



# Take Action for Adolescents™

## Trademarking Guidance

The phrase “Take Action for Adolescents” is a trademark of the U.S. Department of Health and Human Services (HHS). Use of this mark without prior approval by HHS is strictly prohibited. Please use the following guidelines from HHS.

### When using the Take Action for Adolescents™ word mark:

- Use the phrase Take Action for Adolescents and the registered trademark symbol at least once in an article, publication, webpage, blog post, slide, email, or other document, either the first time it is used or in the most prominent place.
- After the initial mention of “Take Action for Adolescents™”, you can use the phrase with no ™ symbol.
- Please refer to this work as Take Action for Adolescents, rather than “The Call to Action”.
- Use this statement in the footer or at the end of printed materials, slide presentations, and webpages: “Take Action for Adolescents™ is a registered trademark of HHS. Use of this mark without prior approval by HHS is strictly prohibited.”
- Do not combine the registered trademark with the name of any licensee or third-party product, program, or service to create a composite mark.

### How to create the official trademark symbol:

- Press Ctrl+Alt+T; this will produce the ™ symbol in one step.
- You can also type out “(TM)” and most MS Office programs will automatically format it.
- In some versions of MS Office programs, the symbol ™ is located under Insert→Symbols→ More Symbols→Special Characters.

### Additional Information

- You do not need to use the trademark symbol when using the full title “Take Action for Adolescents: A Call to Action for Adolescent Health and Well-Being” or when using the acronym “TAA”.
- HHS and non-HHS partner organizations that want to use the Take Action for Adolescents word mark on their website and/or other materials that they create must contact OPA to obtain permission.

### When to Contact OPA

- Please share information about any “unauthorized or questionable” use of the Take Action for Adolescents phrase with OPA right away by sending an email to [opa@hhs.gov](mailto:opa@hhs.gov).
- Contact OPA if you have questions, want to request permission to use the Take Action for Adolescents phrase, or want OPA to review sample materials that contain the Take Action for Adolescents phrase, by sending an email to [opa@hhs.gov](mailto:opa@hhs.gov).

HHS Office of Population Affairs

Web: [opa.hhs.gov](http://opa.hhs.gov) | Email: [opa@hhs.gov](mailto:opa@hhs.gov) | LinkedIn: HHS Office of Population Affairs

YouTube: [HHSOfficeofPopulationAffairs](https://www.youtube.com/HHSOfficeofPopulationAffairs) | X (Twitter): [@HHSPopAffairs](https://twitter.com/HHSPopAffairs)