

Overview

Million Hearts[®] is a national initiative that was launched by the Department of Health and Human Services (HHS) to prevent one million heart attacks and strokes by 2017. Million Hearts[®] brings together communities, health systems, nonprofit organizations, federal agencies, and private-sector partners from across the country to fight heart disease and stroke. Million Hearts[®] word and logo marks and Be One in a Million Hearts[®] slogan and logo marks, and associated trade dress (collectively referred to herein as the “Marks”) are owned by the U.S. Department of Health and Human Services (HHS). The Centers for Disease Control and Prevention (CDC) and Centers for Medicare & Medicaid Services (CMS) are co-leading the initiative. These Usage Guidelines address the use of the Marks in order to promote heart disease and stroke prevention.

Notice of Agreement

If you use the Marks you must adhere to the Guidelines below.

For clarification of Marks usage, contact millionhearts@cdc.gov.

Guidelines for Usage of Marks (Guidelines)

These Guidelines describe the initiative’s requirements for use of the Marks. CDC or HHS may require a more specific, detailed licensing agreement or MOU in certain circumstances, including, but not limited to, when use of the Marks involve a collaborative partnership, co-branding, and/or certain widespread use. Use of the Marks on promotional items (e.g. t-shirts, wristbands, pins) is not permitted.

[Note: Federal agencies, including HHS agencies follow different guidelines. Please contact millionhearts@cdc.gov to learn more.]

1. To maintain the integrity of the initiative, the Marks may only be used on materials associated with activities related to heart disease and stroke awareness and prevention and must be consistent with the messages outlined on the Million Hearts[®] website and outlined in these Guidelines.
2. The logo may be used for informational purposes about the initiative, and may not be used in a manner that suggests materials have been created and reviewed by HHS and/or Million Hearts[®].
3. Use of the Marks does not constitute a direct or indirect endorsement of any product, service, or organization by CDC, or HHS. No organization shall, in any way, state or imply that use of Marks constitutes such an endorsement.
4. All labels and materials used with the logo shall incorporate a legible licensing notice and statement of non-endorsement, as follows:

“The Million Hearts[®] word and logo marks, and the Be One in a Million Hearts[®] slogan and logo marks and associated trade dress are owned by the U.S. Department of Health and Human Services

(HHS). Use of these marks does not imply endorsement by HHS. Use of the Marks also does not necessarily imply that the materials have been reviewed or approved by HHS.”

5. The Marks may not be used to solicit funds or other contributions of monetary value or to create the appearance of such solicitation.
6. The Marks may not be used to advertise, promote, or sell a commercial product or service.
7. The Marks cannot be used for lobbying purposes.
8. These Guidelines do not grant permission for use of any other marks owned by CDC or HHS. Do not adopt or use any mark or trade name confusingly similar to or suggestive of the Marks or any comparable marks owned by CDC or HHS.
9. When using the Marks, use the actual Marks in their entirety, and do not add text to the Marks nor integrate the Marks into a composite logo, name, or slogan of any type.
10. CDC or HHS can disallow and/or terminate any use of the Marks which is used in breach of these Guidelines and/or used inconsistent with the Million Hearts[®] initiative.
11. When using the Marks, show the status of the mark and use the proper generic term:

Use the trademark (“®”) symbol at least once per page, preferably when the mark first appears. This applies to all collateral materials, from printed brochures and packaging to tradeshow displays and web/electronic formats. In addition, use the proper generic term or terms (a/k/a noun) with the word mark at least once per page:

Incorrect

Million Hearts

Million Hearts campaign

Correct

Million Hearts[®]

Million Hearts[®] initiative

12. To maintain consistency the following usage requirements are as follows:
 - a. The end date of the Million Hearts[®] initiative should state “by 2017”, not “over the next five years”.
 - b. Million Hearts[®] is an initiative. The Million Hearts[®] initiative should not be referred to as a campaign.

- c. When referencing the Million Hearts[®] ABCS (Aspirin when appropriate, Blood Pressure control, Cholesterol management, and Smoking cessation) the product may not include additional letters that refer to other activities, such as an A for A1c, a D for diabetes control, or an E for exercise. While these are important issues, Million Hearts[®] is specifically designed to focus on the above-listed ABCS to maximize impact and minimize confusion and duplication of efforts.
- d. Any messages relating to blood pressure screening shall also include information about following up with a health care provider. The Marks may not be used in conjunction with stand-alone blood pressure screenings unless referrals to providers are included.
- e. The Million Hearts[®] initiative focuses on the prevention of heart attacks and strokes through achieving excellence in the ABCS (Aspirin when appropriate, Blood pressure control, Cholesterol management, and Smoking cessation). Million Hearts[®] emphasizes the use of the following priority strategies: team-based care, health information technology, medication adherence, clinical-community linkages, alignment of payment with outcomes in innovative models of care, and sodium reduction. The Million Hearts[®] brand should not be expanded to include activities outside of its focus areas or priority strategies. While other strategies contributing to heart health are important, the Million Hearts[®] brand is specifically designed to focus on promoting the above-listed practices to maximize impact and minimize duplication of efforts to help meet its goal by 2017.
- f. The Marks may not be used on materials that designate a salt shaker as a representation of lowering sodium since the majority of sodium comes from processed foods. Please see the following link for examples of alternative ways to represent sodium reduction:
http://www.cdc.gov/salt/pdfs/Sodium_Tip_Sheet.pdf
- g. When possible, the Million Hearts[®] URL web address (millionhearts.hhs.gov) should be added to materials to facilitate education about the initiative.

13. Logo Size, Color, and other usage requirements are as follows:

- a. The recommended size for the Million Hearts[®] logo is 1" in height for print applications and 72 pixels for web applications. The logo must not be reduced to less than 0.5" in height (print) and 36 pixels (web). Any further reduction will impair legibility. The only exception to this rule is for placement on product packaging where space is limited. In these instances, minimum size will be determined on a case-by-case basis with prior CDC or HHS approval. In addition, a border that is one-quarter of the height of the logo is required.
- b. The Million Hearts[®] word and logo marks and the Be One in a Million Hearts[®] slogan and logo must always be used in their entirety. Do not recreate the logo or adjust its appearance by distorting or altering the shape, proportions, or letters. When color is not available, use solid black or reverse to solid white. The logo was designed to be used at full opacity. Do NOT screen back or apply transparency to the logo.
- c. When printing in spot color, PANTONE[®] 188 should be used. When printing with four-color process, use the CMYK equivalent (C: 12, M: 95, Y: 59 K: 54). For broadcast and online applications, use the RGB equivalent (R: 119, G: 36, B: 50). For online applications, you also can use HTML #772432.



Print

Pantone® 188
CMYK (12, 95, 59, 54)



Web

RGB (119, 36, 50)
HTML #772432



When color is not available, use solid black or reverse to solid white.

