

Email Signature with Logo Guidelines

Approved:

A Unified Brand Approach:

These guidelines provide a framework for working with our identity in a consistent manner when using the American College of Healthcare Architects logo. Branding consistency communicates reliability and provides the foundation for working together in cohesive way.

Using the Logo:

The American College of Healthcare Architects logo consists of two parts: The ACHA initials and the American College of Healthcare Architects script. They should always work as a unit to reinforce the American College of Healthcare Architects' presence in the mind of the public, healthcare industry and in the profession of architecture.

The clean, sleek design of the ACHA logo is what makes it stand out. The logo should always be shown as clearly as possible and not be overwhelmed by other visual elements. The logo and its components must never be altered or modified in any way. The logo is most effective when positioned in clear space, which helps to protect its integrity. The logo must always be produced in the specific Pantone, cmyk, rgb or web color unless the application requires a grayscale or black/white line art option.

Acceptable Use:

- Logo colors Pantone 308 (blue) and Pantone 877 (gray).
- For black & white or grayscale, use 100% black.

Non-Acceptable Use

- Reversing of colors is not allowed.
- Grayscale version of logo is not allowed.
- Reversed (white) version of logo is not allowed.

Tag Line with Logo Only:

Experienced
Certified
Preferred

Experienced
Certified
Preferred

OR



Case: Upper Case/ Lower Case

Font Type: HelveticaNeue Regular (not bold, EITHER italic or non-italic)

Color: Grey (over White background)- Pantone 877 (CMYK: 0,0,0,40)

Brand Colors:

The standard colors for ACHA communication materials are Pantone 308 or CMYK equivalent of C=100, M=5, Y=0, K=47; Pantone 877 or CMYK equivalent of 40% black; and White.



Brand Typography

The Helvetica Neue and Myriad Pro type families are to be used for ACHA material.

Email Signatures:

ACHA's email signature is intended to be simple and straightforward. Everyone should use the style and the information shown in the example below.

Note: There are times when a specialty logo is created such as highlighting a program or anniversary. During these times and only during the duration of the program or anniversary year the specialty logo should be used. The logo will be provided by the ACHA Executive Office.

Email signatures will all carry the same basic information. If you do not use a mobile phone for business purposes you are not obliged to show it.

All email signatures should carry the ACHA logo. Do not substitute Century Gothic with another font. Do not change the formatting or colors.

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