Brand Standards and Style Guide
THE ASHP BRAND

ASHP represents pharmacists who serve as patient care providers in acute and ambulatory settings. The organization’s more than 40,000 members include pharmacists, student pharmacists, and pharmacy technicians. For 70 years, ASHP has been on the forefront of efforts to help pharmacists achieve optimal health outcomes for their patients.

Today, ASHP represents pharmacists, students, and pharmacy technicians who practice in all areas of healthcare settings, including acute care (such as in hospitals) and ambulatory care (such as hospital-based clinics, physician practices, federally qualified health centers, and home infusion care). However, much of our image remains rooted in hospital-based care, as that was our focus when we were created in 1942 as the American Society of Hospital Pharmacists. ASHP changed its name in 1994 to the American Society of Health-System Pharmacists to reflect the transition from single hospitals to larger health systems.

Almost twenty years later, our name still causes some confusion among both prospective and current members, leaving them with the question, “Who is ASHP?” and “Do I belong?” These are questions not easily answered without first examining how our brand is perceived by members and other stakeholders. After dedicating more than a year to this process, we have the answers, and it starts with aligning our brand and our image with the vision for our membership.
A NEW VISUAL IDENTITY

Our new logo and tagline is the cornerstone for the ASHP brand. It was our goal for this new visual identity and tagline, “Pharmacists Advancing Healthcare,” to reflect the core attributes of ASHP:

• Strong and authoritative
• Member-driven
• Forward-moving
• Inclusive
• Patient-care focused

**Bold Font**
The bright, bold letters in the logo represent that we are strong and authoritative. We strive to work assertively, leverage our core strength in drug information, and be a leader for our field. They also represent our member-driven culture. We wholly exist to support our members, their careers, and our shared profession. By connecting members through our sections and forums and forming mutually beneficial partnerships, our work is focused on supporting our members’ work.

**Italics & Icon**
The letters, which are slightly italicized, and the dynamic graphic symbol represent ASHP as forward-moving. We are at the forefront of advancing our profession. Through our education, advocacy, and publications, we are the driving force for pharmacy practice.
The new ASHP visual identity is fresh and vibrant, like our brand, representing our inclusive character. With a long history of serving pharmacists in a variety of patient care settings, we are focusing on being visible and growing the strength of our offerings to every member. We want to ensure that pharmacists who practice across the continuum of medication use will view ASHP as the professional association that best meets their needs.

**Our Name and Tagline**

With this rebrand, we have consciously decided to gradually minimize use of our full name, the American Society of Health-System Pharmacists, and regularly use our acronym “ASHP.” It’s actually not that big of a change. Not only have we been known by ASHP since our founding, but the majority of members and the public already use our acronym as our name.

The term “health-system” in our name also confused some stakeholders about ASHP’s focus. For example, most people do not know that our membership section for ambulatory care pharmacists was created 20 years ago. Today it is one of the fastest-growing sections within ASHP. We want this important shift to signal how we want the ASHP brand to be perceived—we will no longer allow the term “health-system pharmacist” to define us or our membership.
Without using our full and legal name to describe our association, we will now rely on our new tagline to do just that.

This tagline identifies our core vision and mission, bringing value to our members in a way that is recognizable, memorable, and in one, succinct phrase. It also reflects another core attribute—that we are patient-care focused. Supporting our members has a direct correlation to our members’ ability to improve patient care and advance practice.
THE ASHP MISSION

The mission of pharmacists is to help people achieve optimal health outcomes. ASHP helps its members achieve this mission by advocating and supporting the professional practice of pharmacists in hospitals, health systems, ambulatory care clinics, and other settings spanning the full spectrum of medication use. ASHP serves its members as their collective voice on issues related to safe medication use and public health.

THE ASHP VISION

ASHP’s vision is that medication use will be optimal, safe, and effective for all people all of the time.

THE ASHP ELEVATOR SPEECH

ASHP represents pharmacists who serve as patient care providers in acute and ambulatory settings. The organization’s more than 40,000 members include pharmacists, student pharmacists, and pharmacy technicians.
ASHP LOGO RESOURCES

The ASHP Branding Committee has been charged with implementing and policing the ASHP visual identity system. You can download the logos, the Brand Standards and Style Guide, and a Quick Reference Standards and Style Guide on the ASHP Insider, under the Business Operations tab.

If you need approval to use the logo on non-ASHP materials, or for general questions about logo use, such as interpretations of logo rules, reviewing logo executions, requesting new logos for sub-brands or products, requesting versions of the logo or file types not offered online, or to get help determining the proper file for a specific use, please contact Public Relations.

COPY AND EDITORIAL GUIDELINES

ASHP is now using the acronym “ASHP” as its preferred name. The full name, the American Society of Health-System Pharmacists, will be used in limited and strategic instances. This means that unless specifically instructed, staff will always use “ASHP” in written and verbal communications.

The use of the full name will be limited to certain strategic instances, and will always appear secondary to the acronym. This may include being used in parentheses as ASHP (American Society of Health-System Pharmacists) at the bottom of the website or occasional uses in formal communications.
Writing Resources
We often get questions about the proper use of certain words, titles, and legal marks. Below we’ve outlined general rules for frequently used words and punctuation.

Healthcare
Healthcare should be one word, like its use in our tagline, “Pharmacists Advancing Healthcare”.
Example: CPHIMS is a professional certification program for healthcare information and management systems professionals.

Professional Designations
Use periods after abbreviations of educational degrees, such as:
Pharm.D.  M.B.A.  M.S.  B.S.Pharm.  Sc.D.

Do not use periods for certifications or fellows, such as:
FASHP  BCPS

Avoid “R.Ph.” or “P.D.” as professional designations.

Use the following order for professional designations:
Pharm.D.,  Ph.D.,  Sc.D.,  M.B.A. (or M.S.)*  BCPS,  FASHP

*Only use an M.S. or M.A. designation if it is NOT part of a terminal Ph.D. degree.

Describing Pharmacy or Pharmacists
Avoid using the term “health-system pharmacy” or “health-system pharmacists.”
Third-Person Descriptors for ASHP
Now that ASHP is minimizing use of its full name, it is no longer preferable to use the term “the Society” to describe the organization, as it may cause confusion. Other choices may include “the organization” and the “association,” as appropriate.

How We Describe Our Members
As stated in our elevator speech, our members are:
Pharmacists, student pharmacists, and pharmacy technicians

Boilerplate Language
ASHP represents pharmacists who serve as patient care providers in acute and ambulatory settings. The organization’s more than 40,000 members include pharmacists, student pharmacists, and pharmacy technicians. For over 70 years, ASHP has been on the forefront of efforts to improve medication use and enhance patient safety. For more information about the wide array of ASHP activities and the many ways in which pharmacists advance healthcare, visit ASHP’s website, www.ashp.org, or its consumer website, www.safemedication.com.
THE ASHP LOGO SUITE

The new ASHP logo consists of two elements:

• The logotype, which is the proprietary rendering of our name, ASHP.
• The graphic element in orange

Both the logotype and graphic element are original pieces of artwork and should not be altered in any way. The logotype or graphic element may never be used separately, but always together. There are no circumstances where either should be used alone.

There are three versions of the ASHP logo, one with the tagline, one with the tagline in alternate placement and one without.

![Logo with Tagline](image1)
![Logo with Alternate Tagline](image2)
![Logo Only](image3)

The usage of the three versions of the logos are in this order of preference: 1) The logo with the tagline, 2) the logo with the alternate tagline and 3) logo only with no tagline. The logo with the tagline is always the preferred logo. When a horizontal space is not available to fit the logo with the tagline, please use the logo with alternate tagline which is better for square or vertical spaces. When the logo is used at its minimum size and the tagline may not be easily readable, the logo without the tagline is then preferred.
**The Tagline**
The tagline should never be used alone without the wordmark and graphic element. It should not be used independently as a heading, headline or graphic element unless you have prior authorization.

**Color Options**
The new logo requires a minimum of 3-color printing: Blue, Orange, and Black. There will be times when you are limited to 1-color printing. Use the 1-color grayscale logo for these situations. When printing in 1-color (not black) use the reverse logo against a color block. We suggest limiting the use of the 1-color, if at all possible.
Logos For Color Backgrounds

The logo files are organized into two groups based on the background color. On dark backgrounds, the entire logo is white. On light-colored backgrounds, just the tagline is white. If the background is somewhere in between, make your decision based on whether white or black words are more visible against it.

Caution should be used in placing reverse versions to avoid midrange tones that do not provide sufficient contrast to all elements of the logo. Avoiding placement on 35% to 70% color density is recommended. It is important that the background provides sufficient contrast for the logo to be seen clearly.
**File Usage**

The logos have been provided in three different color formats: CMYK, RGB and Grayscale.

**CMYK**
These logo files should be used when you are professionally printing a design with a printer or other outside vendor. For example, book, brochure, banner and sign printing. Document printing at places like Fedex Kinko’s does not apply. Print presses print color onto paper using the CMYK color mode, a four-color mode that utilizes the colors cyan, magenta, yellow and black in varying amounts.

**RGB**
These are the most commonly-used logo files. These files should be used on websites, in documents and presentations. RGB is the color scheme that combines the primary colors, red, green and blue, in various degrees and is primarily used on computer screens and applications.

**Grayscale**
We have supplied logos in grayscale for when you are limited to 1-color printing. The only color in these files is black, in varying densities.
File Types

.EPS
Most printers and graphic designers will require an EPS file. These files are intended for use in high-quality or large-scale printing. An EPS file is a vector-based image and can only be opened in layout and imaging programs such as Adobe Illustrator®, Adobe Photoshop®, Adobe InDesign®, and Quark Xpress®. Without those programs, someone may not be able to view the EPS file. However, the same image may be viewed by opening the corresponding JPG or PNG file. Note: in the EPS file we have provided, the letters ASHP are no longer a font and have been converted to outlines.

.JPG
JPG is the most common image format used on the Web and in documents sent through e-mail. The JPG logo files include a solid white background behind the logo image and therefore cannot be used against a background with any color or tone in it. It can only be used against a white background and therefore not available for reverse logo options (see .png below). The JPG and JPEG formats are not intended for use in high-quality printing.

.PNG
A PNG file is the best choice when you need to place the logo on a color background (reverse logo) because it is transparent. The PNG format is not intended for use in high-quality printing.
Safe Area

The ASHP logo and tagline should always be surrounded by a generous amount of open space. Copy and images should stand clear of the logotype in all directions by a factor equivalent to the height of the logo’s graphic element.

The recommended minimum sizes for usage of the logo with and without the tagline are shown below. Avoid smaller sizes due to diminished legibility.
THE ASHP LOGO COLORS

The logo colors have been chosen for very specific reasons and cannot be altered. CMYK process build colors, RGB color values, and web-safe HEX color codes are specified below. Use these specifications when converting from one color system to another. Algorithms used by different design programs can render color conversions differently. Following these builds will result in consistent color use.

PRIMARY COLOR PALETTE

CMYK = 90|55|0|0
RGB = 0|110|183
HEX = 006EB7
PMS = 3005

CMYK = 0|65|90|0
RGB = 244|121|50
HEX = F47932
PMS = 151

PREFERRED SECONDARY COLOR PALETTE

CMYK = 71|48|41|13
RGB = 84|110|122
HEX = 546E7A

CMYK = 56|0|7|0
RGB = 93|201|231
HEX = 5DC9E7

CMYK = 56|0|95|0
RGB = 125|194|75
HEX = 7DC24B

CMYK = 22|100|100|14
RGB = 175|31|35
HEX = AF1F23

CMYK = 0|23|100|0
RGB = 255|196|0
HEX = FFC400
THE ASHP COLOR PALETTE

Blue, orange, and black are the predominant colors for our brand. They should be used as the primary color palette for all design projects.

A preferred secondary color palette has been created to provide guidance for consistency in future ASHP graphic activations. Use them to create emphasis and/or differentiation. However, it is not recommended to assign colors to specific organizational products or services.

ASHP TYPOGRAPHY

The font used in the tagline, “Pharmacists Advancing Healthcare” is treated as artwork and should not be reproduced or used in any other way. The font used in the sub-brand logos is Gotham Book. The use of this font will be explained in-depth in the sub-brand section.

In regular communications, the default font is Calibri. However, Calibri should be avoided for design projects.

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789(&$£,.!?)

0123456789(&$£,.!?)
LOGO VIOLATIONS

Do not alter or distort the ASHP logo. Examples of incorrect usage are shown.

1. The wordmark should never be separated from the graphic element under any circumstances.

2. Do not use another typeface to create the wordmark or tagline.

3. Do not reposition the tagline. If your design doesn’t accommodate the tagline in horizontal position, use the alternate version. If there is not room to accommodate the alternate version, then use the logo without the tagline.

4. Take care to keep the correct proportion of the logo when placing it in a document. If you are using a Microsoft Office program, to ensure the logo is not stretched out of proportion, always use the SHIFT button when dragging the corner of the logo image to make it smaller or larger.

5. Do not use the ASHP logo in a headline or sentence.

6. Do not run type or graphics on top of the ASHP logo.

7. Do not change the colors used in the logo.

8. Do not frame the logo in a box.

9. Do not use or create a shadow behind the logo.
It is incorrect to use ashp in a headline or sentence.
THE ASHP NAME

ASHP is now using the acronym “ASHP” as its preferred name.

Guidelines:
• The name should always be rendered in upper case, even in body copy.
• ASHP is an acronym, but it should never include spaces or periods between the letters.
• When communicating with external audiences, it may be appropriate to refer to ASHP as: ASHP (American Society of Health-System Pharmacists).
• ASHP has filed a trademark application, and it is pending at this time. Use the logo with the TM symbol today in all forms of communications. The ® symbol will be used in its place when the trademark is approved.
• We have provided logos with and without the TM. There are only a few instances where you won’t need to include the TM, such as on promotional items where the TM would be illegible. Please tell your printer they can choose not to use the TM from the logo file. The default logo will always be the logo with the TM.
SUB-BRANDS

The new ASHP logo is our master brand. All products, publications, meetings and initiatives must support the master brand and not establish distinct identities that detract from ASHP. Thus, we have created sub-brands and branded product logos for the following categories, as they need individual expression, but need to be communicated in a way that is subsidiary to ASHP:

• Sections & Forums
• Initiatives & programs
• Education
• Meetings
• Publications
• Products & services

At this time, these logos are still under construction and will be rolled out in Fall 2014. At that time, we will update these guidelines with specific rules and procedures.
CO-BRANDING

There will be occasions when ASHP partners or co-brands a product or program with another organization. In these cases, it may be necessary to display the ASHP logo, the partner logo, and/or a product logo, but it is still necessary to follow the basic rules of the brand to maintain integrity.

Most important is that the logo is displayed correctly, with enough space around it. Our logo should never be altered or “combined” with another logo in co-branding situations.

COMMUNICATIONS

There are templates available of the new ASHP business card, letterhead, and email signature. Please contact your manager to order materials.

Suggested Email signature in 11 pt

First Last Name
Title
Department
ASHP
7272 Wisconsin Avenue
Bethesda, Maryland  20814
Phone: 301-664-XXXX
Fax: 301-634-XXXX
www.as hp.org
email@ashp.org
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