

## **Centers for Disease Control and Prevention Logo Guidelines**

Many of the states have asked whether managed care organizations, pharmaceutical companies, insurance companies, or other organizations may put their logos on materials produced by Centers for Disease Control and Prevention (CDC). Please refer to the following guidelines should you need clarification on the CDC policy.

1. CDC's logo is not in the public domain, but is a proprietary trademark—thus it can be protected under Federal Trade Commission (FTC) law.
2. For-profit groups including managed care, pharmaceutical, insurance, and others may not put their logos on materials that contain the HHS and/or CDC logos. Instead, these groups may write out their names on these materials if they would like, or may include a statement such as “Printed through a grant from (group name).”
3. For profit groups may add their own logos if they remove the HHS and/or CDC logo and add words like “Information provided by the Centers for Disease Control and Prevention.”
4. Partners linking to the CDC internet site should use “Centers for Disease Control and Prevention” spelled out as the link, and should not use the CDC logo.

If you have any questions regarding this policy, please call Wendy Holmes, CDC Division of Diabetes Translation at (770) 488-5842.