



# The Health Insurance Marketplace DIY DESIGN TOOLKIT

*A one stop shop for do-it-yourself Marketplace branded marketing material*

Health Insurance [Marketplace](#)

## **Become a Brand Champion**

There are some communications materials that CMS must create and others you can create yourself following a few simple guidelines. The more we become “brand champions,” the better we’re able to define and differentiate the program from other programs run by CMS and from similar programs run by organizations outside of the federal government.

# DIY PROJECTS

There are many internal-facing, short-term and/or quick-turnaround communications projects that you may prefer to create yourself. These include:

## ■ POSTERS

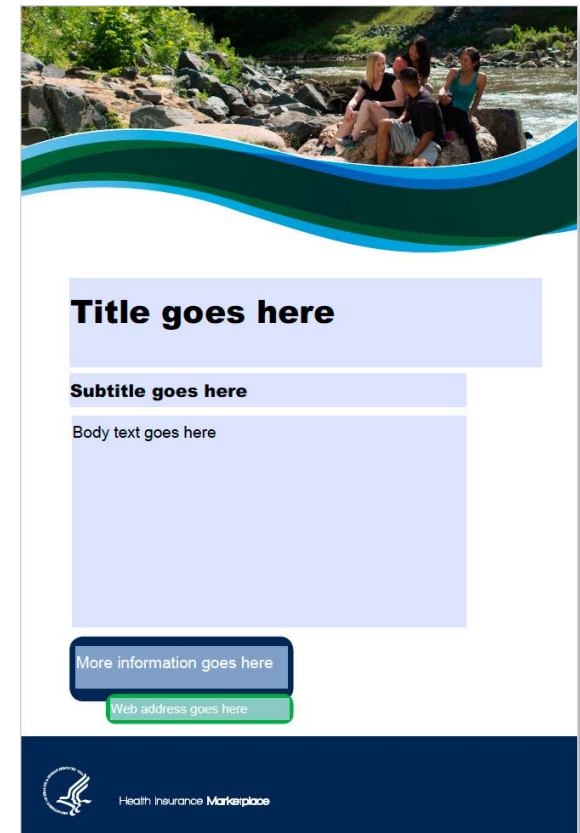
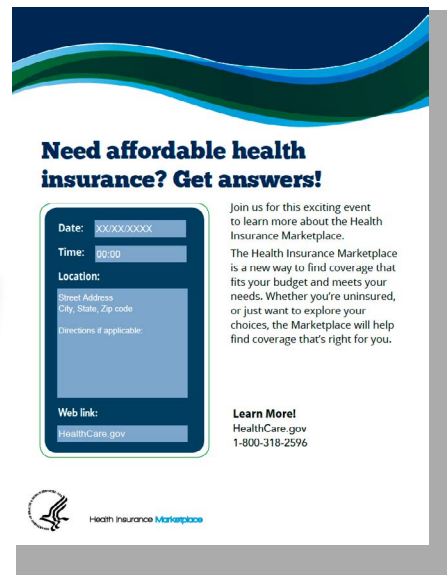
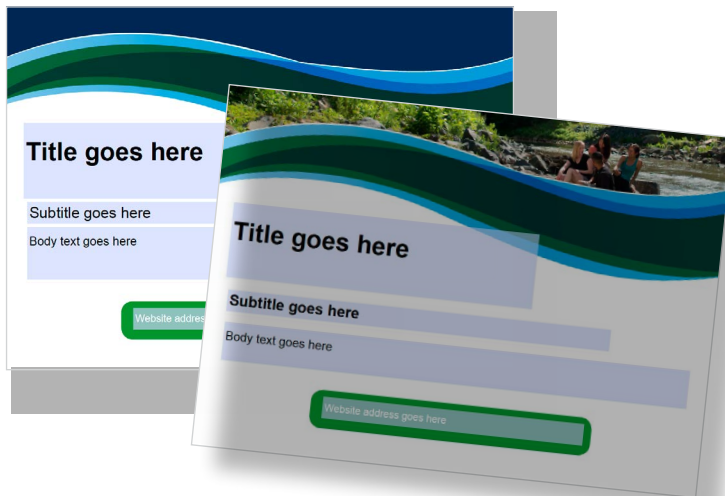
## ■ FACT SHEETS

## ■ FLYERS

## ■ POSTCARDS

## ■ VIDEO GRAPHICS

Materials that you create yourself should reflect the Marketplace brand using the templates in this toolkit. If you need more guidance, you can download the complete [Marketplace brand guide here](#).



## PRINT AND PRESENTATION TEMPLATES

Following are some basic templates that you can use as a starting point to create your own promotional materials. Each template is branded to reflect the Health Insurance Marketplace brand guide and includes Department of Health and Human Services logo and the Health Insurance Marketplace logo.

***Click on the links below to download zipped files that contain each of the product versions listed.***

### ■ **POSTER, 24" X 36" (FILLABLE ADOBE ACROBAT PDF)**

- *Generic (no image)*
- *Image (Diverse Group)*

### ■ **POSTER, 11" X 17" (FILLABLE ADOBE ACROBAT PDF)**

- *Generic (no image)*
- *Image (Diverse Group)*

### ■ **FLYER, 8.5" X 11" (FILLABLE ADOBE ACROBAT PDF)**

- *Generic (no image)*
- *Image (Diverse Group)*

### ■ **POSTCARD, 7" X 5" (FILLABLE ADOBE ACROBAT PDF)**

- *Generic (no image)*
- *Image (Diverse Group)*

### ■ **FACT SHEET, 8.5" X 11" (CUSTOMIZABLE WORD DOCUMENT)**

- *Generic (no image)*
- *Image (Diverse Group)*

### ■ **HEADER AND FOOTER GRAPHICS**

## DIGITAL VIDEO TEMPLATES

Digital video graphic templates are available for download in a variety of resolutions. You can use the video slate files as introduction or closing graphics. You can use lower 3rd title graphics to present information to support video presentations.

*To download static and animated video slates and lower 3rd graphics, click on the links below.*

- 480 RESOLUTION
- 720 RESOLUTION
- 1080 RESOLUTION



## DIY TOOLKIT FAQs

### 1. Who can I contact with questions about these templates?

You may contact CMS' Division of Design Services with any questions about the Marketplace brand and templates by e-mailing [DesignServices@cms.hhs.gov](mailto:DesignServices@cms.hhs.gov).

### 2. How do I print these materials?

You have several options for printing your DIY project. You may use an office or personal printer or a local printing business. If you need a file with crops and bleeds for a professional printer, contact [DesignServices@cms.hhs.gov](mailto:DesignServices@cms.hhs.gov). You may also share the file electronically via e-mail or by posting the file on the web.

### 3. How do I get started creating my own materials?

Download one of the templates and simply type your own content into the text boxes. Save the file as a PDF and print!

### 4. I don't have professional design software. Can I still create something to use?

Professional design software isn't required to use these downloadable templates. Posters, postcards and flyers are available as fillable PDFs. Fact sheet templates are available as Microsoft Word files.

### 5. Are these materials 508 compliant?

All Marketplace customizable PDFs created by CMS' Design Services are 508 compliant. Once you customize these files, you will be responsible for ensuring that they are 508 compliant, if required. More information about 508 compliance can be found at [www.section508.gov](http://www.section508.gov).