



## RAM Style Sheet

### A. Use of Series Title and Production Credits

#### Print and Online Use:

*Remaking American Medicine™...Health Care in 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 trademark symbol, no need to include on subsequent use.

### B. RAM Logo/Tagline Use

#### Print and Online Use:

*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.

Logo Font:

*Remaking American Medicine* = Laser; Tagline = Eras Bold

Complementary Logo Copy Fonts: Verdana (first preference); Arial (second preference)

Size of logo: Minimum size, 2” wide X .75” tall

### **C. Underwriter Credits**

For Print, Online and Broadcast Use:

For print and online material and for crediting the *Remaking American Medicine* campaign in local programming use the following credit line.

The series and accompanying national outreach campaign are made possible thanks to the following funders and supporters: the Amgen Foundation, lead 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.

To use a shorter credit line for local programming, please use the following: "This program and outreach campaign made possible by a grant from the Amgen Foundation."

NOTE: It is OK to add additional local funding credits to the Amgen credit line.

*Correct Listing of Underwriters*

Amgen Foundation, lead 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 sponsor" should always follow any reference.

Funding for Remaking American Medicine was made available by lead sponsor the Amgen Foundation...

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**

#### Print and Online Use:

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

#### *The 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.

#### *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.

