

Required Elements on DHHS Publications

Many publications intended for the public must meet certain requirements before they can be printed and distributed or posted to the Web. This sheet serves as a reminder of what's required on DHHS publications, excluding forms. For forms, requirements and quality assurance are handled on the division level.

REQUIRED ITEMS AND FORMATTING

- Tagline** – The tag line “tags” the source of the material and identifies the cost as required by law. This information should be current, and should be updated when a publication is reprinted. See “The Tag Line” below for contents and format.
- DHHS Web Site address (www.ncdhhs.gov)** – In a newsletter, add it to the masthead. Otherwise, it belongs in the tagline. If you publish your division or program homepage address on a publication, also include the DHHS homepage address (example: www.ncpublichealth.com and www.ncdhhs.gov).
- DHHS and program/division logos** – Size logos so the shape is recognizable and the text readable; multiple logos should be similar in size. Try not to mix color and black-and-white logos.
Source for Logos: DHHS Graphics (733-6204 or 733-2589)
- Current names for the department, secretary and governor** – Add State Health Director on Public Health publications. The governor's and secretary's names may be omitted in an election year. Names and titles can be the same type size as the text but no smaller than the cost statement.
- Cost statement & date** – There is a financial penalty for omitting the cost statement on printed materials, including reprints and purchased pre-printed publications with a DHHS imprint. The contact person is responsible for getting the cost statement from the printer and including it on the material to be printed. Omit the cost statement on web materials, but include the publication date.

THE TAG LINE

(For examples, see page 2.) The tagline should include the names of the department, governor and secretary; the “non-discrimination” statement*; cost statement; and date printed, reprinted or revised, and appropriate web address (DHHS: www.ncdhhs.gov). Place tagline on the back or at the end of a document. Use a typestyle consistent with those used in the document (the cost and non-discrimination statements and the date can be in italics and/or smaller type). Logos and the “recycled paper” symbol also go here. Omit the cost statement and recycled paper symbol on Web documents; all other requirements apply. When existing materials are reprinted, **all** of the tagline information should be updated. For reprints, the tagline elements are the **only** information that should be changed, and the date should read, “Reprinted mo/yr.” Dates on revised documents should read, “Rev. mo/yr.” The cost statement must also be updated.

*Non-discrimination statement: *The Department of Health and Human Services does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or the provision of services.*

Alternate (short) non-discrimination statement: *N.C. DHHS is an equal opportunity employer and provider.*

IDENTIFIERS ON DOCUMENT PAGES:

On multi-page documents, especially those to be placed on the Web rather than printed and bound, include a footer or header on every page that identifies the department/division or program, the title of the document (may be in short form), and the publication release date, along with the page number.

Example: *Health and Disability in North Carolina 2005 – March 2006* *Page xx*
N.C. Office on Disability and Health and the State Center for Health Statistics

REVIEW PROCESS

- The signed PA-2 Publication Review form must accompany the final text to the Public Affairs Office and Graphics Shop.

QUESTIONS? Call DHHS Public Affairs, 919-733-9190.

DHHS Tagline Examples:

Note: Omit the cost statement and recycled paper symbol on the Web version of publications.



State of North Carolina • Beverly Eaves Perdue, Governor
Department of Health and Human Services
Lanier M. Cansler, Secretary

Division of _____ • www.ncdhhs.gov

The Department of Health and Human Services does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or the provision of services.
___ copies of this public document were printed at a cost of \$___ or \$___ per copy. 01/09 ♻️

Sample Tagline for DHHS Division of Public Health (Note: when more than one logo is used, each logo should include the text identifier [name of dept., division or program].)



State of North Carolina • Beverly Eaves Perdue, Governor
Department of Health and Human Services
Lanier M. Cansler, Secretary
Division of Public Health • Leah Devlin, State Health Director
HIV/STD Prevention and Care
www.ncdhhs.gov • www.ncpublichealth.com

The Department of Health and Human Services does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in employment or the provision of services.
___ copies of this public document were printed at a cost of \$___ or \$___ per copy. 01/09 ♻️

Short version:



State of North Carolina
Department of Health and Human Services
Division of Social Services
www.ncdhhs.gov • www.ncdhhs.gov/dss

NC DHHS is an equal opportunity employer and provider.
___ copies of this public document were printed at a cost of \$___ or \$___ each. 01/09 ♻️

Spanish tagline:



Estado de Carolina del Norte
Beverly Eaves Perdue, Gobernadora
Departamento de Salud y Servicios Humanos
Lanier M. Cansler, Secretario
División de _____
www.ncdhhs.gov/espanol

NC DHHS es un empleador y proveedor de oportunidades equitativas.
___ copias de este documento público se imprimieron a un costo total de \$___ ó \$___ por copia. 01/09 ♻️

(Note: Cost statement needs to appear only once on a document; on English/Spanish publications just use once, in English.)