A.S.P.E.N. CHAPTER GRAPHIC STANDARDS

Introduction

Welcome to the Graphic Standards Manual. This manual was developed to guide chapter leaders in promoting a consistent image for chapters of the American Society for Parenteral and Enteral Nutrition in all forms of communication. This manual can be distributed to volunteers and vendors responsible for implementing the brand to ensure your chapter's consistency.

If you are creating a specific printed piece, please refer to the appropriate sections of this manual to help incorporate the guidelines. Unique items such as signs and banners may require further interpretation of the guidelines.

All chapter communications should reflect the standards outlined in this manual. By adhering to them, we will help brand your chapter and A.S.P.E.N. among its many audiences and promote its mission.

Purpose of Graphic Standards

As it is with all communication, clear and consistent delivery is vital. There is no room for confusion in today's market. Organizations build strong brands and a positive identity through consistent reinforcement of the brand at every point of member and public contact. Your chapter's identity and the guidelines are designed to project a clear and unified image.

Branding

Every company, group, or organization is a brand. How that organization is perceived by the public is its brand image. Do not confuse branding with brand name awareness. *Brand name awareness* is the recognition of the chapter name. *Branding* is how customers perceive your chapter as a special brand, relevant to them. Branding informs your audience about the importance of your service and its impact on their lives, both personal and professional. Branding is not about advertising but positioning and delivering the brand image.

The Reason for Graphic Standards

New communication technologies have led to enormous and ever-increasing amounts of information sent to our audiences. Now more than ever, we are competing for the attention of many constituents who are bombarded with information from a variety of new sources. We must ensure our messages are instantly recognized as being "from your chapter." We must do what we can to be consistent in not only what we say, but also in how we say it. Otherwise our voice may get lost in the shuffle.

As compelling as many different voices may seem to be, communication is more powerful when we speak with one voice. It is confusing to audiences for an organization to support more than one identity. Organizations with strong identities are more likely to have a clearer sense of purpose, command attention, and raise dollars.

Everyone involved in communications at A.S.P.E.N. and at your chapter has a responsibility to apply the identity in a consistent and accurate way.

A.S.P.E.N. Chapter Logo Standards

A logo or mark is just one part of an integrated organizational identity. It is, however, one of the most important identity decisions any organization can make. A logo symbolizes you and your message. It is the face of the brand.

Logo

The term "logo" refers to the visual image of the chapter acronym. This representation must be used exactly as shown in the examples below and as described in the Chapter Logo Element Relationships section. The logo should be shown at all times with the tagline and lockup if space permits. If the canvas area for the logo is too small then the full name and tagline must be present elsewhere on the same page if possible.
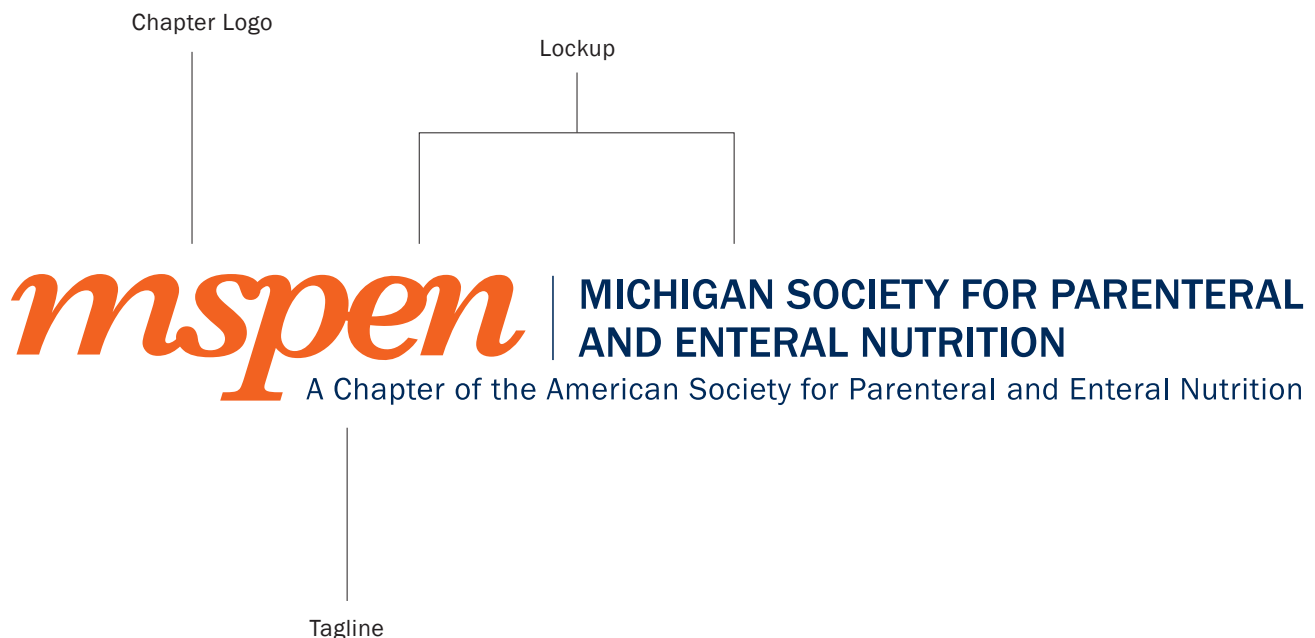
Lockup

The term "lockup" refers to the visual image of the logo with the complete name of the chapter. The lockup should be shown at all times with the tagline if space permits.

Reproducing the Mark and Lockup

Please obtain and use the electronic versions available from the brand manager any time the logo or lockup is needed. DO NOT attempt to recreate these elements in part or as a whole.

Contextual Usage

Any time the chapter name is or it's corresponding acronym is used in body text, such as in a letter, report, or article or promotional copy, it should appear in the same typeface as the body copy of that document. It does not need to be styled according to these guidelines.
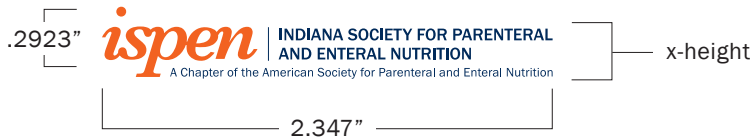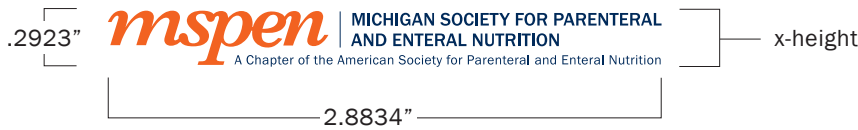
Chapter Logo

Lockup

mspen | MICHIGAN SOCIETY FOR PARENTERAL AND ENTERAL NUTRITION
A Chapter of the American Society for Parenteral and Enteral Nutrition

Tagline

A.S.P.E.N. Chapter Logo Size Requirements

To ensure legibility of A.S.P.E.N.'s chapter logo, a minimum size has been determined (this can differ depending on the chapter logo/tagline – see below).

The Minimum Size for A.S.P.E.N.'s Chapter Logos

- The preferred logo height is measured from the base of the logo to the x-height.
  This height cannot be smaller than .2923".
- The preferred logo width is determined by the preferred logo height when scaled proportionally.

.2923"   **mspen** | MICHIGAN SOCIETY FOR PARENTERAL AND ENTERAL NUTRITION
A Chapter of the American Society for Parenteral and Enteral Nutrition   x-height
2.8834"

.2923"   **sdcaspen** | SAN DIEGO COUNTY AREA SOCIETY FOR PARENTERAL AND ENTERAL NUTRITION
A Chapter of the American Society for Parenteral And Enteral Nutrition   x-height
3.0526"

.2923"   **ispen** | INDIANA SOCIETY FOR PARENTERAL AND ENTERAL NUTRITION
A Chapter of the American Society for Parenteral and Enteral Nutrition   x-height
2.347"

A.S.P.E.N. Chapter Logo Typography

Just as a logo communicates an organization's message, so does the typography. Type style, usage, placement and coordination all combine to reinforce and sometimes act as the sole interpretation of your brand. Effective typography applies not only to the logo or tagline but also to the secondary applications, such as the fonts used for all collateral copy.

The typefaces used in the A.S.P.E.N. chapter logo, tagline and lockup are:

(1) Logo Typography

Baskerville Bold Italic

(2) Full Chapter Name Typography
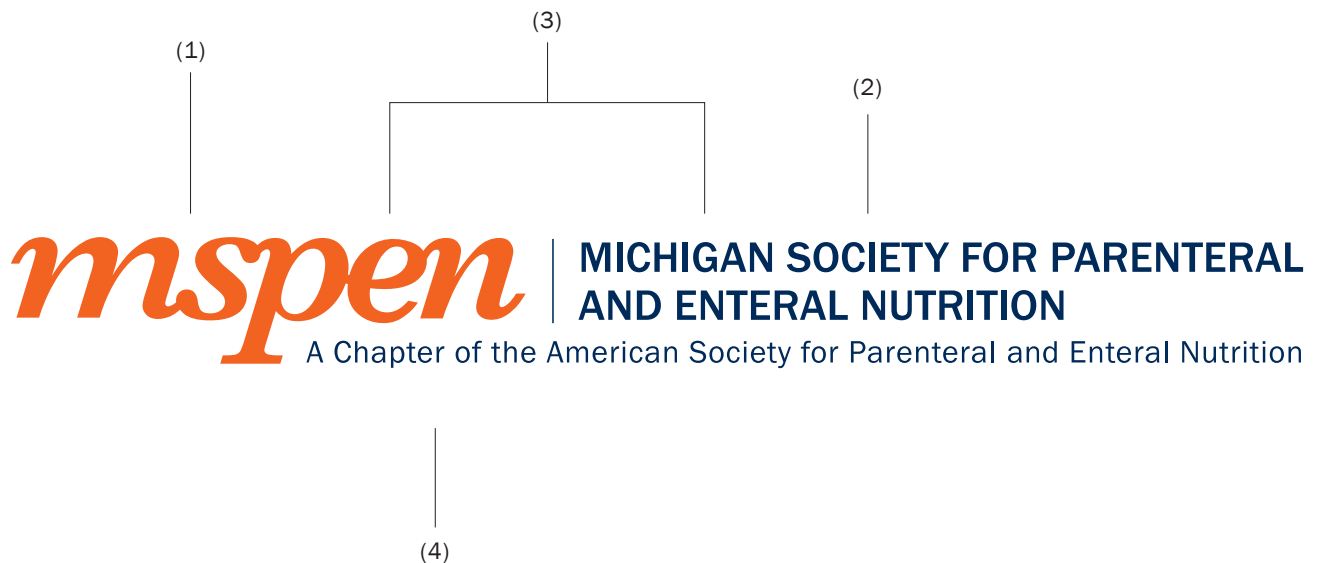
Franklin Gothic Medium

(3) Lockup Typography

Baskerville Bold Italic and Franklin Gothic Medium

(4) Tagline Typography

Franklin Gothic Book

The tagline typeface color should match the color of the full chapter name in the logo.

mspen MICHIGAN SOCIETY FOR PARENTERAL AND ENTERAL NUTRITION
A Chapter of the American Society for Parenteral and Enteral Nutrition

A.S.P.E.N. Element Relationships

Acceptable Element Relationships

This section documents the relationships among the elements used in the A.S.P.E.N. visual brand.

Shown are the correct guidelines for relationships between the A.S.P.E.N. visual brand elements.

x

x

x

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AND ENTERAL NUTRITION
A Chapter of the American Society for Parenteral and Enteral Nutrition

The A.S.P.E.N. brand elements must always be positioned away from any other graphic elements an amount equal to, or greater than (x).

A.S.P.E.N. Logo Colors

A.S.P.E.N.'s Logo Color Palette

These colors should be used for all A.S.P.E.N. Chapter logo branded collateral in print and online.

The Pantone colors and the respective color builds are provided below.

(1) Pantone 1665

CMYK Build: C=0 M=76 Y=100 K=0

RGB Build: R=221 G=72 B=20

HTML Build: #DD4814

(2) Pantone 648

CMYK Build: C=100 M=71 Y=9 K=54

RGB Build: R=0 G=40 B=87

HTML Build: #002857

(1)

(2)

(2)

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A Chapter of the American Society for Parenteral and Enteral Nutrition

(2)

A.S.P.E.N. Color Palette

A.S.P.E.N.'s Color Palette

The color palette is designed to accommodate a variety of communications materials, maintaining a cohesive look for all branded collateral. These colors should be used for all A.S.P.E.N. branded collateral in print and online. The Pantone colors and the respective color builds are provided below.

The primary brand colors are Pantone 648, Pantone 690.

A secondary palette has been developed to expand and complement the brand's primary colors.
This palette incudes both deep and bright hues. Together both palettes provide a cohesive color language.

Primary Color Palette

Pantone 648
CMYK Build: C=100 M=71 Y=9 K=54
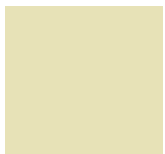RGB Build: R=0 G=40 B=87
HTML Build: #002857

Pantone 690
CMYK Build: C=25 M=96 Y=15 K=60
RGB Build: R=100 G=31 B=69
HTML Build: #641F45

Secondary Color Palette

Pantone 5875
CMYK Build: C=5 M=3 Y=26 K=6
RGB Build: R=214 G=212 B=174
HTML Build: #D6D4AE

Pantone 1665
CMYK Build: C=0 M=76 Y=100 K=0
RGB Build: R=221 G=72 B=20
HTML Build: #DD4814

Pantone 659
CMYK Build: C=60 M=29 Y=0 K=0
RGB Build: R=111 G=154 B=211
HTML Build: #6F9AD3

Pantone 574
CMYK Build: C=54 M=24 Y=85 K=69
RGB Build: R=67 G=81 B=37
HTML Build: #435125

A.S.P.E.N. Chapter Logo Backgrounds

When the logo is placed over background images such as illustrations and photographs, be sure to place it in an area where the logo will remain clearly defined. If the background texture is dark, be sure to use the white version of the chapter logo so that it is well-defined and clearly recognizable.

When the logo is placed over a solid colored background, be mindful of using the full-color logo on a light colored background and the white logo on a dark colored background.

The following are examples of acceptable logo backgrounds:

Full-color chapter logo placed behind a light texture background.

White chapter logo placed behind a dark texture background.

Full-color chapter logo placed behind a light colored background.

White chapter logo placed behind a dark colored background.