



Senior Medicare Patrol Program Name and Logo Usage Guidelines

History of the SMP Logo

In 2006, AoA standardized the branding of its Senior Medicare Patrol grantees to foster a strong national program identity and establish the program as an easily recognizable and trusted presence in the aging network and consumer protection communities. The SMP logo, developed in late 2006, is one result of that effort. This not only helps the public and SMP project partners connect with the mission of the program, it also strengthens both national and local branding. It's crucial that projects carry forth the program name at the local level. It's essential that *everyone* is informed of this need – from your internal staff to volunteers and external partners.

Until now, Senior Medicare Patrol grantees were encouraged to use the Senior Medicare Patrol acronym "SMP" when identifying themselves to the general public and avoid reference to words from which the acronym was derived. That has changed. Though the acronym "SMP" should still be used freely to describe your program, there is no longer a restriction against use of the full name "Senior Medicare Patrol" to introduce and explain the acronym.

1. Why are projects now free to use the term "Senior Medicare Patrol" in conjunction with the "SMP" acronym compared to recent years?

It has proven impractical to use an acronym as a stand-alone name. It may have worked for AARP, but it has proven frustrating for SMPs and their audience. National and local efforts are taking hold, and people are eager to learn more about the program. The full "Senior Medicare Patrol" name connects people with the program's mission. Already, many from Congress, Health & Human Services, partners and others in the aging network refer to us as Senior Medicare Patrol. Stating the full name also offers brand consistency.

The National Consumer Protection Technical Resource Center (SMP Resource Center) and many SMP projects had addressed the acronym confusion by using the parenthetical statement: "(formerly Senior Medicare Patrol)." This is no longer necessary. SMPs and others are welcome to refer to the program by both SMP and the full name without reference to "formerly."

3. How does AoA ensure consistency and compliance?

AoA incorporates the requirement for use of the SMP name and logo into the Cooperative Agreements of all grantees. This ensures the desired outcomes of creating a national identity and presence of SMP grantees. Additionally, regional project officers assist central office staff by overseeing individual project compliance. For example, SMPs are expected to use the SMP logo on all outreach materials, including website pages dedicated to the project.

4. Is the logo changing?

No. The SMP logo remains the same. In writing and speaking, however, one is encouraged to say that SMP stands for Senior Medicare Patrol. The word “formerly” is no longer necessary.

5. For the logo, what are PMS colors and for what will I need that information?

PMS stands for Pantone Matching System and it is the dominant color spot color printing system. Since printers use a special mix of ink to achieve the exact color needed, it is important that you provide the PMS when doing color printing. The PMS colors for the logo are: Blue- 281 and Green- 625. If you require modifications be made to the original file formats for use in your materials, please contact The Center for assistance.

6. Can I identify our organization and state, in addition to SMP, on our materials?

Yes, many projects do this. Your AoA project officer must review your materials prior to publication. He or she will assist you in ensuring that all SMP branding and AoA policy guidelines have been met within your published materials

7. Should my local partners also use the SMP logo?

Publications funded in part with SMP grant funds must contain the SMP logo and AoA acknowledgement. Again, you can work with your AoA project officer for more information about grant requirements.

8. As a new grantee, will I be able to create a separate project name along with the national program name?

No. Individual grantees are not allowed to create a separate project name.