

25th Anniversary Logo Guidelines for Email Signatures

A Unified Brand Approach:

We encourage you to join us in celebrating the American College of Healthcare Architect's 25th Anniversary by using our new anniversary logo in your email signatures from October 2024 through December 2025. This new, branded visual asset symbolizes a quarter-century of dedication and excellence.

These guidelines ensure consistent use of our identity when using this logo to build trust and lay the foundation for a cohesive brand experience.

Please note that the 25th Anniversary logo will not be available through Credly.

Logo Usage

The American College of Healthcare Architects 25th Anniversary logo consists of two elements: the ACHA initials and the full name. Typically, these components should appear together to reinforce our brand across the public, healthcare industry, and architectural profession. However, in certain instances, like social media, a shortened version may be used to save space. For email signatures, you may choose to use either the full or shortened version, depending on your preference.

With its clean, modern design, the ACHA logo stands out. To maintain this, the logo should always be displayed clearly and not compete with other visual elements. It should never be altered or modified in any way. For best results, the logo should be positioned in an open, uncluttered space to protect its visual integrity. Always use the specified Pantone, CMYK, RGB, or web colors unless grayscale or black/white is required.

Full version:



Shortened version:



Acceptable Use:

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

Unacceptable Use:

- Reversing of colors is not allowed.
- Grayscale versions of the logo are not permitted.
- White (reversed) versions of the logo are not allowed.

Typography

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

Email Signature Example:

ACHA's email signature is intended to be simple and straightforward. If you already use an email signature for your employer or company, feel free to place the ACHA signature directly beneath it.

Please follow the format shown in the example below. Replace the "2024 President – Board of Regents" with your specific role at ACHA or your certification status, such as "Certificant" or "Fellow."

Example with full logo:

Ann H. Adams, AIA, FACHA, EDAC
American College of Healthcare Architects
2024 President - Board of Regents
www.healtharchitects.org



Example with shortened logo:

Ann H. Adams, AIA, FACHA, EDAC
American College of Healthcare Architects
2024 President - Board of Regents
www.healtharchitects.org



Brand Colors

The primary colors for ACHA communication materials (including email signatures) are Pantone 308, Pantone 877, and White. Secondary colors include Website Green, Pitch Deck Light Blue, Pitch Deck Orange, and Pitch Deck Dark Green.



Pantone 308
CMYK: 100%, 5%, 0%, 47%
RGB: 0, 104, 145
Hex#: 376c8c



Pantone 877
CMYK: 0%, 0%, 0%, 40%
RGB: 167, 169, 172
Hex#: a7a9ac



Website Green
CMYK: 4%, 0%, 100%, 0%
RGB: 163, 217, 45
Hex#: a3d92d



Pitch Deck Light Blue
CMYK: 91%, 2%, 13%, 0%
RGB: 47, 172, 211
Hex#: 2facd3



Pitch Deck Orange
CMYK: 6%, 59%, 96%, 0%
RGB: 232, 129, 49
Hex#: e8812d



Pitch Deck Dark Green
CMYK: 54%, 19%, 100%, 2%
RGB: 141, 163, 62
Hex#: 8da33e