

MIPPA Branding Guidelines

Through the Medicare Improvement for Patients and Providers Act (MIPPA) program, the Administration for Community Living (ACL) provides grants to states and tribes. Entities receiving MIPPA funding may be required to include the national MIPPA logo on select materials and communications.

MIPPA logo

The MIPPA logo is always used with the “Making Medicare More Affordable” tagline. It is the primary visual representation of our brand and should be included in all program and other marketing communications.



Clear space

To ensure legibility and consistency, a minimum clear space equivalent to the width of the “M” in the MIPPA logo should be maintained around the text block portion of the logo.



Minimum size

The minimum size for MIPPA logo is ½-inch height from top to bottom.



Logo variations

The MIPPA logo is available in color, black, and white. Formats are provided for a range of digital and print applications. There are also several logo lockup sets for use when co-branding is appropriate, as shown below.

SHIP and MIPPA logo lockups



ACL and MIPPA logo lockups



SHIP, SMP, and MIPPA logo lockups



Unacceptable uses



Do not change the font.



Do not alter the colors.



Do not change the aspect ratio.



Do not add, remove, or alter elements.



Do not use without sufficient contrast.



Do not apply a shadow.

MIPPA Branding Guidelines

Colors

For using MIPPA-branded colors in print work, refer to the CMYK four-color process color palette. For digital or screen applications (such as in PowerPoint presentations and for web and mobile devices), use the RGB or Hex color palette. All use of color should fall within current Section 508-compliant contrast standards.

	CMYK	RGB	HEX
Dark Blue	C-99 M-74 Y-17 K-3	R-9 G-82 B-143	09528F
Red	C-18 M-100 Y-91 K-8	R-190 G-30 B-45	BE1E2D
Orange	C-1 M-42 Y-99 K-0	R-249 G-162 B-26	F9A21A
Light Blue	C-70 M-15 Y-0 K-0	R-0 G-173 B-238	00ADEE

Fonts

The MIPPA logo uses fonts from the Acumen Variable Concept family. Branding material intended to coordinate should use similar sans serif fonts (e.g., Arial and Helvetica).