GUIDE: Logo and Branding Standards

WORLD TRADE CENTER HEALTH PROGRAM

LOGOS AND TAGLINE

The logo is the centerpiece of the WTC Health Program identity. It is the most prominent element of our visual brand, and its usage must always conform to the guidelines contained in this manual. The logo must only be used in connection with products, services, and documents that are consistent with the WTC Health Program's vision, image, and identity. The WTC Health Program allows its partners to use the official program logos when they are acting on behalf of the program. Unauthorized use of the logos is not allowed. The WTC Health Program reserves the right to review and monitor logo use at any time. All logos are owned by the WTC Health Program. Electronic files of the logo in its acceptable formats are available by emailing wtc@cdc.gov.

Logo

Logo with Tagline
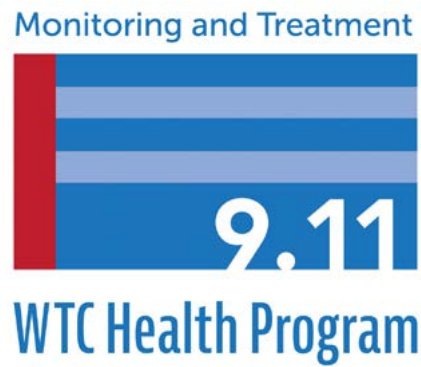
Logo (Blue)
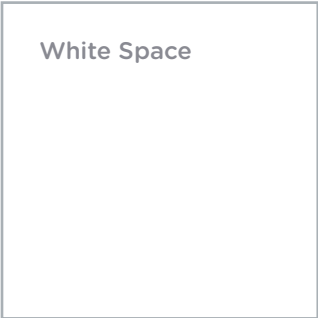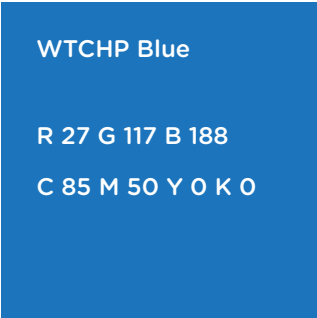

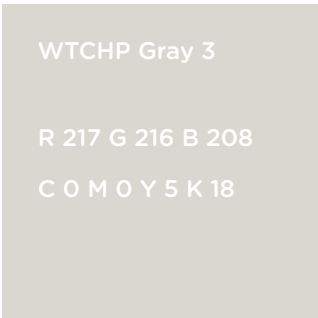**Logo (Black)**

Logo (Reverse)

COLOR PALETTE

The WTC Health Program color palette is very simple, clean and modern. It makes generous use of white space, which is one of the major design elements in creating this look and feel. These color should be considered when creating all services including sub-brands. The idea is to create consistency through all aspects of the WTC Health Program.

White Space

Primary Colors

WTCHP Red

R 191 G 32 B 47

C 18 M 100 Y 90 K 7

WTCHP Blue

R 27 G 117 B 188

C 85 M 50 Y 0 K 0

Secondary Colors

WTCHP Orange

R 250 G 166 B 26

C 0 M 40 Y 100 K 0

WTCHP Gray 1

R 119 G 119 B 122

C 55 M 47 Y 44 K 10

WTCHP Gray 2

R 169 G 168 B 169

C 35 M 29 Y 28 K 0

WTCHP Gray 3

R 217 G 216 B 208

C 0 M 0 Y 5 K 18

TYPOGRAPHY

All WTC Health Program treatments should use the following fonts. It is important not to use other typefaces as they will dilute the overall aesthetic of our brand. We understand that many organizations may not have licenses or access to these typefaces and would suggest using ARIAL as a substitution.

Primary Typefaces

AKAGI FAMILY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ?

BERNINA SANS FAMILY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ?

PMN CAECILIA FAMILY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ?

URW GROTESK FAMILY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ?

VENEER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ?

Substitution Typeface

ARIAL FAMILY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # $ % & ?

MARKETING COLLATERAL

The WTC Health Program look and its various graphic elements combine well to create a clean and simple look. The WTC Health Program should all have a similar look and feel. The samples below demonstrate how the designs can adapt to differing needs. These, and other similar materials, are available to download and print online at www.cdc.gov/wtc/print-materials.html.

Enrollment Ads
Available in 11" x 17" and 8.5" x 11" formats

" I WAS THERE.

Now I'm a member of the
World Trade Center Health Program.

Were you there? Providers in the New York City area, and across the country, monitor and treat conditions related to the September 11th terrorist attacks – like asthma, heartburn, certain cancers, depression, and PTSD. These providers treat responders and volunteers who participated in rescue, recovery, or clean-up on or after 9/11, as well as those in the WTC dust cloud or who lived, worked, or went to school or daycare in lower Manhattan south of Houston or into parts of Brooklyn.

Learn More.
Call 1-888 982 4748 or visit www.cdc.gov/wtc

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9.11
WTC Health Program

Image is a model portraying an actual member of the World Trade Center Health Program.

You haven't forgotten
9/11
Neither have we

Were you there?

Providers in the New York City area, and across the country, monitor and treat conditions related to the September 11th terrorist attacks – like asthma, heartburn, certain cancers, depression, and PTSD. These providers treat responders and volunteers who participated in rescue, recovery, or clean-up on or after 9/11, as well as those in the WTC dust cloud or who lived, worked, or went to school or daycare in lower Manhattan south of Houston or into parts of Brooklyn.

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Images depict general types of individuals who may be eligible for the World Trade Center Health Program and not actual members.
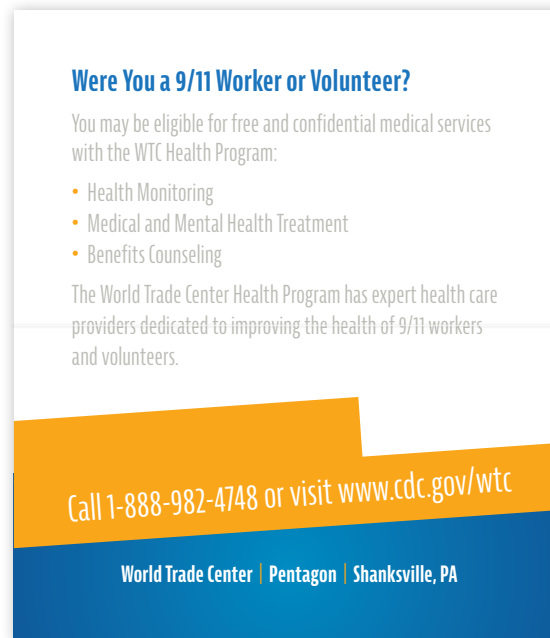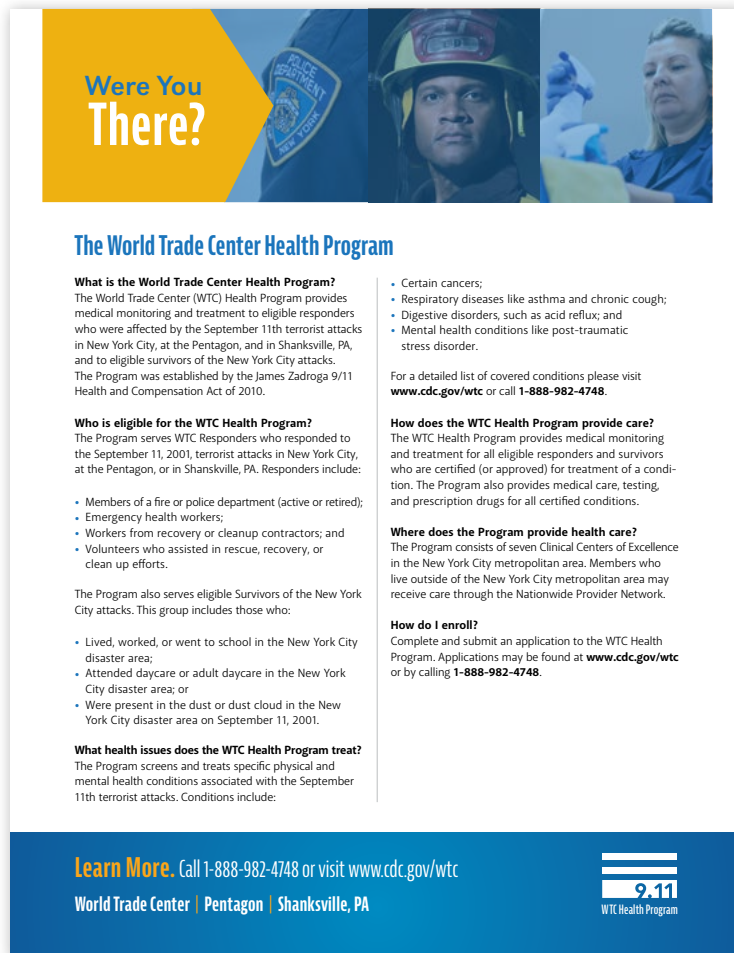
WTC Health Program

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World Trade Center Site Map Poster
Available in 11" x 17" and 8.5" x 11" formats

Responder Poster

Survivor Poster

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World Trade Center Site Map postcard
A6 (6x4) single-sided postcard

Responder Postcard

Survivor Postcard

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Palm Card
3.5" x 2" folded palm card

Palm Card
3.5625" x 2.5625" flat palm card

9/11
I WAS THERE.

Learn More.
Call 1-888-982-4748 or visit www.cdc.gov/wtc

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Were You a 9/11 Worker or Volunteer?

You may be eligible for free and confidential medical services with the WTC Health Program:

- Health Monitoring
- Medical and Mental Health Treatment
- Benefits Counseling

The World Trade Center Health Program has expert health care providers dedicated to improving the health of 9/11 workers and volunteers.

Call 1-888-982-4748 or visit www.cdc.gov/wtc

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WTC Health Program

Learn More.
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Do you think you have any of these symptoms related to 9/11?

- ○ Coughing
- ○ Wheezing
- ○ Anxiety
- ○ Depression
- ○ Stomach problems
- ○ Shortness of breath
- ○ Sinus congestion
- ○ Other symptoms

At no out-of-pocket cost, the **World Trade Center Health Program** provides health care to adults and children who were residents, students, workers, and passerby who may be sick from 9/11.

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General Flyer
8.5" x 11" format

Responder Flyer

Survivor Flyer

MARKETING COLLATERAL

The WTC Health Program look and its various graphic elements combine well to create a clean and simple look. The WTC Health Program should all have a similar look and feel. The samples below demonstrate how the designs can adapt to differing needs. These, and other similar materials, are available to download and print online at www.cdc.gov/wtc/print-materials.html.

Fact Sheets: Breast Cancer, Colon Cancer and General Fact Sheets
8.5" x 11" format (available in English, Polish, Spanish and Chinese languages)

Breast Cancer Screening

Breast Cancer Screening and the World Trade Center Health Program

Is breast cancer screening available through the World Trade Center Health Program?
The World Trade Center (WTC) Health Program provides screenings and treatment for health conditions, including breast cancer, related to the September 11th terrorist attacks. Breast cancer screening may be available as a part of the health monitoring exam assuming certain requirements are met.

What is breast cancer screening?
Breast cancer screening looks for cancer before you feel symptoms from the disease. A mammogram is a detailed x-ray picture of the breast that may show if cancer is present. Screening allows for earlier treatment, which may slow or even stop the cancer from progressing.

How does the WTC Health Program decide to screen for breast cancer?
The WTC Health Program follows government-screening guidelines[1] set by experts who make recommendations about cancer care and screening.

What breast cancer screening tests can I receive through the WTC Health Program?
If you are between the ages of 40 and 74, you may receive a digital mammogram once every other year. The WTC Health Program may cover earlier or more frequent screening if you have a higher risk for breast cancer, such as having a family history or a previous cancer diagnosis.

What is the risk from breast cancer screening?
You will be exposed to a small amount of radiation during a mammogram, but for most women the benefits of screening outweigh this low risk. Talk to your doctor if you are concerned or have other questions about the procedure.

What happens if I receive a positive result?
Your doctor will explain what this result may mean for future testing and possible treatment. The Program will cover additional screenings if you receive a positive result from a mammogram. The Program will also cover your treatment if the cancer is determined to be related to the September 11th terrorist attacks.

What happens if I receive a negative result?
Most likely, a negative result means that your doctor will not refer you for more testing and/or treatment. Your doctor will explain what this result may mean in more detail. The Program will cover future screening as recommended by the government-screening guidelines.

Can I still be screened through my personal physician who is not a part of the WTC Health Program?
You may choose to have screening mammograms through your private physician. However, The WTC Health Program can only pay for care provided through the Program.

1 The Department of Health and Human Services, in implementing the Affordable Care Act in Section 2713(a)(5) of the Public Health Service Act, utilizes the 2002 recommendation on breast cancer screening of the USPSTF. Available at http://www.uspreventiveservicestaskforce.org/uspstf/uspsbrca2002.htm.

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Colon Cancer Screening

Colon Cancer Screening and the World Trade Center Health Program

Is colon cancer screening available through the World Trade Center Health Program?
The World Trade Center (WTC) Health Program provides screenings and treatment for health conditions, including colon cancer, related to the September 11th terrorist attacks. Colon cancer screening may be available as a part of the health monitoring exam assuming certain requirements are met.

What are the benefits of colon cancer screening?
Colon cancer screening looks for cancer before you feel symptoms from the disease. Screening allows for earlier treatment, which may slow or even stop the cancer from progressing.

How does the WTC Health Program decide to screen for colon cancer?
The WTC Health Program follows government-screening guidelines1 set by experts who make recommendations about cancer screening and care.

What colon cancer screening tests can I receive through the WTC Health Program?
The WTC Health Program offers three types of colon cancer screening. Initial testing might look for small amounts of blood in your stool. A second type of test allows doctors to look inside the rectum and lower colon, while a third type of test examines the entire length of the colon. Your doctor will suggest the best procedure for cancer screening based upon your individual circumstances.

How often can I be screened for colon cancer?
Colon cancer screening is recommended to begin at age of 50, and should continue through age 75. The WTC Health Program may cover earlier or more frequent screening if you have a family history, a previous cancer diagnosis, or a condition that suggests a higher risk for colon cancer.

What is the risk from colon cancer screening?
Some procedures used to examine the colon do present minimal risk, but for most people the benefits of screening outweigh the potential risk. For some procedures you will receive medicine to help you relax. Talk to your doctor if you are concerned or have any questions about the procedures.

What happens if I receive a positive result?
Your doctor will explain what the positive result may mean for future testing and possible treatment. The Program will cover additional screenings if you receive a positive result. The Program will also cover your treatment if the cancer is determined to be related to the September 11th terrorist attacks.

What happens if I receive a negative result?
Your doctor will explain what the negative result means in more detail. The Program will cover future screening as recommended by the government-screening guidelines.

Can I still be screened through my personal physician who is not a part of the WTC Health Program?
You may choose to have colon cancer screening through your private physician. However, the WTC Health Program can only pay for care provided through the Program.

1 U.S. Preventive Services Task Force (USPSTF) recommends screening for colorectal cancer beginning at age 50 years and continuing until age 75 years. The WTC Health Program policy allows high-sensitivity fecal occult blood testing, sigmoidoscopy, or colonoscopy, as screening methods which are recommended by USPSTF. Available at http://www.uspreventiveservicestaskforce.org/uspstf/uspscolo.htm.

Learn More. Call 1-888-982-4748 or visit www.cdc.gov/wtc
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CO-BRANDING GUIDELINES FOR OUTREACH PARTNERS

Partners, contractors, and clinics participating in official outreach activities with the WTC Health Program can create co-branded marketing collateral using elements of the program brand. These materials can be tailored to meet a specific need. Below is an example:

WEB BRANDING GUIDELINES FOR OUTREACH PARTNERS

In order to ensure consistency among WTC Health Program entities on the Web, all partners, contractors, and clinics participating in official outreach activities with the WTC Health Program, or which have a website with detailed WTC Health Program information, should display their association with the program on their home page in a way that is easily seen and understood by the viewer. This display should include the following elements:

Logo

Monitoring and Treatment
9.11
WTC Health Program
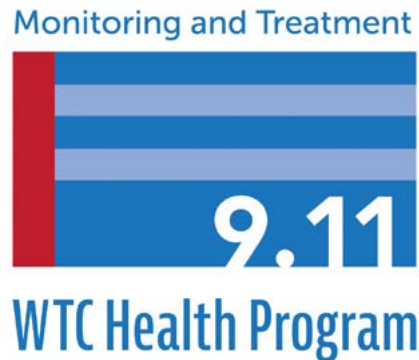
Language
Please also include the following language indicating your organization's relationship to the WTC Health Program.

"[_____] is an outreach partner of the WTC Health Program. Please contact us for information about membership or enrollment assistance at 999-999-9999"
or
" [_____]is a Clinical Center of Excellence providing monitoring and treatment benefits to members of the WTC Health Program at [_____].
Please contact us for information about the [_____] at 999-999-9999."

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WTC Health Program