

LOGO USAGE GUIDELINES

Recognized Student Society of Health-System Pharmacy

The American Society of Health-System Pharmacists (ASHP) is a membership organization representing pharmacists who practice in hospitals and health-systems. Student Societies of Health-System Pharmacy (SSHPs) are located on pharmacy school campuses across the nation. ASHP supports and recognizes SSHPs through the ASHP-SSHP Recognition program. Those SSHPs who meet the annual requirements for recognition earn many tangible benefits, include the rights to the usage of the “Recognized SSHP” logo. SSHPs commonly use the logo on items such as website, newsletters, promotional materials, posters, and t-shirts.

By standardizing the use of the logo, consistency is assured, and our identity as the leading health-system pharmacy organization is reinforced. To secure and protect our logos for the benefit of our members, we would appreciate your complying with the guidelines for the proper use of the Recognized SSHP logo.

1. Do not use the Recognized SSHP logo unless you are specifically identifying your organization as being a currently recognized SSHP.
2. Do not use the logo in any fashion that may result in a likelihood of confusion of what organization you are representing (e.g. ASHP, your SSHP, or any other organization)
3. The logo should be used only in the exact format. Please do not make changes to the logo by grafting together two trademarks, making one word two, varying spelling, adding words or letters, abbreviating, using acronyms, or making a trademark plural or possessive. In addition, please do not alter the color, typography or proportions.
4. Do not use the logo on any products for which you intend to sell for profit. For example, you may not create a t-shirt with the recognized SSHP logo for use as a fundraiser. You may, however, use the logo on a t-shirt given to or purchased by your SSHP members, so long as you do not sell the item for more than the actual cost.