

APPENDIX D

RAM STYLE SHEET

A. Use of Series Title and Production Credits

Print and online:

Remaking American Medicine™ ...*Health Care for the 21st Century* – On first reference, include the trademark and the complete tagline. The trademark and tagline do not need to be included in subsequent use. *Remaking American Medicine* or the acronym, RAM, can be used in subsequent copy.

Whenever you first reference Crosskeys Media® include the copyright symbol. The symbol is not necessary on subsequent references.

B. RAM Logo/Tagline Use

Print and online:

Maintaining consistency is essential regardless of reproduction method.

Logotype colors —

COATED

Spot: PMS 3278 C

Process: Cyan 100%, Yellow 55%, Black 5%

Web Match: Green 99, Blue 66

UNCOATED

Spot: Pantone Green U

Process: Cyan 100%, Yellow 59%

Logotype size —

The word “MEDICINE” should appear no smaller than 1 1/2 inches (9 picas) wide.

Logotype isolation —

A minimum “clear zone” of approximately the height of the M in MEDICINE should be maintained around the logotype. More generous distance from other elements is always encouraged.

The logotype may appear against any neutral background. Do not obscure the words by placing it over a busy background.

Broadcast Use of Animated Logo:

Until further notice, the animated logo includes the style elements of the graphic logo. In using the style elements of the logo for broadcast, such as in a local production entitled

Remaking Missouri Medicine, it should conform to the graphic style. For any variation, permission must be granted by Crosskeys Media.

Logo Font:

Remaking American Medicine = Laser; Tagline = Eras Bold
Size of logo: Minimum size, 2" wide X .75" tall

Copy Font:

Fonts complementary to the logo: Verdana (first preference); Arial (second preference)

C. Underwriter Credits

Print and Online Use:

Correct Use of Credit Line

The series and accompanying national outreach campaign are made possible thanks to the following funders and supporters: the Amgen Foundation, lead corporate sponsor; The Robert Wood Johnson Foundation®, major underwriter; The Nathan Cummings Foundation; and the Josiah Macy, Jr. Foundation. Additional resources have been provided by the Centers for Medicare & Medicaid Services, an agency of the U. S. Department of Health and Human Services, and the Agency for Healthcare Research and Quality.

Correct Listing of Underwriters

Amgen Foundation, lead corporate sponsor
The Robert Wood Johnson Foundation®, major underwriter
The Nathan Cummings Foundation
Josiah Macy, Jr. Foundation

Correct Narrative References to Underwriters

Amgen Foundation: "...the Amgen Foundation..." Only capitalize the "the" at the beginning of a sentence. "Lead corporate sponsor" should always follow any reference.

The Robert Wood Johnson Foundation®: Use the ® on first mention only. Always capitalize "The" when referring to the full name of the organization. When referring to them as "the Foundation" in subsequent copy, no need to capitalize the "t".

The Nathan Cummings Foundation: Always capitalize "The" when referring to their complete name. When referring to them as "the Foundation" in subsequent copy, no need to capitalize the "t".

Josiah Macy, Jr. Foundation: "the Josiah Macy, Jr. Foundation..." Only capitalize the "the" at the beginning of a sentence.

D. Contracting Federal Agencies

Credit line for print and online:

These federal agencies are providing support to Quality Improvement Organization (QIO) activities during the campaign. They are not considered underwriters. See the guidelines below when referencing these supporting agencies:

Centers for Medicare & Medicaid Services (CMS)

On the first reference use Centers for Medicare & Medicaid Services, an agency of the U. S. Department of Health and Human Services. On future references use Centers for Medicare & Medicaid Services (always use the ampersand and not the word “and”).

CMS may be used as an acronym in subsequent references. In a narrative when using, a “the” before the full name, there is no need to capitalize it unless at the beginning of a sentence (i.e., “...the Centers for Medicare & Medicaid Services...”)

Agency for Healthcare Research and Quality (AHRQ)

Healthcare in the title is always ONE word. First reference to the organization should contain the complete title. AHRQ may be used as an acronym in subsequent references.