

Disclaimer Options and Publication Number Instructions for Network of Quality Improvement and Innovation Contractors (NQIIC) Materials

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Using the CMS Identity Mark and HHS Logo

Background Information

The HHS logo and CMS identity mark (logo) cannot be used by NQIIC awardees or national support contractors without CMS clearance. Sufficient time for this clearance process should be included in your project plan, and materials including the HHS logo and CMS identity mark should be numbered using an internal publication numbering system. A disclaimer is not required if clearance is obtained to use the HHS logo or CMS identity mark.

When planning to use the CMS identity mark, NQIIC awardees and national support contractors should use the following process. Please note that Section 1140 of the Social Security Act governs the use of the CMS identity mark and penalizes unauthorized use with a fine.

Steps for CMS Clearance

- Send the product to an appropriate subject-matter expert (SME) for a clinical review, if applicable.
- Ensure the content clearly and accurately reflects CMS-approved messages, correct placement of the CMS identity mark, and correct references to CMS and/or HHS. Use the [CMS Brand Strategy and Graphics Standard Guide](#) as your primary resource to ensure appropriate use of the mark and logo.
- Email a request for approval to use the CMS identity mark and/or HHS logo to your COR, copied to the Communications SME/COR and your point of contact at the DVA. Designate a primary point of contact in your correspondence.
- Include the final draft of your material and as much information as possible in your request (e.g., why you need to use the logo, what format the final product will be in [digital vs. print], what file format you need the logo in, duplication quantity, distribution, who will see it, a timeline, etc.).

Scenarios When No Further Clearance is Needed

You may retain the logo and identity mark on materials without further clearance if you do not modify these materials or if you modify them only as follows. You may:

- Add the logo and contact information including name, address, etc., of your organization (note that the HHS logo must be larger and more prominently placed than the CMS identity mark or any other logo);
- Select document color(s) to fit your corporate brand;
- Add the names of local partners;
- Delete any text and references (but not author acknowledgments if included in the CMS document) that you select to shorten the materials, without altering the message of the original document. In this instance, you must include the following disclaimer on the materials:

This is an edited version of a document prepared by the Centers for Medicare & Medicaid Services and/or its contractors. You can find the original, unedited version of the document at (fill in the cms.gov website address here).
- If the logo and identity mark appear on materials used to contain/present other information (folders, binders, covers, etc.) the cover should bear the following disclaimer:

The enclosed material was prepared and assembled by (name of NQIIC or national support contractor) under contract with the Centers for Medicare & Medicaid Services (CMS). The contents presented do not necessarily reflect CMS policy.

Avoid Incorrect Uses of the Identity Mark

- Do not alter the position of the identity mark elements.
- Do not alter or change the typeface.
- Do not rotate any of the identity mark elements.
- Do not combine the mark with other elements to create a new mark, symbol, etc.
- Do not stretch, distort, or otherwise alter the aspect ratio of the identity mark.
- Do not position the identity mark too close to other items or images.
- Do not alter the color of any of the identity mark elements.
- Do not position the identity mark on colors that do not complement the mark's colors.
- Do not position the identity mark on a photographic background where there is insufficient contrast between the photographic image and the identity mark and typography.