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- *El cerebro adolescente. La ciencia de hoy. Un futuro más brillante.*[®] (tag line word mark)
- ABCD logo in both English and Spanish (composite logo marks)



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- *Adolescent Brain Cognitive Development*SM *Study* (title word mark)
- *El Estudio del Desarrollo Cognitivo y Cerebral del Adolescente*SM (title word mark)

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Please use the following guidelines from the HHS Office of the General Counsel when using the word marks or logo marks.

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- Use the full name of the *Adolescent Brain Cognitive Development*SM *Study* (word mark) with service mark symbol and the abbreviated title *ABCD Study*[®] with 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.
- Use the format below (initial caps, bold type, words followed by service markSM or registered trademark[®] symbol) and be consistent in its use across all documents, webpages, etc.
 - After the initial use, you can use the title or abbreviation (ABCD Study) with no symbols.
- Whenever possible use the service mark or registered trademark as an adjective, not a noun.
 - Example: "The *Adolescent Brain Cognitive Development*SM *Study* (*ABCD Study*[®]) goals are to...."

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- Exception: When using the service mark or registered trademark in a title slide or a document header you can use it as a noun. Example: **Adolescent Brain Cognitive DevelopmentSM Study: An Overview** or **ABCD Study[®]: Summary of Participant Demographics**

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- Use the composite mark as designed, without modification.
 - The logo marks may only be used in their composite form, with the circle R (“®”). The tag lines may not be removed or displayed separately from the composite mark.
- Do not combine the registered trademark with the name or logo of any licensee or third-party product, program or service to create a composite mark. It must stand independent of other trademarks and may not be modified in any way.
- Do not incorporate any of the logo mark’s brand assets, or variations of them, into your own product features, product names, service names, trademarks, logos, company names, domain names, or social media accounts.
- Do not adopt marks, logos, or any other features that are confusingly similar to those of the composite logo mark or copy or imitate the ABCD “look and feel” or other identifiable and unique visual elements.
- Request a jpg version of the logo (the “composite logo mark”) designed with the registered trademark symbol (®) as part of the logo.

Use the following statement(s) in the footer or at the end of printed materials, slide presentations, and web pages (can be tailored for specific need):

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- For service marks: *“Adolescent Brain Cognitive DevelopmentSM Study, El Estudio del Desarrollo Cognitivo y Cerebral del AdolescenteSM, are service marks of the US Department of Health & Human Services (HHS).”*

Use of the word marks or logo marks on or in association with services, materials or websites should be in furtherance of the ABCD Study.

Contact [Katia Delrahim Howlett, PhD, MPP, MBA](#) or [Elizabeth Hoffman, PhD](#) if you have questions or if you would like to request a review of sample materials you have created that contain the ABCD Study[®] logo or word marks.