

# **Human Trafficking:** LOOK BENEATH THE SURFACE

---

Grantee and Partner Style Guide for OTIP Materials  
April 2018



## **INTRODUCTION**

Every year, hundreds of thousands of men, women, and children are trafficked globally. In 2017, the National Human Trafficking Hotline received reports of 8,686 cases of human trafficking in the U.S. The U.S. Department of Health and Human Services (HHS) *Look Beneath the Surface* Public Awareness (LBS) campaign urges the public to take a deeper look at potential trafficking situations. Many people do not know how common this form of slavery is or how to identify a possible situation of human trafficking.

HHS grantees and partners may co-brand the *Look Beneath the Surface* posters and brochures by adding their logo and/or contact information to them. This style guide contains a set of design standards and layout tools which should make the job of co-branding HHS posters and brochures easier. The tools will help grantees and partners apply essential rules regarding the LBS logo, typography, color, and placement of grantee/partner information in the brochures and posters. The style guide also contains information on how to print the *Look Beneath the Surface* materials and we encourage grantees and partners to print and distribute the materials.

---

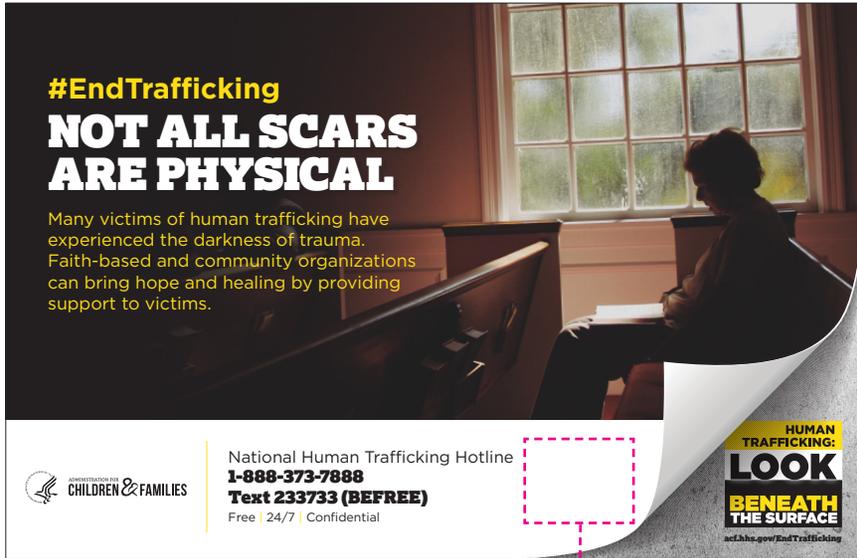
The following topics are included in this style guide for your use:

- Co-branding
- Logo
- Color
- Typography
- Printing Materials
- Design Software

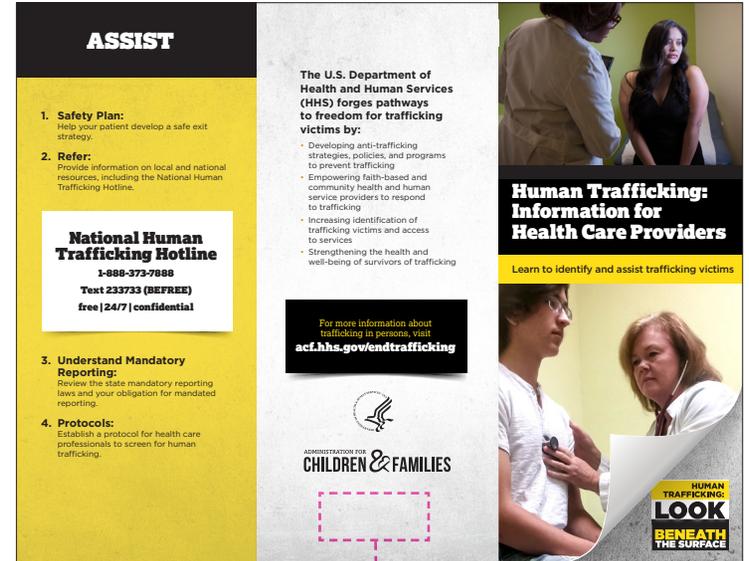
# CO-BRANDING

Please keep in mind the following guidelines when placing your logo and/or contact information in the *Look Beneath the Surface* poster and brochures:

- Partner logo should not exceed the size of the HHS and ACF logos.
- Partner logo and/or contact information should be placed centered (vertically and horizontally) in the spaces shown below.
- A clear space should be maintained, so that the partner logo and/or contact information is never touching the surrounding graphic elements or logos.
- Where possible, a black version of the partner logo should be used, with the background transparent.



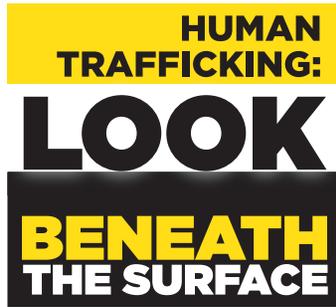
Poster co-branding space



Brochure co-branding space  
(Back of brochure)

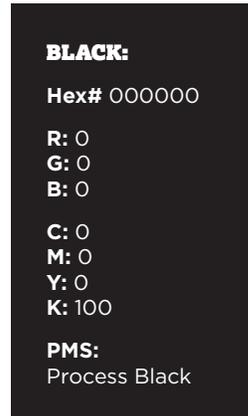
## LOGO

The logo file is available in .eps and .jpg formats. The minimum logo size is .85" wide.



## COLOR

We recommend this color when adding your logo and/or contact information to the *Look Beneath the Surface* posters and brochures.



---

## TYPOGRAPHY

The preferred typography for adding your logo and/or contact information to the *Look Beneath the Surface* posters and brochures is Arial and should be used as follows:

Brochure:

**Name** | Arial Bold | Size 9

Web Address & Phone Number | Arial Regular | Size 9

Poster:

**Name** | Arial Bold | Size 12

Web Address & Phone Number | Arial Regular | Size 12

## Printing Materials

The following guidelines are basic recommendations for printing the *LBS* materials with your local vendor.

### Brochures

Size: 8.5" x 11" folds to 3.66" x 8.5"

Ink: 5/5 - 4-c process + flood gloss aqueous/same; heavy coverage, full bleeds

Stock: 80# gloss coated cover stock

Finish: Trim, score, and fold (tri-fold)

### Posters

Size: 17"x11"

Ink: 5/0 - 4-c process + flood gloss aqueous, heavy coverage, full bleeds

Stock: 80# gloss coated text stock

Finish: Trim flat

### Pocket Cards

#### General & Youth

Size: 3.5" x 2"

Ink: 5/5 - 4-c process + flood gloss aqueous/same, heavy coverage, full bleeds

Stock: 80# gloss coated cover stock

Finish: Trim flat

#### Healthcare

Size: 3.5" x 6" folds to 3.5" x 2"

Ink: 5/5 - 4-c process + flood gloss aqueous/same, heavy coverage, full bleeds

Stock: 80# gloss coated cover stock

Finish: Trim, score and fold (tri-fold)

### Stickers

#### Car & Folder

Size: 5" x 5" square

Ink: 4/0 - 4-c process, heavy coverage, full bleeds

Stock: 60# gloss label stock

Finish: Trim to final size 5"x5" square

#### General

Size: 2.5" round

Ink: 4/0 - 4-c process, heavy coverage, full bleeds

Stock: 60# gloss label stock

Finish: Trim to final size 2.5" round

#### Youth

Size: 3" x 3" square

Ink: 4/0 - 4-c process, heavy coverage, full bleeds

Stock: 60# gloss label stock

Finish: Trim to final size 3"x3" square

### Bookmark

Size: 8" x 3"

Ink: 5/5 - 4-c process + flood gloss aqueous/same, heavy coverage, full bleeds

Stock: 80# gloss coated cover stock

Finish: Trim flat

---

## Design Software

All files are created as Adobe Acrobat PDF files. The brochure and poster files can be opened using Microsoft PowerPoint.

When you customize HHS *Look Beneath the Surface* posters and brochures by adding your logo and/or contact information, please obtain approval from HHS before posting them online or disseminating. Please send a pdf of the material to your HHS Federal Project Officer.

If you do not have an HHS Federal Project Officer, please send the pdf to:  
[endtrafficking@acf.hhs.gov](mailto:endtrafficking@acf.hhs.gov)