be taken by the HHS photographer in the HHS studio at the Hubert Humphrey Building. Photos for all other ASPR staff will be done at Constitution Center in the ASPR recording studio on the 6th floor. OPA encourages regional staff to schedule their portrait when in Washington, DC. All individuals will receive a jpg file of their portrait. It is the staff member's responsibility to utilize this image whenever a portrait is required of them for government use.

Branded Clothing

ASPR-branded clothing bearing HHS, ASPR, and subordinate logos and markings can be used by ASPR personnel when activated to support disaster operations and/or performing duties where they must be identified as HHS/ASPR employees in the performance of their official functions.

ASPR employees are expected to conduct themselves with the utmost professionalism when wearing the HHS or ASPR markings. HHS-ASPR branded clothing should not be worn in places that may be considered inappropriate (e.g., at bars, in liquor stores, at night clubs, at political rallies, etc.). ASPR branded clothing is not a substitute for a security-issued identification badge.

Web Banner

All ASPR center and office 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 seven social media sites: X (formerly known as Twitter), Facebook, YouTube, LinkedIn, Flickr, Instagram, and Threads. We encourage all ASPR staff to follow each. In addition, BARDA and MRC have their own social media accounts. No other ASPR entity is permitted to create a separate social media presence without prior written approval from the Office of Public Affairs. BARDA and MRC must obtain prior written approval prior to establishing new social media accounts or making substantive changes to existing accounts.

Video Production

ASPR's Office of Public Affairs 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 HHS guidelines. Please contact the Office of Public Affairs for video assistance.

Exceptions to These Rules

For guidance on exceptions to these rules, please contact the Office of Public Affairs..

HHS Branding Guidelines

For your reference, the HHS Guide to Document Preparation is provided by the Immediate Office of the Secretary and the Executive Secretariat (Exec Sec). This guide includes instructions on drafting and clearing documents for the Secretary, Deputy Secretary, Chief of Staff, and Executive Secretary. The HHS Logo Use Guide is also provided.

- [HHS Digital Communications Policies and Standards](#)
- [HHS Logo Use Guide (PDF)](#)