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"Rummaging in the government's attic"

Description of document: Centers for Disease Control and Prevention and Agency for Toxic Substances and Disease Registry (CDC/ATSDR) CDC Brand Identity Standards, 2017

Requested date: 25-February-2017

Release date: 16-March-2017

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Source of document: FOIA Request
CDC/ATSDR
Attn: FOIA Office, MS-D54
1600 Clifton Road, NE
Atlanta, GA 30333
Fax: 404-235-1852
Email: FOIARequests@cdc.gov
[Online FOIA Request Form](#)

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Centers for Disease Control
and Prevention (CDC)
Atlanta GA 30333

March 16, 2017

This letter is in response to your February 25, 2017, Centers for Disease Control and Prevention and Agency for Toxic Substances and Disease Registry (CDC/ATSDR) Freedom of Information Act (FOIA) request seeking:

“An electronic/digital copy of “CDC Brand Identity Standards”

We located 3 pages of responsive records. After a careful review of these pages, no information was withheld from release.

If you need any further assistance or would like to discuss any aspect of the records provided please contact either our FOIA Requester Service Center at 770-488-6399 or our FOIA Public Liaison at 770-488-6277.

Sincerely,

A handwritten signature in black ink, appearing to read "Roger Andoh".

Roger Andoh
CDC/ATSDR FOIA Officer
Office of the Chief Information Officer
(770) 488-6399
Fax: (404) 235-1852

17-00410-FOIA

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[CDC Brand and Identity Standards](#) >

CDC Brand and Identity Standards

About the CDC

Mission: *To promote the health and quality of life by preventing and controlling disease, injury, and disability.*

Tag line

The Centers for Disease Control and Prevention (CDC) protects people's health and safety by preventing and controlling diseases and injuries; enhances health decisions by providing credible information on critical health issues; and promotes healthy living through strong partnerships with local, national, and international organizations.

Accomplishing the CDC Mission:

As the nation's prevention agency, we accomplish our mission by working with partners throughout the nation and the world to:

- Monitor health
- Detect and investigate health problems
- Conduct research to enhance prevention
- Develop and advocate sound public health policies
- Implement prevention strategies
- Promote healthy behaviors
- Foster safe and healthful environments
- Provide leadership and training

About the CDC Brand

[Fact Sheet providing an overview of the CDC Brand Identity](#)

See the [Visual Brand Guide page](#) for a look at our evolving visual standards.

Check out the [CDC Brand Style Sheet](#) for a list of common terms and writing standards.



[CDC-Connects article "Evolution of a Brand" July 26, 2010](#)

Evolution of a Brand

Home > CDC Connects > Features > Feature Story > Happenings & Highlights > Evolution of a Brand

Evolution of a Brand

By: CDC-Connects

From the Happenings & Highlights section:

CDC has a rich history that dates back to the 1940s when the Malaria Control in War Areas (MCWAA) Agency began its campaign to control the malarial mosquito and the breeding of mosquitoes for the WWII effort. The malarial mosquito is the only insect that can transmit a disease from one person to another. The malarial mosquito is the only insect that can transmit a disease from one person to another.

In 1946, the Communicable Disease Center (CDC) was established as the National Center for Zoonotic Infections and Insect-Borne Diseases. The purpose of the CDC was to coordinate and conduct research on zoonotic diseases and insect-borne diseases.

Over the next several decades, CDC established its unique role of monitoring, detecting, and controlling infectious diseases and promoting public health. CDC's role was to coordinate and conduct research on zoonotic diseases and insect-borne diseases.

In 1970, the National Center for Zoonotic Infections and Insect-Borne Diseases was renamed the National Center for Zoonotic Infections and Insect-Borne Diseases. The purpose of the CDC was to coordinate and conduct research on zoonotic diseases and insect-borne diseases.

In 1980, the National Center for Zoonotic Infections and Insect-Borne Diseases was renamed the National Center for Zoonotic Infections and Insect-Borne Diseases. The purpose of the CDC was to coordinate and conduct research on zoonotic diseases and insect-borne diseases.

In 1992, the National Center for Zoonotic Infections and Insect-Borne Diseases was renamed the National Center for Zoonotic Infections and Insect-Borne Diseases. The purpose of the CDC was to coordinate and conduct research on zoonotic diseases and insect-borne diseases.

In 2002, the National Center for Zoonotic Infections and Insect-Borne Diseases was renamed the National Center for Zoonotic Infections and Insect-Borne Diseases. The purpose of the CDC was to coordinate and conduct research on zoonotic diseases and insect-borne diseases.

In 2010, the National Center for Zoonotic Infections and Insect-Borne Diseases was renamed the National Center for Zoonotic Infections and Insect-Borne Diseases. The purpose of the CDC was to coordinate and conduct research on zoonotic diseases and insect-borne diseases.

2001 article detailing the initial CDC brand initiative from Social Marketing Quarterly:
[Identity Building and Branding at CDC: A Case Study](#)

[PPT CDC Brand Architecture](#) - steps to rebranding effort (2009)

Fast Links:

[Announcements](#): All general announcements related to CDC brand and identity.

[Approval Process for Use of Logo](#): A 2-page fact sheet that describes the types of clearance required when using a CDC logo with or without a partner logo.

[FAQ: Frequently Asked Questions](#)- Questions pertaining to the use of the new CDC brand architecture.

[CDC Standard Description or Boilerplate](#)

[Co-Branding](#) - Learn about co-branding at CDC.

[Policies](#) - This is the main page to find policies pertinent to communication.

[CDC Correspondence Manual](#) - Updated May 2012

[Writing Standards](#)- This section contains all CDC reference documentation for writing at CDC.

[CDC Intranet Style Guide](#) - Find your Intranet style questions here or by searching in the Search Box above.

[National Centers Brand Identity Guidelines](#)

[Printing Services - Management Analysis and Services Office \(MASO\)](#)

About the WIKI

This Guide is hosted on a wiki platform, which enables you to easily find information on CDC's brand and identity. In addition to critical resources that you need to implement and deploy CDC's brand, use this wiki to collaborate with your peers in the CDC community - share best practices, upload some of the great work your program has done and assist each other with any brand identity questions that may not be answered here.

If you can't find the answers you are looking for, check with Brand Manager Jim Clark zgr4@cdc.gov or your CIOs ADCS office.

Contribute to the CDC Brand Identity Standards Guide by editing pages or adding comments. Additionally, you can continuously improve the Guide and help your peers by tagging pages with more useful descriptions. Doing so helps you and your colleagues find things even faster [sitemap](#). There are also some fast links below to help get you started. [Need help with this wiki?](#)

Want a wiki for your CDC project? Contact knowledgesharehd@cdc.gov .

How do I cut and paste text into the CDC Brand Identity Standards Guide?

The recommended way is as follows:

1. Copy the text from the source file
2. Edit the wiki page you wish to include the source content
3. In the editing toolbar, select the **Paste as Plain Text** icon
4. Format as necessary (using headers)

Note 1: You will need upload and insert images separately.

Note 2: Depending on the source file (e.g. Word, PDF) and the formatting (e.g. use of formatting, tables), you may have to do some minor editing of the copy once you paste it to the wiki page (see step #4 above).

What kind of tips and tricks are available to maximize my experience with this wiki?

There's an entire section of tips and tricks on the brand identity wiki. [Take a look.](#)

This page has been viewed 136546 times.

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