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# Written and Visual Standards

for Communicating about PreventT2

February 2016



**Centers for Disease  
Control and Prevention**  
National Center for Chronic  
Disease Prevention and  
Health Promotion



# Introduction

This document lays out basic written and visual communications standards for PreventT2, part of the National Diabetes Prevention Program (National DPP), led by the Centers for Disease Control and Prevention (CDC). By ensuring that written and visual messages are consistently conveyed by CDC and other implementing organizations we can improve the clarity and effectiveness of communications. In turn, this will strengthen PreventT2's identity, improving recruitment and retention efforts.

Any questions should be sent to [PreventT2@cdc.gov](mailto:PreventT2@cdc.gov).

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# Written Standards

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# Terminology and Usage

This table provides guidance on how program-specific terminology should be used, whether writing for digital or for print communications.

Terminology is shown with its appropriate capitalization. If further explanation is needed, it is included in the notes for the particular item.

PREFERRED TERM AND USAGE	NOTES
PreventT2 is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC)	be sure to include this statement in documents or discussions about PreventT2; do not say PreventT2 is supported, funded, recognized, or authorized by CDC
CDC-approved curriculum	do not say the curriculum is supported, funded, recognized, or authorized by CDC
health care	not healthcare
lifestyle change program	capitalize “lifestyle change program” only when used in a heading or document title
lifestyle coach	capitalize “lifestyle” only when used at the beginning of a sentence or in a heading or document title
National Diabetes Prevention Program (National DPP)	use name in full with acronym on first mention; National DPP may be used on second and subsequent mentions; do not abbreviate as NDPP
one through nine	write out numbers under 10 unless they represent percentages or other units of measure (e.g., 5 percent instead of five percent, 5 years instead of five years)
a person with diabetes, a person with prediabetes	do not refer to a person with diabetes, or a person with prediabetes, as a “diabetic” or a “prediabetic”

# Terminology and Usage

*(continued)*

PREFERRED TERM AND USAGE	NOTES
PreventT2	use initial caps and do not use a space between “Prevent” and “T2” when writing out the program name
type 2 diabetes	when talking about prevention, always include “type 2” before “diabetes”; capitalize “type” only when used at the beginning of a sentence or in a heading or document title; do not write out the word “two” instead of using the numeral “2”
website	one word, capitalized only when used at the beginning of a sentence or in a heading or document title
<a href="http://www.cdc.gov/PreventT2">www.cdc.gov/PreventT2</a>	capitalize the “P” in prevent and the “T” in T2 when writing out the program URL (note that this is for readability only as the letters do not need to be capitalized in order to reach the web page)

## Boilerplate

The boilerplate is a brief way to describe PreventT2 and can be used to consistently describe the program in various written and electronic materials such as press releases, newsletters, email updates, and reporting.

PreventT2 is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). It is proven to prevent or delay type 2 diabetes. Research shows that modest behavior changes, such as making better food choices and increasing physical activity, reduce the risk of developing type 2 diabetes by 58 percent in people at high risk for developing this disease. The National Diabetes Prevention Program brings together federal agencies, community-based organizations, faith-based organizations, employers, insurers, health care professionals, academia, and other stakeholders to prevent or delay the onset of type 2 diabetes among people with prediabetes. To learn more, visit [www.cdc.gov/PreventT2](http://www.cdc.gov/PreventT2).

# Talking Points

These core talking points about PreventT2 convey the key components of the program for communication. The supporting proof points elaborate upon each talking point. The talking points should not be presented as is; rather, they should be worked into other documents and discussions.

## 1 **If you have prediabetes or other risk factors for type 2 diabetes, you can make a change now to improve your health.**

Making modest lifestyle changes now — like eating healthier, being more physically active, and managing stress — may help you avoid having to manage type 2 diabetes for the rest of your life.

## 2 **The PreventT2 lifestyle change program can help you take charge of your health to prevent or delay type 2 diabetes.**

Research found that the program can help people make modest lifestyle changes and cut their risk of type 2 diabetes by more than half.

PreventT2 is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC).

## 3 **You don't have to do this alone. Through the PreventT2 program, you will have the support of a lifestyle coach and a group of people facing the same challenges and trying to make the same changes.**

The program meets for one year with weekly meetings for the first 6 months, then once or twice a month for the second 6 months to help maintain your healthy lifestyle changes.

The goal of the program is to help you lose 5 to 7 percent of your weight — that's 10 to 14 pounds for a person weighing 200 pounds — by eating healthier and being more physically active. This will improve your health and cut your risk of developing type 2 diabetes.

The skills you learn will help you better manage your weight and empower you to make a change for life.

## 4 **PreventT2 is being offered by [Organization] in our community at:** • [List local program locations]

[Insert local program details such as locations, schedules, cost, and enrollment information. Make sure that contact information (phone number and/or URL) is clearly visible.]

# Elevator Speeches

The elevator speeches provide ways to talk about PreventT2 in conversation and answer the question: “What is PreventT2?” for different audiences.

Elevator speeches may be customized/localized with the addition of local program URLs, community names, and specific locations.

## AUDIENCE:

Consumers/people at-risk for type 2 diabetes

If you have prediabetes or other risk factors for type 2 diabetes, the PreventT2 lifestyle change program can help you make a change to improve your health. Through the program, people across the country are learning the skills they need to lose weight, be more physically active, and manage stress.

PreventT2 is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). It is proven to work — cutting the risk of developing type 2 diabetes by more than half. [Organization] is offering the PreventT2 program in our community at [location(s)]. To learn more, you can visit [www.cdc.gov/PreventT2](http://www.cdc.gov/PreventT2) [or local program URL].

# Elevator Speeches

*(continued)*

## AUDIENCE:

### Media

One in three American adults has prediabetes, and most of them do not know it. Without modest lifestyle changes, 15 to 30 percent of people with prediabetes can develop type 2 diabetes within 5 years. Through the PreventT2 lifestyle change program, people across the country are learning the skills they need to lose weight, be more physically active, and manage stress. Research shows that the program can help participants with prediabetes reduce their risk of developing type 2 diabetes by 58 percent.

PreventT2 is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). PreventT2 participants meet as a group with a trained lifestyle coach who empowers them to make changes to help prevent or delay type 2 diabetes. To learn more, visit [www.cdc.gov/PreventT2](http://www.cdc.gov/PreventT2) **[or local program URL].**

# Elevator Speeches

*(continued)*

## AUDIENCE:

Health care providers

PreventT2 is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). It is proven to help people with prediabetes make the lifestyle changes they need to reduce their risk of developing type 2 diabetes by 58 percent. This year-long program meets weekly for the first 6 months, then once or twice a month for the second 6 months, with trained lifestyle coaches who empower participants to take charge of their health and well-being. Recommending patients to this effective program can provide the motivation many need to make lifestyle changes to prevent or delay type 2 diabetes. To learn more, visit: [www.cdc.gov/PreventT2](http://www.cdc.gov/PreventT2) [or local program URL].

# Elevator Speeches

*(continued)*

AUDIENCE:

## Employers

Prediabetes is a workforce issue, with potentially one-third of your employees at risk for diabetes. PreventT2 is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). It is scientifically proven to prevent or delay type 2 diabetes among people at high risk through achievable and realistic lifestyle changes. Including this program as a covered health benefit in your employee benefits package can reduce your health care costs and will position your organization as a leader within your industry. To learn more, visit [www.cdc.gov/PreventT2](http://www.cdc.gov/PreventT2) [\[or local program URL\]](#).

## Insurers

Prediabetes is a workforce issue, with potentially one-third of your covered lives at risk for diabetes. PreventT2 is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC). It is scientifically proven to prevent or delay type 2 diabetes among people at high risk through achievable and realistic lifestyle changes. Including this program in your suite of covered health benefits can help you lower premium increases and protect the health of your members. To learn more, visit [www.cdc.gov/PreventT2](http://www.cdc.gov/PreventT2) [\[or local program URL\]](#).

## Tagline

A proven program to prevent  
or delay type 2 diabetes

# Visual Standards

The visual standards outlined in this section provide the necessary tools for integrating the PreventT2 identity into print and electronic communication. They also illustrate how to use the PreventT2 visual element and how to describe the relationship between CDC and organizations offering the PreventT2 lifestyle change program. **Please review these standards before starting any design work.**

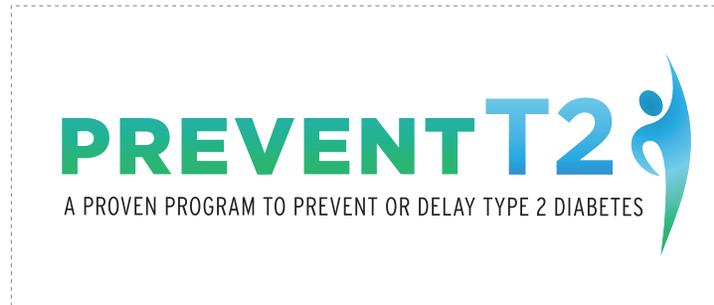
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# The PreventT2 Identity

The PreventT2 identity is the visual representation of the PreventT2 program. It is communicated through use of the PreventT2 visual element, tagline, color palette, photographs, and font type.

## Visual Element

To communicate the accessibility and efficacy of the program, the PreventT2 visual element blends a relatable human element with a visual sense of movement, optimism, and progress. Bold typography emphasizes the words “Prevent” and “T2,” reflecting the change-oriented mission of the program. These elements are represented using gradations of blue and green in a color scheme that delivers a sense of trust, energy, and health.



Bold typography emphasizes key program focus on prevention and type 2 diabetes.

The human-like figure indicates optimism and success.

Color gradations give the visual element a sense of movement and progress.

# Visual Element

(continued)

There are four approved versions of the PreventT2 visual element.

VISUAL ELEMENT VERSION	GUIDANCE	SAMPLE APPLICATIONS	IMAGE
<b>Official</b> (With color gradation)	This is the preferred version for all materials. Use this version whenever possible.	<ul style="list-style-type: none"> <li>• electronic communication</li> <li>• presentations</li> <li>• websites</li> <li>• social media</li> <li>• certificates</li> <li>• 4-color offset printing</li> <li>• digital printing</li> </ul>	
<b>Three color</b> (Flat)	When printing methods or limited budgets prevent programs from using the full-color visual element, this version may be used. The Pantone colors are PMS 2995 (blue), PMS 354 (green), and black.	<ul style="list-style-type: none"> <li>• limited color offset printing</li> <li>• giveaways</li> <li>• signage</li> <li>• embroidery</li> <li>• apparel</li> </ul>	
<b>Black</b> (One color)	Use this version for materials printed in black and white.	<ul style="list-style-type: none"> <li>• advertisements in one color</li> <li>• documents printed in one color</li> <li>• official documents</li> <li>• forms</li> <li>• contracts</li> </ul>	
<b>White</b> (One color)	Use this version when the visual element appears on color background (solid or gradient). Approved background colors are any from the PreventT2 color palette (see p. 25) EXCEPT "Light Blue-Gray" and "Light Blue." The visual element should not be placed in a containing shape (see p.22).	<ul style="list-style-type: none"> <li>• electronic communication</li> <li>• presentations</li> <li>• websites</li> <li>• 4-color offset printing</li> <li>• digital printing</li> </ul>	

PreventT2 VISUAL STANDARDS

## Color

The official colors for the PreventT2 visual element are as follows:

- Blue = CMYK 70/15/0/0
- Green = CMYK 75/0/75/0

However, please note that the official visual element contains gradient fields that can only be achieved with a full-color print process or digital printing.

## Sizing

The PreventT2 visual element should never be smaller than 1.5". Anything smaller than this compromises legibility.



When resizing the visual element, maintain the proportions to avoid distortion. Holding down the shift key while pulling on the corners usually works best.

## Clear Space

Leave adequate clear space or “breathing room” around the PreventT2 visual element to maintain its visual integrity. The visual element should not appear to be crowded by other elements, graphics, or logos. Clear space  $x$  equals the size of the number “2” in the visual element; measured above “2,” below tagline, left of “P,” right of human figure, as illustrated.

In cases where the visual element is used in a lock-up or cannot be aligned with the edge of the page or a graphic, clear space should be maintained on all four sides.



PreventT2 VISUAL STANDARDS

# Connecting PreventT2 to the National DPP

The guidance and elements on this page connect the PreventT2 brand name visually with the National DPP and CDC.



The PreventT2 visual element should be paired with the graphical treatment of the following language: PreventT2 is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC).

## Placement

Place in proximity of PreventT2 visual element, preferably on the right (shown below). The National DPP graphical treatment may not be taller than PreventT2 visual element.



The only instance in which the National DPP graphical treatment may not appear with the visual element is when web usage requires the PreventT2 visual to be displayed smaller than 150 pixels wide.

## Color



Dark Teal (preferred), Black or White

DARK TEAL  
CMYK 71/47/23/41  
RGB 57/83/108

## Minimum Size



 = 0.75 inches

## Organizations Not Using PreventT2 Identifier

Organizations not using the PreventT2 identifier should use their own program logo in place of the PreventT2 visual element. Include the following statement under the logo: **"The [Organization/program] is part of the National Diabetes Prevention Program, led by the Centers for Disease Control and Prevention (CDC)."**

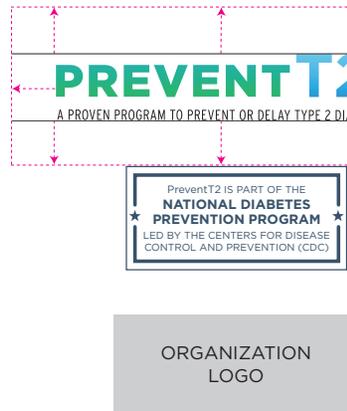
# Use with Organization and Affiliate Logos

The brand elements and terminology outlined in this section are required to establish the relationship between the PreventT2 brand name, National DPP, CDC, and offering organization

In cases where one or more organization logos will appear in addition to the PreventT2 visual element, the PreventT2 visual element should be placed to the left of all logos and graphical elements. The PreventT2 visual element should be at least as large as any logos (measured from top to bottom of the human figure in the PreventT2 visual element). Allow enough clear space between PreventT2 visual element/National DPP graphical treatment and other logos. Center logos horizontally with the PreventT2 visual element.



In cases where one or more organization logos will appear in addition to the PreventT2 visual element and there is not enough space to present the visual element and logos horizontally, they may be stacked vertically with the PreventT2 visual element at the top. The PreventT2 visual element should be at least as large as any logos (measured from left to right, including the human figure in the PreventT2 visual element). Allow enough clear space between the PreventT2 visual element/National DPP graphical treatment and other logos. Center logos vertically with the PreventT2 visual element.



# Use with Organization and Affiliate Logos

(continued)

SAMPLE



## Why do I PreventT2?

This little one is the joy of my life. And I want to spend as much time with her as possible. So when my doctor told me I had prediabetes, **I knew that preventing type 2 diabetes had to become a priority.**

**I joined PreventT2, a program proven to prevent or delay type 2 diabetes.** It taught me to make changes to live a healthier life.

My PreventT2 lifestyle coach was always there for me. The other participants were great — they all understood what I was going through. And the CDC-approved curriculum taught me how to lose weight, be more physically active, and reduce stress. My doctor said it's making a difference. **I plan to stay healthy for a long time so I can be here for the ones I love. You can do it, too — with PreventT2.**

Call or visit us on the web today. **[Program URL and Phone Number]**

**PREVENTT2**  
A PROVEN PROGRAM TO PREVENT OR DELAY TYPE 2 DIABETES

PreventT2 IS PART OF THE NATIONAL DIABETES PREVENTION PROGRAM LED BY THE CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)

LOCAL AFFILIATE LOGO

ORGANIZATION LOGO

# Acknowledgment of PreventT2 Curriculum

Organizations offering a program that uses the PreventT2 curriculum might choose to use their own brand, rather than the PreventT2 brand, for their program. These organizations may acknowledge use of the curriculum in the following way:

[Insert program/organization name] uses the PreventT2 curriculum, developed by the Centers for Disease Control and Prevention (CDC).

PreventT2 VISUAL STANDARDS

## Use of HHS/ CDC badge

The HHS/CDC badge is a trademarked image. Organizations participating in the Diabetes Prevention Recognition Program (DPRP) **may not use the HHS/CDC badge on their National DPP or PreventT2 materials unless they have a licensing agreement with CDC to do so.**

PreventT2 VISUAL STANDARDS

# Incorrect Usage

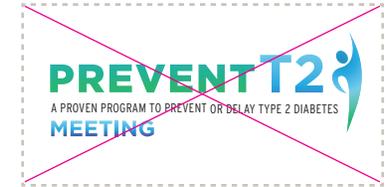
This guidance also applies to the National DPP graphical treatment.



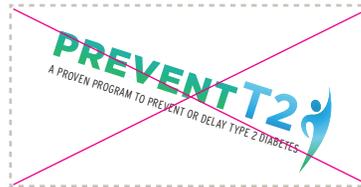
Do not change the proportion of the visual element.



Do not change the fonts.



Do not add any text or graphic elements to the visual element.



Do not place the visual element at an angle.



Do not change the color of the visual element.



Do not alter the shape of the visual element.



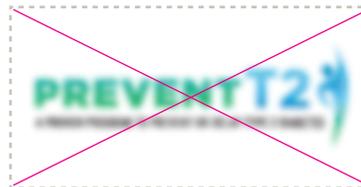
Do not cut or crop the visual element.



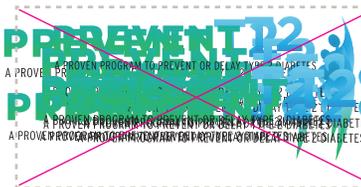
Do not use a color visual element that doesn't stand out from the background.



Do not put the visual element in a containing shape.



Do not use a pixelated or blurry version of the visual element.



Do not fade out the visual element.



Do not place the visual element over a busy background.

# File Formats

Using the right file format for the application generates the best results in terms of resolution and legibility. All file formats are available for download.

APPLICATION	FILE FORMAT
Print	EPS
Signage and banners	EPS
Giveaways	EPS
Web & online	JPG
Fast-loading Web graphics	GIF
Microsoft applications like Word and PowerPoint	PNG

## Tagline Usage

The following graphic presentations are acceptable. Make sure that the text is legible.



When presented in black and white, the following tagline treatment is acceptable.



When presented in white, the following tagline treatment is acceptable.

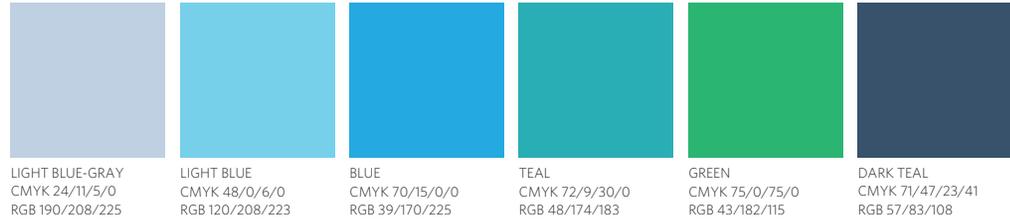


The only instance in which the tagline may not appear with the visual element is when web usage requires the PreventT2 visual to be displayed smaller than 150 pixels wide. In such cases, "type 2 diabetes" should appear in the body copy close to the visual identifier.



Example

# Color Palette



# Photographs

Using photographs is a powerful way to support the PreventT2 identity. Select photographs that show hopefulness, dignity, credibility, and diversity. Choose images that reflect the audience and enable audience members to imagine themselves in the scene being depicted. If possible, avoid stock photographs.

# Fonts

For the purpose of consistency, these font families are recommended for all PreventT2 print and electronic communications. Using these fonts consistently helps reinforce the PreventT2 identity.

Use Gotham and InterstatePlus Condensed — the typefaces used in the PreventT2 visual element — on all materials developed using design programs. (Because these typefaces are not readily available for Microsoft Office applications, please see the following page for complementary typeface selections.)

**FOR USE IN:**

Design program documents (e.g., Adobe InDesign, Adobe Illustrator, QuarkXPress)

**Gotham** (for headlines, titles, and short phrases)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&.,:;'\$¢%!?(\*)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&.,:;'\$¢%!?(\*)**

**InterstatePlus Condensed** (for body text and headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&.,:;'\$¢%!?(\*)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&.,:;'\$¢%!?(\*)**

# Fonts

(continued)

Use the commonly available fonts Arial and Arial Narrow, which complement the PreventT2 visual element, on all materials developed using Microsoft Office applications.

Note: Avoid using the font Arial Unicode, which does not work well when preparing Federal agency documents and electronic communication for Section 508 compliance. For more information, refer to <http://www.hhs.gov/web/508/index.html>.

**FOR USE IN:**

Websites, electronic communications, and Microsoft Office application documents (e.g., Word, PowerPoint)

**Arial** (for body text and headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&.,;:'\$¢%!?(\*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&.,;:'\$¢%!?(\***

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**Arial Narrow** (for body text and headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890&.,;:'\$¢%!?(\*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&.,;:'\$¢%!?(\***





