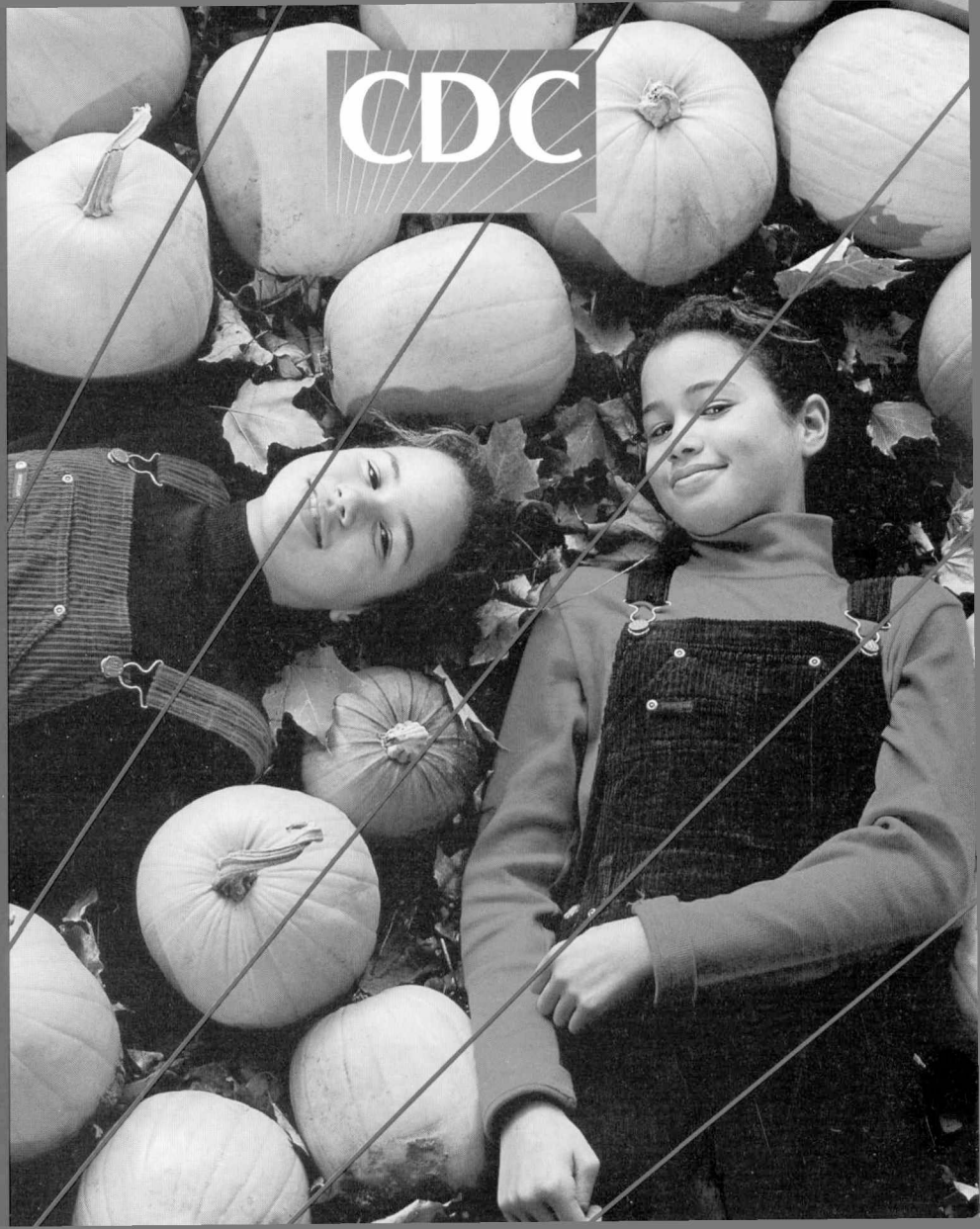


SAFER • HEALTHIER • PEOPLE  
... TOGETHER

CDC



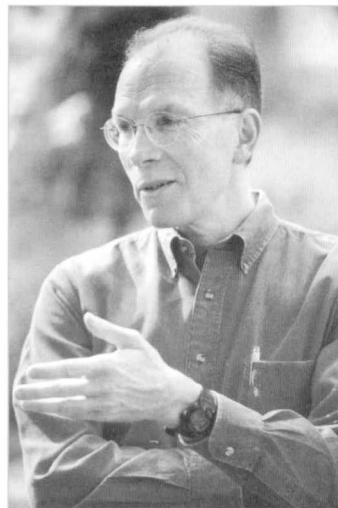
"As an online healthcare information provider, we know how many people are constantly searching for reliable, current, trustworthy information on important health issues. By more effectively communicating their identity, CDC will be in a stronger position to assist people in their constant search for health information they can count on – and that will help all of us who are in the business of providing healthcare resources to the public."

Ricardo Martinez, MD  
Senior Vice President, Health Affairs  
WebMD

To this day, when asked to describe the work CDC engages in, most people turn immediately to images of an Ebola outbreak; of blue bio-hazard suits, deadly exotic viruses, and science fiction novels. This does not accurately describe all the work we do in public health, but in the public's mind, it defines us. Barely half of the American public is aware of CDC's work in immunizations. Less than half know that we are involved in environmental or chronic health issues. And fewer than 20% recognize that we work in occupational health, injuries, and violence.

As our partners in public health can attest, we do not do this work for glory, but for service. And some might argue that we shouldn't care, therefore, about our work being recognized. But, the more people understand what we do, the more effective we will be in meeting our responsibilities. This is true whether an organization is in the business of selling plane tickets, teaching students, or building computers – and it is especially true for all who work in public health.

After all, we want children to wear bicycle helmets. We want young women to take folic acid and prevent birth defects. We want to work together when the immunization rates drop in our partners' communities, or when they are seeking to lower the rates of heart disease. For all of us who work in public health, this is more than our business. It is our shared mission, and we are actively seeking to make it stronger, every day. By spreading the word more effectively, of who we are and what we do, we can have a greater impact on the health of the American public. That is why identity is so important to CDC – and that is why it is so important to all of our partners.



**Dr. Jeffrey P. Koplan, MD, MPH**  
**Director of CDC**  
**Administrator of ATSDR**



There is not a family living in the world today whose life has not been improved by public health.

## OUR IDENTITY: SAFER • HEALTHIER • PEOPLE

For the past year, we have been working with a range of organizations – including state and local health departments, community leaders, non-profit organizations, the private sector, and the public – to develop a better understanding of how CDC can more effectively communicate vital public health messages. What do our partners see as the most important role for CDC in helping to fulfill their missions and objectives? How can we best provide our partners and colleagues with the tools and resources they need? When do organizations most turn to CDC – and what do they seek when they turn to us for help?

“CDC is the most credible source of health information worldwide. When public health professionals need scientific information on everything from vaccines to current health advisories, CDC provides comprehensive, up-to-date scientific data which, in turn, protects communities at the local, state, and global level. In the next century, the need for a top-notch entity like CDC will continue to grow and the work of CDC will continue to improve the health of people around the world...everyday.”

Mohammad N. Akhter, MD, MPH  
Executive Director  
American Public Health Association

"As partners in public health, we recognize that the CDC Identity project is more than just a tagline or a logo. It's a way to express who you are, how you can work with all of us in public health, and how we can work together to serve the American public. Anything CDC can do to increase people's understanding of that mission will only enhance the work of our collective efforts."

John R. Seffrin, PhD  
Chief Executive Officer  
American Cancer Society

We found, through our research, some key ideas that speak to the people served by CDC and other health and community organizations. There's protection, as in protecting people's health and safety. There's information, providing health information that people can count on. And there's partnerships, improving health through strong alliances with a wide range of organizations. And across all three of these ideas, CDC is seen as an organization that takes action consistently to improve public health. Through our research, we learned that the concept of working in collaboration with others – with state and local health departments, with private, non-profit, and community agencies, and with foundations – is an important part of CDC's identity. We are about protection – but we cannot protect alone. We are about information – but we cannot speak alone. We are about partnerships – and with those partnerships, we can actively spread the information, and we can take action to protect people, that will make a difference in public health.

From those core ideas, we created a new "look" for CDC: one that reflects the ideas of protection, information, and partnerships; one that quickly and memorably tells the public and our colleagues what they can expect from CDC's work; and one that helps amplify the collective impact of our work with partners to improve public health.



The coming years offer even more opportunities for those of us working in public health to make a real difference in the lives of all our people.

## INTRODUCING...

The new CDC design element is an evolution of the previous design to reflect the agency's action-orientation as well as the positive, optimistic, and inspiring nature of our work.

"ASPH and CDC share a common mission of advancing public health through research, education and training, and public health practice. Public health improves people's lives and the new CDC logo reflects this vision indicating an agency on the horizon of new achievements, on the crest of science."

Harrison C. Spencer, MD, MPH  
President and CEO  
ASPH

The bold typeface reinforces our reputation as a trusted source of health information.



The lines convey action – reaching out to people & helping to protect their future health.

The lines also represent hope for the future – that we are all on the horizon of new achievements.

**SAFER • HEALTHIER • PEOPLE™**

“Safer” reminds people of the support we can offer in protecting their health and avoiding everyday and workplace injuries.

CDC helps partners provide information so people can live healthier lives.

CDC helps improve health through strong partnerships with public health leaders and their own communities.

The tagline captures the ultimate mission of CDC's work.



CDC's identity is not  
about what we say. It's  
about what we do,  
every day, working with  
our partners: we make  
people's lives better.

## MORE THAN A DESIGN ELEMENT OR TAGLINE: IDENTITY IS EVERYONE, EVERYWHERE

The new design element and tagline more accurately and effectively communicate our mission and our work to the diverse audiences with whom we work – the public, community partners, the private sector, and public health professionals. But these words did not create CDC. Our work has created CDC: the work that for more

than fifty years has improved the health and safety of people around the country and around the globe. With our partners, we have increased vaccination rates, lowering vaccine-preventable illnesses by more than 97%. Together, we have made water safer to drink and food safer to eat. Together, we have helped to protect people in their workplaces, cars, and in their homes. Thanks to the work of our team members, colleagues, and advocates, we have added thirty years to the average life.

After all, everyone who works with CDC is on the same mission: to help people live safer and healthier lives. CDC, at our core, is about service: service to our partners, and with our partners to the public whom we all serve. If we can communicate with people to increase their understanding of what we do, if we can continue to strengthen the bond of trust based on this understanding, then we will be able to work together more effectively – and we will be of the greatest service to all who work in, and rely on public health.

"To be effective at achieving Safer Healthier People, CDC's efforts must impact the residents of the nation's communities. NACCHO, representing the 3,000 local public health agencies in the country, is committed to working with CDC to help make this tagline a reality."

Tom Milne  
Executive Director  
National Association of County  
and City Health Officials