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.

#EndTrafficking
NOT ALL SCARS ARE PHYSICAL

Many victims of human trafficking have experienced the darkness of trauma. Faith-based and community organizations can bring hope and healing by providing support to victims.

National Human Trafficking Hotline
1-888-373-7888
Text 233733 (BEFREE)
Free | 24/7 | Confidential

Human Traf ficking: Information for Health Care Providers
Learn to identify and assist trafficking victims

National Human Trafficking Hotline
1-888-373-7888
Text 233733 (BEFREE)
Free | 24/7 | Confidential

The U.S. Department of Health and Human Services (HHS) forges pathways to freedom for trafficking victims by:
• Developing anti-trafficking strategies, policies, and programs to prevent trafficking
• Supporting faith-based and community health and human service providers to respond to trafficking
• Increasing identification of trafficking victims and access to services
• Strengthening the health and well-being of survivors of trafficking

ASSIST

1. Safety Plan:
Help your patient develop a safe exit strategy.

2. Refer:
Provide information on local and national resources, including the National Human Trafficking Hotline.

3. Understand Mandatory Reporting:
Review the state mandatory reporting laws and your obligation for mandated reporting.

4. Protocols:
Establish a protocol for health care professionals to screen for human trafficking.

Human Traf ficking: Look Beneath the Surface

The Human Traf ficking: Look Beneath the Surface campaign aims to educate the public about the signs and symptoms of trafficking and how to report suspicious activity.

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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.

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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/O – 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/O – 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/O – 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/O – 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