HHS ECI Graphics Manual

Texas Health and Human Services Commission (HHSC) Early Childhood Intervention (ECI) works in partnership with community organizations to meet the developmental needs of young children and their families throughout Texas.

The ECI Subrecipient Badge was created to support a unified identity and communicate to referral sources and families of children that ECI is a statewide program. ECI has prepared this manual to give guidance on the usage of the ECI Subrecipient Badge.

For questions regarding graphic usage, email ECI_Outreach@hhs.texas.gov.

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ECI Subrecipient Badge Variations

Color ECI Subrecipient Badge
Use the color version when printing materials in color.

This
Early Childhood Intervention
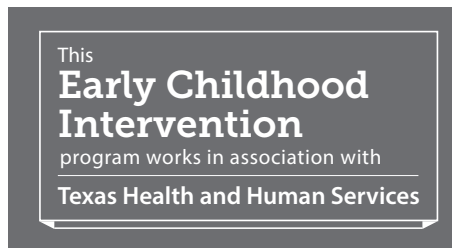program works in association with
Texas Health and Human Services

Black ECI Subrecipient Badge
Use the black version when producing materials in black and white, or black and one Pantone color.

This
Early Childhood Intervention
program works in association with
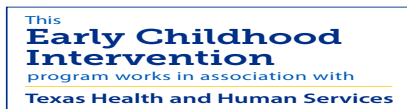**Texas Health and Human Services**
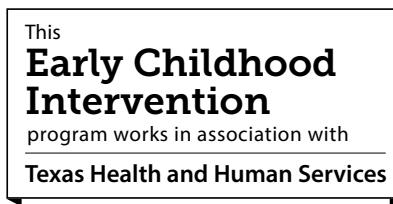
White ECI Subrecipient Badge
Use the white version when producing materials that are on a dark background. Always use a solid background color.

This
Early Childhood Intervention
program works in association with
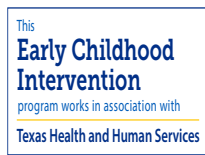**Texas Health and Human Services**

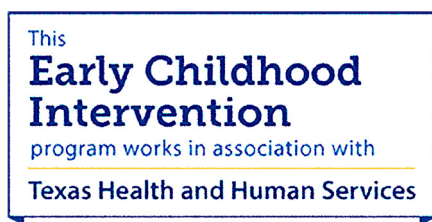# Size, Proportions and Visual Integrity

Place or insert the ECI Subrecipient Badge into your document through your software program. It is better to insert the image rather than cut and paste it from another document. Cutting and pasting degrades the image quality.

This
Early Childhood Intervention
program works in association with
Texas Health and Human Services

Stretched

This
Early Childhood Intervention
program works in association with
Texas Health and Human Services

Squeezed

This
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program works in association with
Texas Health and Human Services

Incorrect resolution

Size
The badge must be at least 1.5" wide in your document for readability.

Proportions
When sizing the ECI Subrecipient Badge **DO NOT** squeeze or stretch it to fit into a space. When sized incorrectly, the badge appears warped or skewed and legibility is lost. If a badge gets skewed, delete it and insert or place the badge file again, sizing it correctly.

To resize an image proportionally, click on one of the corner handles and drag diagonally toward or away from the center. Do not use the center or side handles, as they change width or height only and will skew the badge. The corner handles change width and height simultaneously keeping proportions intact.

Resolution
The badge should print out smooth and clean; it should not be bitmapped with jagged edges. Bitmapping occurs when the dots per inch (dpi) are too low for printing. The correct dpi levels for files based on where they will be used are:

~ Commercial or In House printing — 300 dpi
~ Web and online apps — 72 dpi

ECI Subrecipient Badge Files and Download Instructions

Log onto the Extranet and click on ECI Subrecipient Badge; two folders will appear.

Commercial Printer Files

This folder contains files that will be used by external vendors, such as commercial printers, ad agencies, etc., as well as any graphic designers on staff who are familiar with graphic design techniques, software and terminology. These are all .eps files, so you will probably **NOT** be able to open these files. A commercial printer and any graphic designer on staff will be able to open these files and place them in publications.

In-House Files

This folder contains .png files that can be used with the printers in your office. There are different resolutions for the files. The 300 dpi files should be used for all in-house printing. The 72 dpi files should be used for web sites or social media graphics.

How to download the files onto your computer:
- Right-click on the file you want.
- A pop-up box appears; choose Download.
- The file might be saved in your computer's Downloads folder or you might be able to save the file in the location of your choosing, depending on the set-up of your computer.

ECI Subrecipient Badge Usage

Use	ECI Subrecipient Badge version to use
Letterhead and business card	Color or black
Envelope	Color or black
Fax sheet	Black
2-color brochures, flyers, or ads	Black or white
4-color brochures, flyers, or ads	Color
Black and white ad	Black or white
Conference exhibit items such as a tablecloth or banner stand, and door signage	Color or black
Outreach materials	Color or black — if the outreach materials allow a size that is readable

ECI Subrecipient Statement

We also created an ECI Subrecipient Statement that can be used if space does not allow for the badge. The wording of the statement is below and should not be changed. The statement should be typed in Verdana font. For use in documents, the font size should be 12 point. For use in small areas, such as outreach materials, the font size should be no smaller than 6 point. The font color should be black, unless it is used on a dark background; then it should be white.

Verdana 12 point

This Early Childhood Intervention program works in association with Texas Health and Human Services.

Este programa de Intervención Temprana en la Infancia trabaja en colaboración con Salud y Servicios Humanos de Texas.

Verdana 6 point

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Questions and Answers

1. **How do I open the ECI Subrecipient Badge files?**
   You shouldn't need to open the file. Instead you should download the files to your computer, then insert or place the badge file into your document.

2. **Is the ECI Subrecipient Badge required on the agency's letterhead, business cards, forms, publications, and web sites?**
   No. The guidelines for the use of the badge apply only to the ECI program, not the entire subrecipient agency. The ECI Subrecipient Badge **is** required on ECI-specific materials. It is not required that the badge be placed on documents that are not ECI-specific. The agency's logo and the ECI Subrecipient Badge can be used together on ECI-specific materials.

   These guidelines apply to ECI program web sites as well. If an ECI program has a page within the agency's web site, the ECI Subrecipient Badge is required on that page. The badge is not required on the agency's home page or on any of the agency pages that are not ECI-specific.

3. **Can I stretch the ECI Subrecipient Badge either horizontally or vertically to make it fit in a specific space?**
   No. Please see the Proportions section on page 2.

4. **What are Pantone Matching System (PMS) colors?**
   PMS is a system used by commercial printers and design agencies to aid in matching colors. The colors in the ECI Subrecipient Badge are PMS 287 (dark blue), PMS 300 (medium blue) and PMS 7548 (yellow). If your print vendor does not have those colors, use the black version of the badge.

5. **Can a non-subrecipient use the badge? For example, if a subrecipient is co-sponsoring an event with an outside partner, can the badge be used on materials?**
   Possibly, but it would depend on the circumstances and would need explicit approval of the ECI state office in advance. If a situation such as this occurs, please refer any questions or requests to the ECI state office at ECI_Outreach@hhs.texas.gov.

6. **How can I be sure I am following all the requirements for ECI Subrecipient Badge usage?**
   Contact us at ECI_Outreach@hhs.texas.gov and we will be happy to assist.