



mln

BRANDING TOOLKIT

May 2019



WELCOME

The Centers for Medicare & Medicaid Services' (CMS) Provider Communications Group (PCG) is responsible for developing and marketing the Medicare Learning Network® (MLN), MLN Connects®, and MLN Matters® brands.

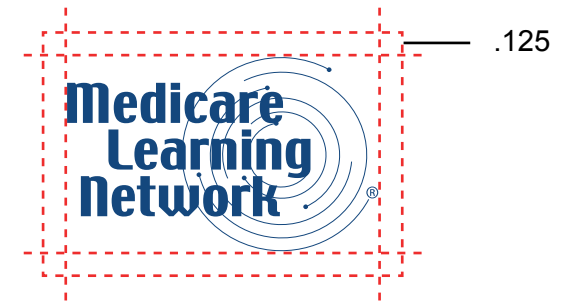


This Toolkit defines the MLN brand and explains how it should be used in its multiple publication contexts. The variety of design and production elements affords flexibility when creating MLN educational and marketing materials. The Toolkit is designed to be used as a supplement to the CMS Brand Strategy & Graphic Standards Guide August 2017), available at <https://www.cms.gov/About-CMS/Agency-Information/CMS-Brand-Identity/Downloads/Branding-Guide-August-2017.pdf> on the CMS website.

REGISTERED TRADEMARK USE

Medicare Learning Network® and MLN Matters® are registered trademarks of CMS. The acronym MLN is not a registered trademark. Use the ® symbol the first time a trademark appears in the body of the text. Use the ® as the font size indicates. Do not superscript. It is not necessary to use the trademark symbol for subsequent times the term appears in the document. For MLN Connects™, always use the superscript letters ™ (for example, MLN Connects™ Provider eNews, MLN Connects™ Provider Partnership, and other MLN Connects™ items).

Only PCG staff and agents are authorized to use the MLN brand on materials and products. All other entities must obtain written authorization from PCG prior to using the MLN brand. Email requests for authorization to: MLN@cms.hhs.gov.



MLN BRAND MARK SPECIFICATIONS

The brand is a single unit composed of two elements:

1. The words Medicare Learning Network
2. The circle rings graphic with registration mark

Process (CMYK)

C 100
M 79
Y 25
K 10

RGB

R 20
G 71
B 125

HTML

14477D

The MLN brand should not be recreated or altered.

Logo Colors

The primary MLN logo is a solid monochromatic blue. This should be the first and most common choice for most publications going forward.

Bleed-Edge Indicator

The MLN brand may not bleed off any edge of an item. The mark should be placed at least 0.125" inside any item's edges.

Black Logo

For the print-friendly publications, an all black version of the MLN logo is used on the 1st page of the document (to be addressed further in the publication templates).



PRIMARY LOGO



REVERSED LOGO

**Background Color**

For most circumstances, the monochromatic blue logo should be used.

Use the reverse/white version of the logo when applying it to mid to dark-tone backgrounds. The reverse mark uses the same composition as the positive mark, which is reversed out of white. The negative mark, which is reversed out of black, must not be placed on a background that is tonally lighter than 100 percent of the color. Consideration should be given to choosing a background color that maintains sufficient contrast with the MLN brand.

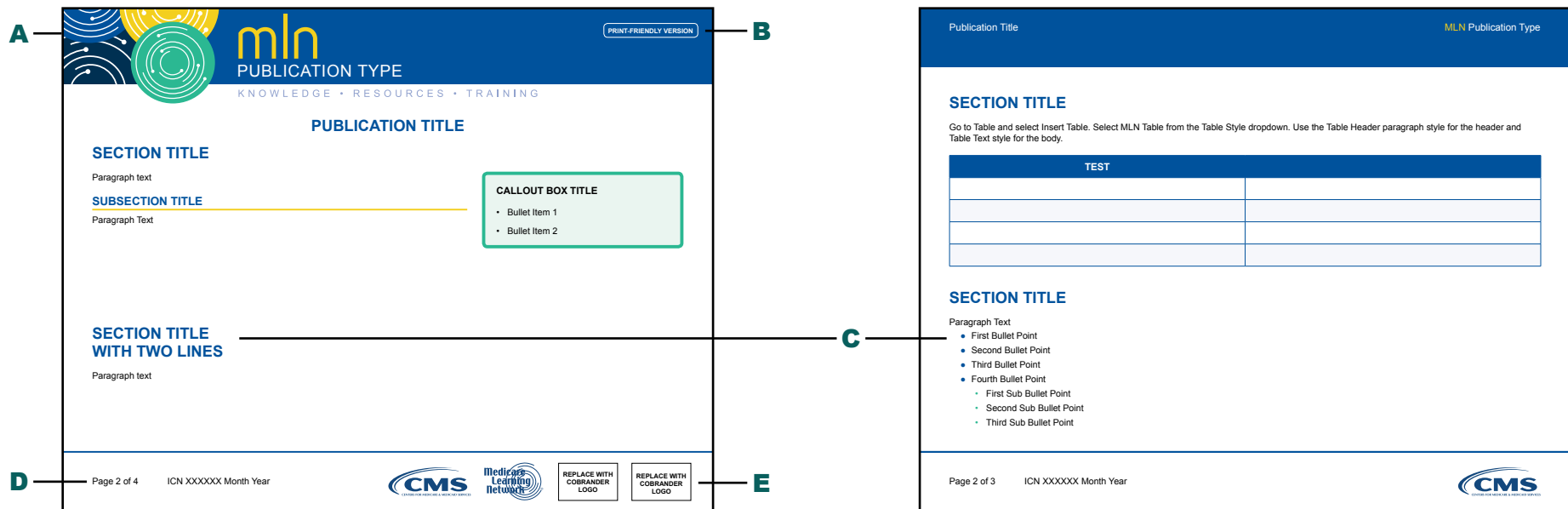
MLN PRODUCT TEMPLATES

CMS has developed a set of templates to help drive a visual consistency across all published products. While there are elements of the template that should not be altered, the purpose of the template is to ensure that there is uniformity across MLN products while allowing enough flexibility for designers to make creative choices.

The toolkit consists of the following templates:

- MLN Catalog template
- MLN Publication templates
 - Portrait orientation with standard & cobranded master pages
 - Landscape orientation with standard & cobranded master pages
- MLN Video template
- MLN Matters Article template
- Medicare Quarterly Provider Newsletter template
- MLN Web-Based Training template

The updated templates share consistency in design. Publication templates are Adobe InDesign files and the MLN Matters Article template is a Microsoft Word file. You will still have the flexibility to place content and images within the updated templates. Do not change page margins. Some elements of the templates are locked in position: headers, footers, logos, and certain other graphics. They are locked to ensure consistency across our various publications and template versions. Do not unlock any locked template elements without first discussing this with your PCG contact.



MLN PUBLICATIONS TEMPLATES

Updated templates include:

- A. An MLN brand graphic at the top of each page. The graphic itself is locked in place, but on publication templates the “Publication Type” is unlocked so you can edit it. For example, for a Fact Sheet, you would change “Publication Type” to “Fact Sheet” on all page headers. On secondary page headers, replace “Publication Title” with the title of the publication.
- B. A button referencing the “Print-Friendly Version” should be linked to the URL for that version of the publication.

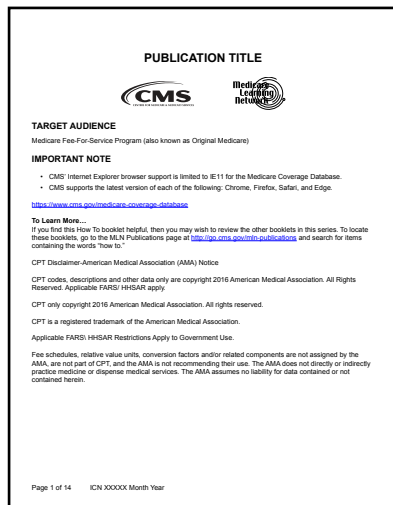
- C. In the InDesign templates, the content text boxes have paragraph styles applied and are ready for content to be input. Do not change the paragraph style settings.
 - A template has been created for the portrait and landscape Print-Friendly Version.
 - If a new type treatment is needed, designers can create a new character or paragraph style. Make sure that type treatments are consistent so that content maintains a proper hierarchy.

- D. Page numbers are in the bottom left hand corner of Publications, and the bottom right corner of the MLN Catalog. The page numbers automatically populate when you create new pages. To create new pages in InDesign, click “Create new page” in the Pages panel. You can also right-click the last page in the pages panel and insert a new page from here if you need to assign the page a different master style.
- E. Co-branding should be used when MLN collaborates with the Medicare Administrative Contractors (MACs). PCG approval is required.

Header



The MLN brand graphic with the KNOWLEDGE • RESOURCES • TRAINING tagline is placed on the A-Cover master page, keeping it locked in the general layout. The header should not be altered or edited. The “Publication Type”, however, should be changed to match the publication being designed.



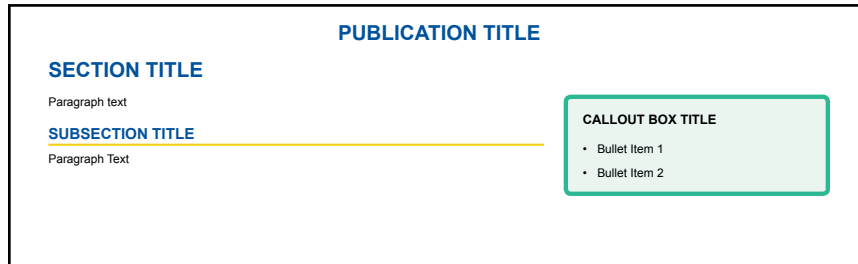
Print-Friendly Version

The Print-Friendly Version button should be programmed by the designer after the fully-designed version of the publication has been approved by CMS.

Like the CMS and MLN logos in the full version of the publications template, the two logos in the Print-Friendly version are hyperlinked to go to their respective websites. While the logos are not locked into the template, designers should refrain from adjusting the sizing, spacing, or placement of the logos.

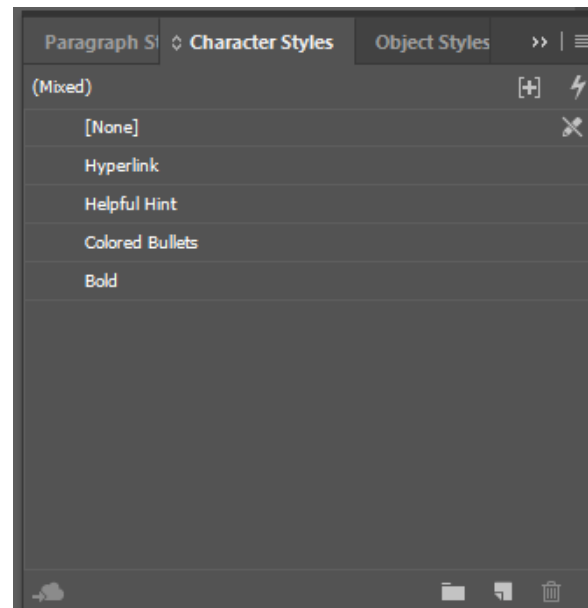
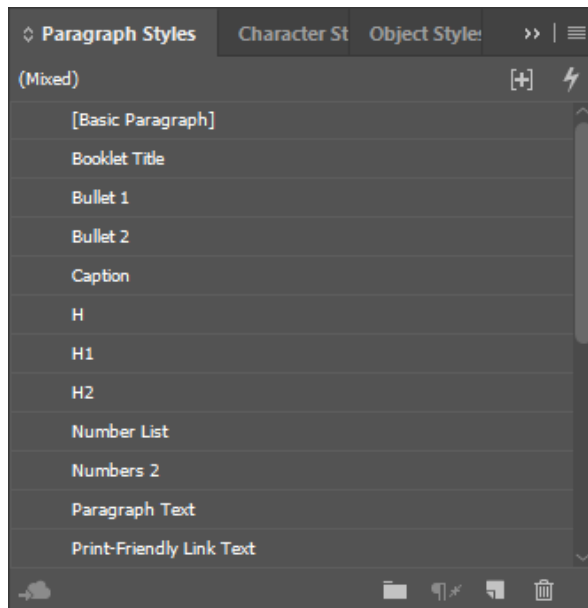
Designers will use the existing URL to program the Print-Friendly document for product updates, but in the case of new products, a new URL will need to be created per the requirements in the current DPIP standards.

Paragraph and Character Styles



The templates contain paragraph and character styles to help in keeping the typesetting and layout consistent throughout the documents. Consistent use of the text styles in proper context not only helps establish the hierarchy of the information conveyed, but also helps users discern the reading order and priority of the information they are presented.

There are enough styles to account for all, if not most of the needs of any designer. There are multi-level header styles, bullet and sub-bullet styles, numbered list styles, table of contents styles, and several others.



Upon opening the document and saving it in the relevant project's folder, designers can look at the examples provided in the template for guidance on where to use specific styles.

While designers should not alter the existing styles, they can make brand new or offshoot styles when needed, for instance, a new numbered list that doesn't continue from a list earlier in the document. All styles should be used in a consistent manner to help establish design consistency and information hierarchy.


NOTE

When using any of the bulleted list paragraph styles, be sure to also apply the colored bullets character style. This will ensure that the bullets retain their color, while leaving the text black.

BHI CODING SUMMARY


BHI CODE	BEHAVIORAL HEALTH CARE MANAGER OR CLINICAL STAFF THRESHOLD TIME	ASSUMED BILLING PRACTITIONER TIME
CoCM First Month (G0502)	70 minutes per calendar month	30 min
CoCM Subsequent Months** (G0503)	60 minutes per calendar month	26 min
Add-On CoCM (Any month) (G0504)	Each additional 30 minutes per calendar month	13 min
General BHI (G0507)	At least 20 minutes per calendar month	15 min
BHI Initiating Visit (AWV, IPPE, TCM or other qualifying E/M)	N/A	Usual work for the visit code

Behavioral Health Integration Services MLN Fact Sheet




Behavioral Health Care Manager (required for CoCM; optional for General BHI)

- Provides assessment and care management services, including the administration of validated rating scales; behavioral health care planning in relation to behavioral/psychiatric health problems, including revision for patients who are not progressing or whose status changes; provision of brief psychosocial interventions; ongoing collaboration with the billing practitioner; maintenance of the registry; all in consultation with the psychiatric consultant.
- Available to provide services face-to-face with the beneficiary; has a continuous relationship with the beneficiary and a collaborative, integrated relationship with the rest of the care team.
- Ability to engage the beneficiary outside of regular clinic hours as necessary to perform the behavioral health care manager's duties.
- May or may not be a professional who meets all the requirements to independently furnish and report services to Medicare.
- Does not include administrative or clerical staff; time spent in strictly administrative or clerical duties is not counted towards the time threshold to bill the BHI codes.




Psychiatric Consultant (required for CoCM; optional for General BHI)

- Participates in regular review of clinical status of patients receiving BHI services.
- Advises the billing practitioner (and behavioral health care manager) regarding diagnosis; indicates options for resolving issues with beneficiary adherence and tolerance of behavioral health treatment; makes adjustments to behavioral health treatment for beneficiaries who are not progressing; manages any negative interactions between beneficiaries' behavioral health and medical treatments. Can (and typically will) be remotely located; is generally not expected to have direct contact with the beneficiary, nor prescribe medications or furnish other treatment to the beneficiary directly.
- Can and should facilitate referral for direct provision of psychiatric care when clinically indicated.



Clinical Staff (may be used in provision of General BHI)


- Continuous relationship with the beneficiary and a collaborative, integrated relationship with the rest of the care team.
- May or may not be a professional who meets all the requirements to independently furnish and report services to Medicare.
- Does not include administrative or clerical staff time.
- May include (but not required to include) a behavioral health care manager or psychiatric consultant.

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mln
FACT SHEET PRINT FRIENDLY VERSION

KNOWLEDGE • RESOURCES • TRAINING

MEDICAL PRIVACY OF PROTECTED HEALTH INFORMATION




INTENDED AUDIENCE

Please note: The information in this publication applies to all health care professionals and health care organizations. Also, any use of the pronoun "you" refers to the health care professional.

MEDICAL PRIVACY

The Department of Health & Human Services (HHS) Office for Civil Rights (OCR) provides guidance to professionals for the most common Health Insurance Portability and Accountability Act (HIPAA) issues and topics related to medical privacy. Visit the OCR website at <https://www.hhs.gov/ocr/privacy/professionals/index.html>.

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Tables

For many MLN publications, tables will be necessary either for displaying complex information or organizing the resources and hyperlinks used in the document into one place for the learners' convenience. Just as with the text, there is a table style that has been created for consistency. Go to Table and select Insert Table. Select MLN Table from the Table Style dropdown. Use the Table Header paragraph style for the header and Table Text style for the body.

These instructions can also be found when opening the template and scrolling to the page with a sample table.

Images and Graphics

When choosing, editing, or creating images or graphics for MLN publications, make sure that any image files used are at least 300dpi.

Footers

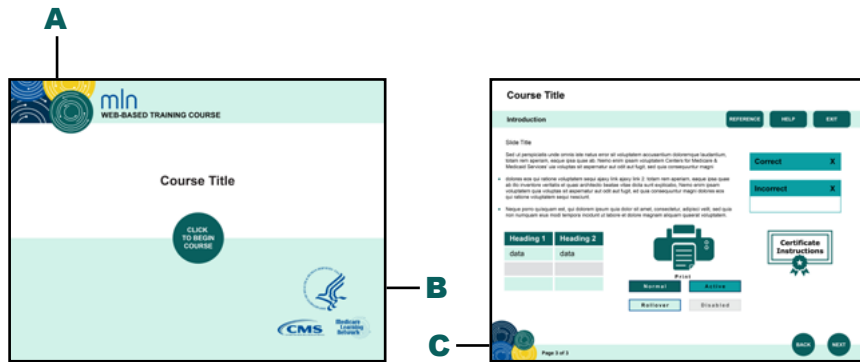


Footers in the MLN Publications contain several elements that can be adjusted in the master pages:

- **Page Numbers:** These are set in each master page and shouldn't need to be edited.
- **Inventory Control Number (ICN):** This will need to be updated to match the product currently being worked on. Make sure to change this on every master page before starting the layout for the rest of the product.
- **CMS & MLN Logos:** These are set in every master page and should not be altered in any way. When designing a new document, make sure to alternate your pages between the CMS logo footer and the MLN logo footer. The cover page will always contain both logos.
- **Cobrander Logo:** In some instances, there will be cobranding to go along with the CMS and MLN logos. In these instances, there is a master page that contains space for multiple cobrander logos. Add the needed logo(s) to the footer and remove the placeholder boxes. Cobrander logos should never be larger than the MLN logo.

MLN WBT TEMPLATE

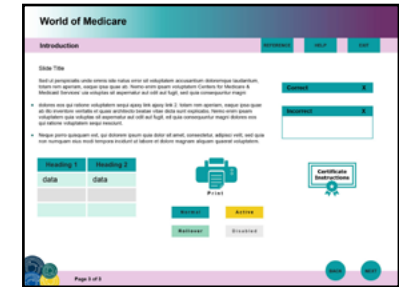
Similar to the MLN Publications templates, the MLN WBT template contains a few set elements that should not be altered, but still allows enough flexibility to create a unique, yet consistent, design language. Below is an example of the base MLN Template with no extra design work:



- A. **Header:** The MLN branding graphic must always be present. The branding graphic and logotype size cannot be altered, but the rest of the header can be.
- B. **CMS, HHS, and MLN logos:** These must always be presented with a minimum of .375 inches of space between each logo, as well as the clearspace around the cluster of logos. The logo cluster can be changed to be horizontal if need be, or have the space between them increased to .5 inches.
 - **CMS Logo:** minimum width of 1.5 inches
 - **HHS Logo:** minimum width of 1.375 inches
 - **MLN Logo:** minimum width of 1 inch.
- C. **Footer Branding Graphic:** This MLN branding graphic will be displayed on all content pages in the lower left corner. The branding graphic can be scaled to a minimum of 1 inch square and a max of 1.5 inches square.

The following images are examples of some of the flexibility that designers have while working within the templates:

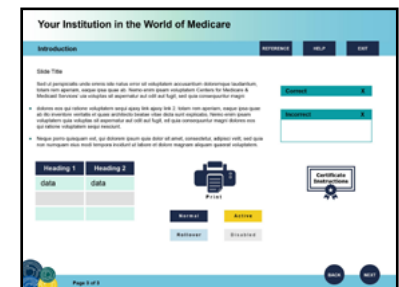
World of Medicare WBT



Your Office World of Medicare WBT



Your Institution World of Medicare WBT



MLN VIDEO STANDARDS AND PROCESS INFORMATION

Standard MLN Open

Video Resolution	HD 1920 x 1080
Frame rate	29.97 fps
Length	7 seconds
Character Limits	Main Title: One line max, 14 characters max Secondary Title: Two lines max, 20 characters per line max
Fonts	Arial, Genius Regular
Colors	Blue: 100,69,0,11 (#00529B) Dark Blue: 100, 60,19,59 (#003052) Green: 73, 0, 57, 0 (#2BB892) Yellow: 0, 11, 94, 6 (#F3CF1E)

Standard MLN Close

Video Resolution	HD 1920 x 1080
Frame rate	29.97 fps
Length	10-15 seconds
Text content	go.cms.gov/mln

Process Notes:

- The standard MLN open will be custom created by the Division of Multimedia Services (DMS) on a per project basis. The title and subtitle information will need to be provided upon project request.
- If a contractor is creating a video product, a custom open and the Standard MLN close can be provided by DMS. Please create a project request for this.

MLN Provider Minute

Video Resolution	HD 1920 x 1080
Frame rate	29.97 fps
Length	TBD

A typical MLN provider minute will feature an individual “host” talking to camera, supported by template slides, graphic content, and occasionally video content. The approach, whether a green-screen or the CMS studio hard-set is utilized, will be determined by the DMS producer assigned to the project. There may also be instances where no host is required and the template graphics would be supported by a voiceover.

Other MLN Content

Content that falls outside of the MLN Provider Minute umbrella can be created on a case-by-case basis, to be determined jointly by the DMS producer and PCG analyst.

TYPOGRAPHY

The Genius font, along with Arial, have been designated for use in our templates. The Genius font set includes 14 styles of the font. Genius is not a standard font, so designers may need to purchase and the font set on all computers that will be used to edit the MLN templates in Adobe InDesign. The only fonts approved for use on the templates are Genius and Arial. All content text is Arial; the Genius font only appears in designed graphic elements and is not used in content text, as it is not to be read by screen readers.

Genius

GENIUS THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS EXTRA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS SEMI BOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS SEMI BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Arial

ARIAL NARROW
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL NARROW ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL NARROW BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL NARROW BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

GENIUS BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL REGULAR ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

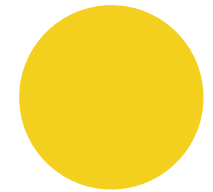
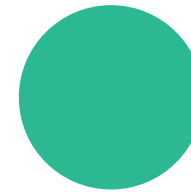
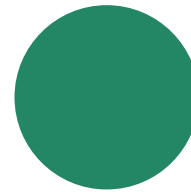
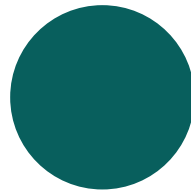
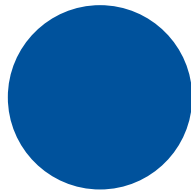
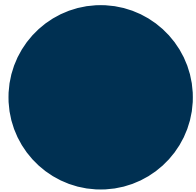
ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ARIAL BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

BRANDING COLORS

These are the primary colors found in all of the MLN publication templates. Designers have the flexibility to add other colors where needed, or use different tints, shades, and opacities of the branding colors.



Process (CMYK)

C 100
M 60
Y 19
K 59

Process (CMYK)

C 100
M 69
Y 0
K 11

Process (CMYK)

C 90
M 44
Y 58
K 27

Process (CMYK)

C 83
M 25
Y 73
K 9

Process (CMYK)

C 73
M 0
Y 57
K 0

Process (CMYK)

C 0
M 11
Y 94
K 6

RGB

R 0
G 48
B 82

RGB

R 0
G 82
B 155

RGB

R 8
G 95
B 93

RGB

R 35
G 135
B 101

RGB

R 43
G 184
B 146

RGB

R 243
G 207
B 30

HTML

002f51

HTML

00529b

HTML

075e5d

HTML

238664

HTML

2bb891

HTML

f2ce1e

DISCLAIMER & TRADEMARKS

MLN Product Disclaimer

The bottom of the last page of each product must include a link to the Medicare Learning Network® Product Disclaimer. There is a paragraph style specifically for the product disclaimer link in InDesign templates. It will appear as follows:

[Medicare Learning Network® Product Disclaimer](#)

MLN Trademark

The trademark language for the MLN should be included immediately after the MLN Product Disclaimer Link. That language is: The Medicare Learning Network®, MLN Connects®, and MLN Matters® are registered trademarks of the U.S. Department of Health & Human Services (HHS).

All Other Disclaimers

For guidance on other disclaimers such as those required by the American Medical Association (AMA) and the American Dental Association (ADA), please refer to the Division of Provider Information Planning & Development Product Development Standards.