



## **ASHP Brand Standards: External Partner Guidelines**

It is our goal to develop and maintain productive partnerships with our external stakeholders and customers. These partnerships bring opportunities for all of us to promote our common cause and messages. These guidelines were created to safeguard the ASHP brand but to also provide our partners the visibility they deserve when co-branding or in co-marketing efforts.

### **About ASHP**

#### **VISION**

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

#### **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.

### **Permission to Use**

Logo files and accompanying documentation will be provided to you by your point of contact at ASHP. Through transmission of these files or by contractual agreement, whichever comes first, you have permission to use the ASHP name and logo.

If you have questions about logo use, such as interpretations of logo use guidelines, reviewing logo executions, file types, or to get help determining the proper file for a specific use, please contact the ASHP Communications Division.

#### **OUR NAME**

When referring to ASHP, our acronym "ASHP" is our preferred name. It should always be rendered in upper case and never include spaces or periods. There are certain situations where it may be appropriate to refer to ASHP as: ASHP (American Society of Health-System Pharmacists), especially when communicating with external audiences.



## Logos Available

We prefer our partners use our logo without our tagline. In addition to our corporate logo, we have created partner logos for various needs. If your need does not fall in the list below, please continue to “Placement to Partner Logos” for guidance on how to visually setup multiple partner logos.

- Accredited programs  
Those that are a “Pre-Candidate,” “Candidate” and “Accredited.”
- Student societies
- State Affiliates

## Logo Basics

Please refer to our Style Guide or Quick Reference Guide for details on:

- Logo types
- Colors
- File types
- Minimum size
- Safe space
- Logo choices when used with light or dark-colored backgrounds

## Placement to Partner Logos

When displaying 2 more partner logos, the ASHP logo should be displayed correctly and not distorted or modified in any way, with enough space around it. Refer to our “Safe Space” rule in the Style Guide. The ASHP logo should never be altered or combined with another logo.

There are several types of partnership agreements; ones where we have an equal relationship, one where ASHP has the lead presence and one where the partner has the lead presence. These agreements are determined in the official partnership agreement. Please contact your ASHP representative if you need clarification on the type of relationship you have with ASHP.

The default is to use our full color logo on a white background whenever possible. Please be sure the logo only appears once on a single page or screen.

### EQUAL RELATIONSHIP

- The logos should be of the same visual size.
- Do not use any other visual divider between the logos or any extraneous design elements.



### ASHP LEAD

- The ASHP logo should be on the top or on the left with the partner logo on the bottom or on the right when logos are displayed/aligned.

### PARTNER LEAD

- This is up to the discretion of the partner, but we would prefer that the ASHP logo is the same visual size as the partner logo.
- Do not change the color of the ASHP logo to match the partner's visual system. If color usage is prohibitive, please utilize our grayscale options.

### Logo Don'ts

We realize our partners may need or want to create various marketing materials that feature the ASHP partner logos or multiple corporate logos. To that end, below is a list and illustrations of some reminders of how not to use the logo and tips that designers should take into consideration when designing. Refer to our Style Guide for a full list of logo rules.

1. Don't use the logo on products for which you intend to sell for profit, unless otherwise approved.
2. When ordering promotional materials such as t-shirts, pens, etc, be sure to send the logo guidelines to your vendor so they can double-check any logo violations.



Don't distort or skew the logo.



Don't rotate or tilt the logo.



Don't alter the colors of the logo.



For 70 years, *ashp* has been on the forefront of efforts to help pharmacists achieve optimal health outcomes for their patients.

Don't place logos over images or objects. The logo must stand alone and abide by our rules of safe space.

Don't place a shadow, outline or glow around the logo.

Don't use the logo within a sentence or within a headline of copy.



Don't use copy/graphic design using font treatments in place of the logo. Always use the logo artwork provided.

Don't use the ASHP logo as a favicon on social media.