

Branding Guidelines for Local Section

Branding is about sending a consistent visual image so that it will be immediately recognized by members and customers. Every organization, regardless of size, needs to be conscious of this.

This document provides guidelines to the user on standard use of the **AIHA logo** that reinforces the association's graphic identity.

The AIHA logo is presented below in its correct form, including its minimum acceptable size, to be used for printed materials only.

The logo should never be altered or distorted in any way. The lettering and spacing are custom designed. It must not be re-drawn, but rather reproduced electronically from the digital source files available through Product Development and Marketing. The logo must not be used as a stand-alone identity element in configurations smaller than 1-1/4 inches in length.

The AIHA logo must appear on any print, web or multimedia application in conjunction with the local sections name and/or logo and not as the only visual identity on the particular application (i.e., the AIHA logo cannot be the only logo on that application).



Protecting Worker Health





Lighter backgrounds on certain applications call for a reverse logo. The logo below is an acceptable application as long as it adheres to the size requirement stated above.



Print Applications

Use of Color

The following guidelines are for printed materials only. **Printing the log in colors other than those specified is unacceptable.** You can find the logos at <http://www.aiha.org/Content/InsideAIHA/LocalSections/LocalActionMediaKit.htm>

Logo Mark: Pantone 314 (darker blue) and Pantone 7458 (lighter blue)

Logo Type: Pantone Black

Tagline: Pantone 314 (darker blue)



Web Applications

Use of Color

The following guidelines are for web/multimedia publication materials only.
Reproducing the logo in colors other than those specified is unacceptable.

Logo Mark: 40g132b169, #0084A9 (darker blue) and r137 g203 b233, #89CBE9 (lighter blue)

Logo Type: r35 g35 b35, #232323

Tagline: r0 g132 b169, #0084A9 (darker blue)



Incorrect Uses of the Logo

The logo is the central element of the corporate identity system, and as such must be displayed in a consistent manner, including spacing of the elements, the use of color, typography, and graphic display of the logo. **Following are some examples of incorrect logo usage that apply to both printed materials and signage.**



1. Do not screen the logo as shown.
2. Do not change the proportion of any elements within the logo.
3. Do not use the logo as a part of a sentence or phrase.
4. Do not use the logo with any additional elements.
5. Do not change the arrangement of any element in the logo.
6. Do not use the logo in positive form, i.e., white on black.
7. Do not change the typeface.
8. Do not add visual affects to the logo.

Please direct any questions to the AIHA Program Manager, Professional Community:
Thursa La at tla@aiha.org or (703) 846-0768.

Signature Page

I hereby acknowledge receipt and understand all provisions of this AIHA Branding Guidelines document. **I attach a copy of the item on which the logo appears/shall appear on for AIHA files**, and shall keep AIHA updated on any modifications or additions to all materials containing the AIHA logo.

Printed Name

Signature

Name of Local Section

Date

Please complete and return this page to AIHA.

Via Email:

Thursa La, tla@aiha.org

Via Mail:

AIHA
3141 Fairview Park Drive, Suite 777
Falls Church, VA 22042 USA
Attn: Thursa La

