

LOCKUP

The ASHRM 2022 lockup is a combination of text, numbers and symbols. Left, right, top and bottom spacing of the lockup should be relative to the width and height of the letter M in the ASHRM acronym. This creates a title safe boundary allowing for a clean unobstructed visual presence at any size.



The minimum clear space is equal to one half "H" in the symbol.

COLORS

The ASHRM 2022 lockup color break down is designed to achieve a consistent look throughout all forms of branding mediums. These mediums include, but are not limited to, digital and print applications.

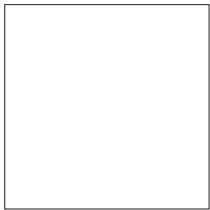
Primary Colors



Heritage Blue
PANTONE® 287 C
CMYK: 100, 75, 2, 18
RGB: 0, 48, 135
HEX: #003087



Deep Red
PANTONE® 201 C
CMYK: 7, 100, 68, 32
RGB: 157, 34, 53
HEX: #9D2235



White
White Space
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

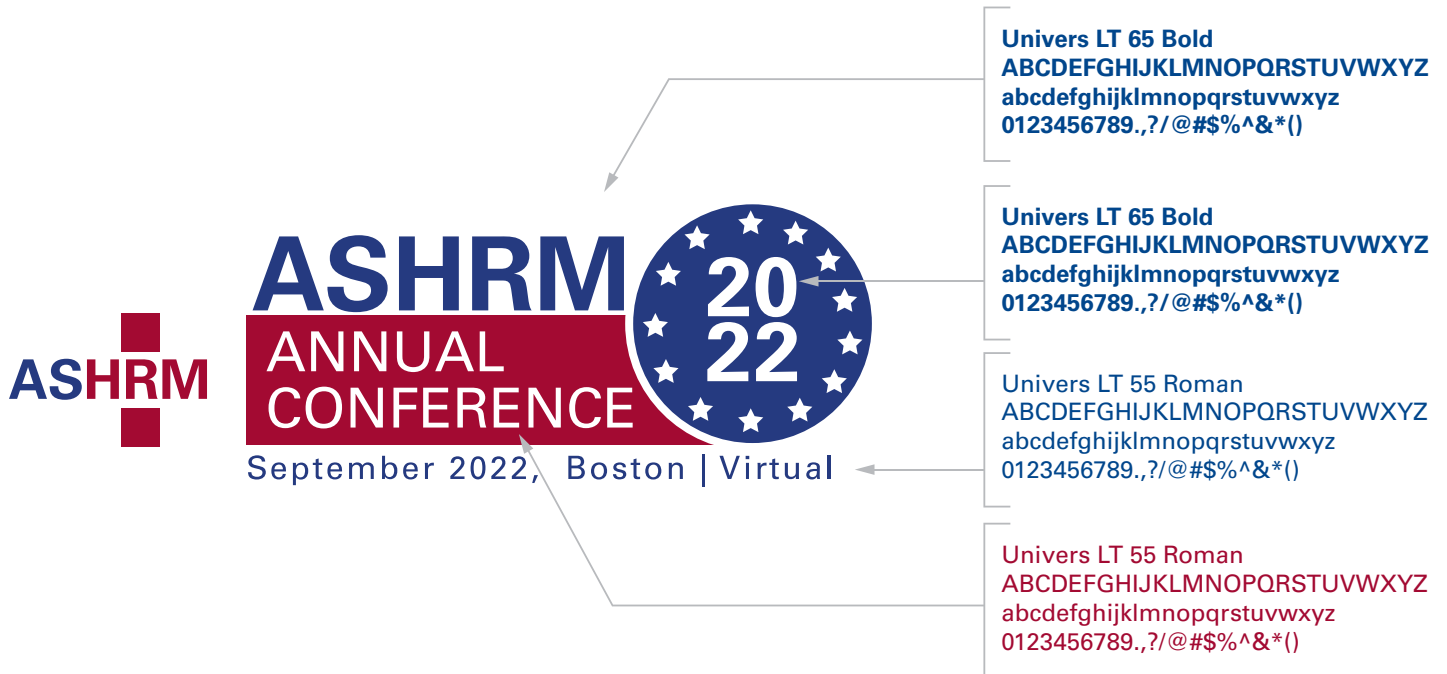
Secondary Color



Sky Blue
PANTONE® 292 C
CMYK: 59, 11, 0, 0
RGB: 105, 179, 231
HEX: #69B3E7

FONTS

The primary typeface is Univers. To promote a recognizable typographic style, the approved weights of Univers should be used as the principle font on marketing collateral, advertising, signage, and other external communications materials. When Univers cannot be used, such as in PowerPoint, Arial may be used.



FONT USAGE

Font usage guideline is outlined below. Font point sizes will vary depending on output size.

Univers LT 65 Bold
for all headlines

- Headline should be Deep Red

Univers LT 65 Bold
for subhead.

- Subhead copy should be Heritage Blue

Univers LT 55 Roman
for body copy

- Subhead copy should be Black (HEX: #000000).

MAIN HEADER

“Events done well turn into lasting experiences, which translate into long term ROI”

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse id elit in ligula vulputate venenatis. Proin malesuada tortor ac magna sodales, non vestibulum magna rutrum. Quisque augue dui, molestie quis dui in, cursus sollicitudin ipsum. Donec ornare cursus nunc vitae mattis. Pellentesque vulputate ultrices dui non ornare. Nam vel eleifend elit. Nulla rhoncus consectetur neque sollicitudin maximus. Sed sollicitudin ultrices pharetra. Nam cursus arcu sit amet facilisis porta. Nullam non tortor consectetur, maximus nisl ac, finibus neque.

LOGO OPTIONS

The logo should appear on a bright white background whenever possible. The reverse logo is used on a Heritage Blue background or other dark-colored backgrounds. Avoid placing the logo on non-approved color backgrounds or backgrounds without adequate contrast.



Primary

Use this logo when possible before the conference and for all materials distributed offsite.



Secondary

Use onsite at conference in spaces that the ASHRM logo does not already appear.



Tertiary

Use onsite at conference in spaces that the ASHRM logo already appears or where secondary logo does not fit.

USAGE

Below is an appropriate black, white or Blue color presence for the lockup.



LOGO OPTIONS

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- Do not alter the size relationship or alignment of the symbol to the wordmark.
- Do not scan the logo, copy it from an internet application, or use our logo with poor resolution.
- Do not outline the logo.
- Do not apply 3D graphic effects to any part of the logo.
- Do not alter the vertical or horizontal proportions of the logo.
- Do not apply graphic effects to any part of the logo.
- Do not alter the approved colors in any way.
- Do not add a drop shadow or any other treatment that affects the legibility of the logo.



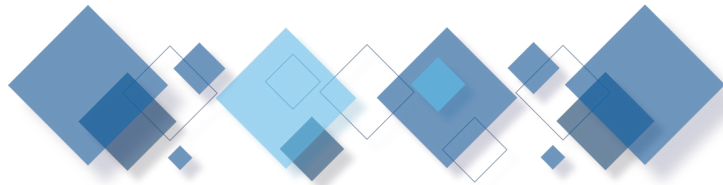
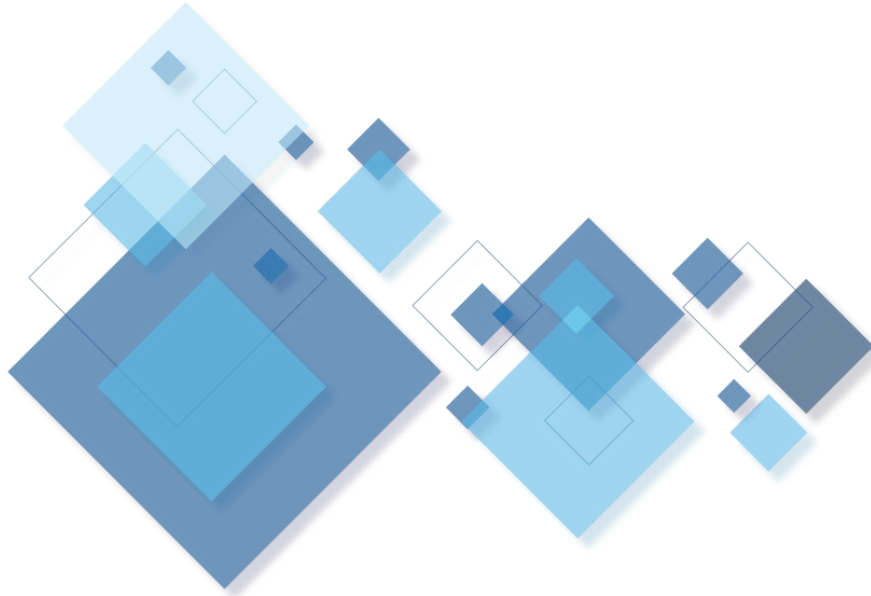
The tertiary logo is used only when the word breakdown in ASHRM get to small to read.



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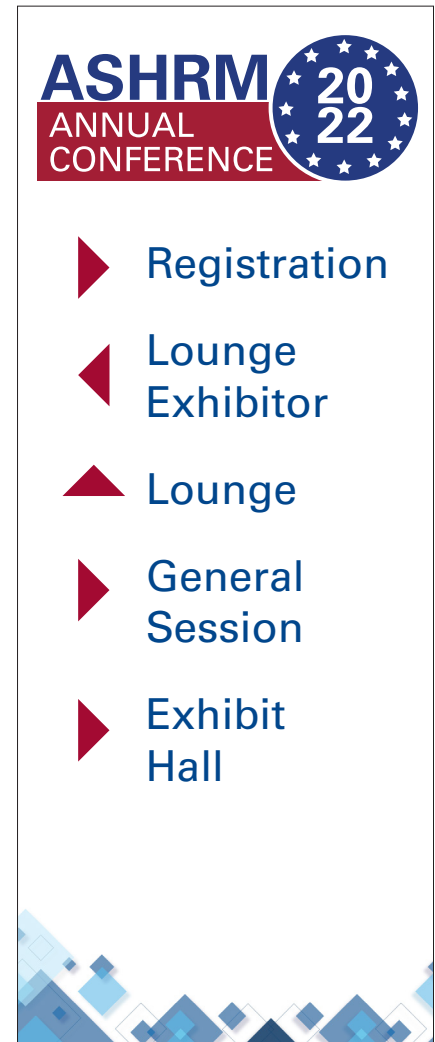
EXAMPLES



Reg kick (6' wide x 40" tall)



Easel sign (22" wide x 28" tall)



39" x 89" Standalone (shown 1/2 scale)

IMAGERY

Use images that reinforce appropriate brand characteristics. Simple images of people and concepts that capture positive expressions and attributes is preferred. Clip art or subject matter containing contrived poses and complex graphics should be never used. Examples of each are below.

Acceptable

- Seek imagery that portrays the diverse communities of hospitals and professionals.
- Images and subjects should portray positivity, reflect modern practices, and be welcoming in tone.
- Whenever possible, imagery should be medically accurate and authentic.



Not Acceptable

- Do not use photos that show members as unprofessional or unapproachable.
- Do not use low-resolution imagery.
- Avoid dollar sign imagery.
- Do not use overly abstract imagery.

