Guidance for Using the National Adolescent Health Month Name, Acronym, and Logo

The name National Adolescent Health Month, the acronym NAHM, and the NAHM logo are trademarks of the U.S. Department of Health and Human Services (HHS). Use of these marks without prior approval by HHS is strictly prohibited. Please use the following guidelines from HHS when using the name of the observance, the acronym, or the logo.

When using the National Adolescent Health Month™ or NAHM™ word marks:

- Use the full name of National Adolescent Health Month or NAHM and 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 "National Adolescent Health Month (NAHM)", you can use the abbreviation "NAHM" with no ™ symbol.
- Use this statement in the footer or at the end of printed materials, slide presentations, and webpages: "National Adolescent Health Month™ or NAHM™ and the logo design are registered trademarks of HHS. Use of these marks 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.

When using the National Adolescent Health Month logo mark:

- Do not adjust or alter the logo mark in any way.
- Do maintain the logo's aspect ratio.
- Do not add the trademark symbol (™) to the logo, as it is already included inside the graphic.

Additional Information

- HHS and non-HHS partner organizations can use NAHM materials that feature the NAHM name, acronym, and logo AND can reference the name and logo in describing the health observance.
- HHS and non-HHS partner organizations that want to use the NAHM logo or word mark on their website and/or other materials that they create themselves must contact OPA to obtain permission.

When to Contact OPA

- Please share information about any "unauthorized or questionable" use of the NAHM name, acronym, or logo with OPA right away by sending an email to opa@hhs.gov.
- Contact OPA if you have questions, want to request permission to use the NAHM name, acronym, or logo , or if you want OPA to review sample materials that contain the NAHM name, acronym, or logo, by sending an email to opa@hhs.gov.

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