



Criteria and Terms of Use for the Program Partner Markers

NOVEMBER 2018

CONTENTS

Introduction	3
About ONC and the Program Partner Marks.....	3
What’s in a Mark?	3
Who Are Authorized To Use The Marks.....	4
Characteristics The Marks Depict	4
How The Marks May Be Used	5
Placement.....	5
Accompanying Text	5
Accompanying Marks, Logos, and Symbols:.....	6
Other Requirements and Guidelines:	7
Clear Space.....	7
Minimum Size	7
Incorrect Usage	7
Preferred Color Palette	8
HOW THE USE OF THE MARKS ARE SUPERVISED	8
MISUSE OF THE MARKS.....	8
PROCEDURE FOR RESOLVING DISPUTES	8

Introduction

Millions of Americans every day rely on providers and hospitals across the country to provide them with the best care possible. Health information technology (health IT) makes it possible for health care providers to better manage patient care through secure use and sharing of health information. Health IT includes the use of electronic health records (EHRs) instead of paper medical records to maintain people's health information.

About ONC and the Program Partner Marks

The Office of the National Coordinator for Health Information Technology (ONC) is at the forefront of the nation's efforts to promote nationwide health information exchange to improve health care. Located within the Office of the Secretary for the U.S. Department of Health and Human Services (HHS), ONC is the principal federal entity charged with coordination of nationwide efforts to implement and use the most advanced health information technology and the electronic exchange of health information.

The [ONC Health IT Certification Program](#) (the "Program") provides a defined process to ensure that health IT meet the adopted standards and certification criteria so that providers and hospitals can participate in programs established by the Centers for Medicare and Medicaid Services (CMS). Several entities participate with ONC to provide testing, certification, and surveillance services for the health IT developers who seek and obtain ONC Health IT Certification. These entities are "Program Partners" with ONC and include: ONC-Authorized Testing Laboratories, ONC-Authorized Certification Bodies, and ONC Approved Testing Partners. Each of these entities deserves recognition as a Program Partner with a respective symbol to denote their status as "ONC Sanctioned."

The ONC Program Partner Marks are symbols of status for Program participants.



What's in a Mark?

The ONC Program Partner Marks demonstrate reassurance and technical expertise for consumers and the healthcare industry. Throughout the industry, the ONC Program Partner Marks represent technical excellence in health IT, and that all applicable standards have been met wherever the Marks appear.

This document contains a series of guidelines that help ensure proper use of the ONC Program Partner Marks. These guidelines reinforce the importance of ONC Program Partner Marks to communicate that when displayed, all standards have been met.

Who Are Authorized To Use The Marks

The ONC-Authorized Testing Laboratories mark, the ONC-Authorized Certification Body mark, and the ONC Approved Testing Partners mark (the “Marks”) indicates the entities have been approved by ONC to participate in the Program in accordance with the Program’s requirements. ONC grants use of the Marks to the respective entities consistent with the criteria and terms herein.

These terms of use are intended for use exclusively by authorized users (see the section “Who Is Authorized To Use The Marks,” *infra*) who wish to use or display the Marks consistent with these terms of use. For assistance, please contact:

**U.S. Department of Health and Human Services
Office of the National Coordinator for Health Information Technology
Office of Communications
200 Independence Avenue, S.W.
Suite 729-D Washington, D.C. 20201
Telephone: 202-690-7151
Fax: 202-690-6079
Email: onc.request@hhs.gov (subject line: Partner Mark)**

Characteristics The Marks Depict

The Marks, as used by an authorized user, ensure the respective requirements for an ONC-Authorized Testing Laboratory, an ONC-Authorized Certification Body, and ONC Approved Testing Partner have been obtained-maintained in accordance with the following:

ONC-Authorized Testing Laboratory: Has fulfilled all authorization requirements pursuant to §170.520(b) and remains in good standing pursuant to requirements outlined in §170.560(b).

ONC-Authorized Certification Body: Has fulfilled all authorization requirements pursuant to §170.520(a) and remains in good standing pursuant to requirements outlined in §170.560(a).

ONC Approved Testing Partner: Any person or entity that has been approved by the National Coordinator to participate in the Program as a testing method (76 FR 1280.)

How The Marks May Be Used

An authorized user may reproduce and display the respective Marks on web sites as well as in marketing materials, communications statements, and other assertions related to the Program, subject to the following conditions and limitations:

Placement

The Mark should be displayed adjacent to and in proximity with the Program aspect(s) to which it refers. At a minimum, the Mark must not be displayed in a manner that could reasonably give rise to ambiguity or confusion concerning which Program the Mark is referring to or the nature of the Program. For example, the Mark must not be displayed above a list of services that are out of scope of the Program.

Accompanying Text

The Mark may either be displayed “as is” (i.e., without any accompanying text) or accompanied by text referencing:

- the scope of the services rendered for the Program, for example testing or certification;
- the type of methods or tools used in the Program, as applicable.

No text other than the above variations may accompany the Mark. Accompanying text must be positioned either below or to the right of the Mark, never above or to the left.

The following examples illustrate these requirements.

The following Mark and accompanying text would be acceptable for use by an ONC Approved Testing Partner:



The following Mark and accompanying text would be acceptable for use by an ONC Authorized Testing Laboratory:



The following Mark and accompanying text would be acceptable for use
by an ONC Authorized Certification Body:

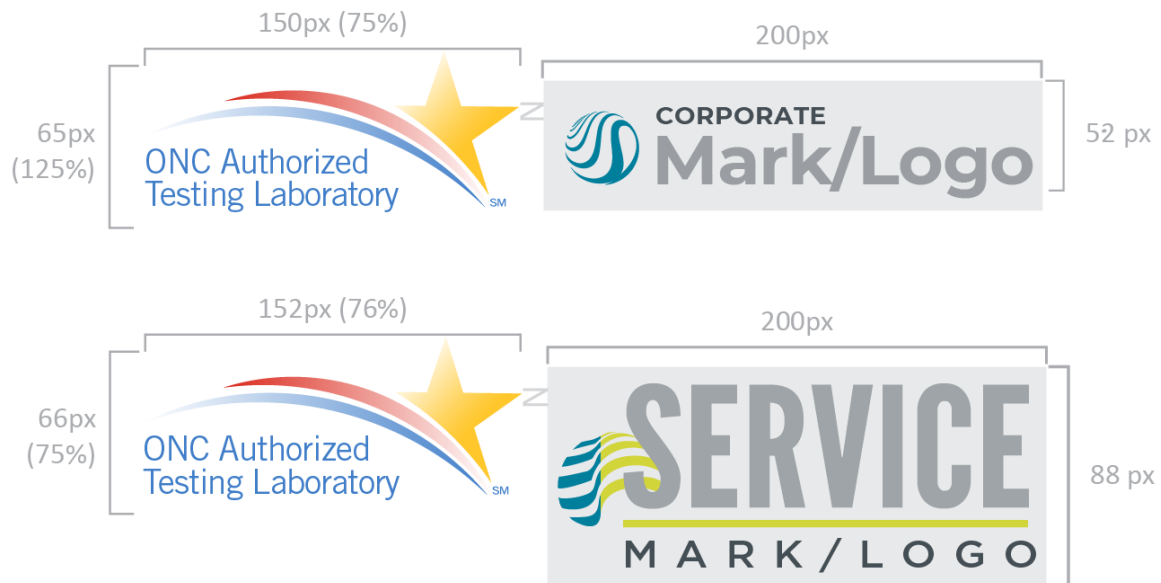


Accompanying Marks, Logos, and Symbols:

The Mark may be accompanied by or displayed alongside one or more of the following:

- The relevant corporate mark, logo, or other identifying symbol.
- A relevant service mark, logo, or other identifying symbol.

However, the Mark's dimensions must be no less than 75% of the width and 75% of the height of any such accompanying mark, logo, or symbol. The following examples illustrate these requirements (another sequence of the marks is also acceptable but not illustrated):



Other Requirements and Guidelines:

The Mark's graphical design elements and text may not be altered in any way.

Clear Space

The minimum amount of clear space on the left, bottom, and right is equal to the x-height of the tallest letter.



Minimum Size

The size of the Program identity will affect legibility and overall impression; it should always be sized as specified in these guidelines.



For print, the minimum size of the Program identity must not be smaller than two inches wide.

For web, the minimum size of the program identity must not be smaller than 200 pixels wide.

Incorrect Usage

In order to maintain the integrity of the mark, it is essential that the ONC identity be used correctly.

- Always use the mark as provided. The logo mark must always appear.
- Do not alter the position of the mark elements.
- Do not alter the aspect ratio of the mark. Do not stretch or distort the mark.
- Do not alter the color of any of the mark elements.
- Do not use any of the mark elements to create a new mark or graphic.
- Do not use the mark on background colors, images, or other artwork that interfere with the legibility of the mark.
- Do not rotate the logo or any of its elements.

Preferred Color Palette

Use the following color palette for identity program components on all graphic communications materials.

Match the indicated colors as closely as possible.

- For four-color process printing (also known as full-color printing), refer to the CMYK values indicated.
- For software like Microsoft Word® or Microsoft PowerPoint®, refer to RGB (print/on-screen).
- For web applications, refer to the RGB web values or hexadecimal web values.
- For printing on coated and uncoated paper, use the PANTONE® and CMYK values provided.

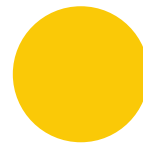
Primary



PMS 307
C90 M55 Y3 K0
R5 G109 B177
WEB #006EV2



PMS 1797
C13 M100 Y100 K4
R204 G0 B0
WEB #CC0000

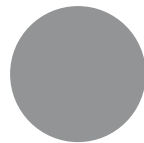


PMS 123
C0 M30 Y100 K0
R253 G185 B19
WEB #FDB913

Secondary



COOL GRAY 10
C69 M63 Y62 K58
R51 G51 B51
WEB #333333



COOL GRAY 7
C43 M35 Y35 K1
R153 G153 B153
WEB #999999

HOW THE USE OF THE MARKS ARE SUPERVISED

The Marks may be used only:

- In conjunction with respective requirements of the ONC Health IT Certification Program; and
- According to the usage guidelines included in these conditions and terms of use.

MISUSE OF THE MARKS

An ONC-ACB, ONC-ATL, or ONC Testing Partner must inform ONC of any alleged misuse of the respective Marks.

PROCEDURE FOR RESOLVING DISPUTES

For disputes regarding proper use of the Mark, users may file a complaint with ONC. However, users should make every attempt to resolve the dispute directly with the relevant offender.