

Guidelines for The ASHA Approved CE Provider Insignia

What is the ASHA Approved CE Provider Insignia?

The ASHA Approved CE Provider Insignia is a recognizable image ASHA Approved CE Providers can use to promote their status as organizations authorized to offer programs for ASHA Continuing Education Units (CEUs). It is flexible, easy to use, and legible. The Insignia includes language identifying the user as an “American Speech-Language-Hearing Association CE Approved Provider.”

How can the Insignia be used?

The Insignia can be used in general or corporate promotional pieces to denote that the organization is an ASHA Approved CE Provider. These pieces may be published on the organization’s website, in print advertisements, or informational brochures. The Insignia is not customized for individual Providers; however, it is a proprietary insignia reserved for use by ASHA Approved CE Providers only. **There is no additional sentence or accompanying text that is used with the Insignia.**

The use of the Insignia is optional. It cannot be used in the same way as, or in place of, the required Brand Block. The Insignia also cannot be used in conjunction with the Brand Block. The Provider is required to use the Brand Block—customized with the Provider’s name—on its primary course promotional materials.

How can a Provider get the Insignia?

The Insignia is available (in jpeg, gif, pdf, and eps formats) on a CD. The insignia image should be used as it appears on the CD; the image should not be altered (e.g., cropped, distorted, or supplemented with additional text). The Provider can use either a black and white version of the Insignia or a PMS 634 U color version. No other color can be used.

Who can answer questions or provide a copy of the Insignia?

Contact your Provider Manager.

Approved Providers will protect the integrity of the ASHA Approved CE Provider Insignia by adhering to these Guidelines. The Insignia is to be used by ASHA Approved CE Providers only. It is not to be shared with other organizations affiliated with the Provider or in conjunction with cooperative CE course promotional materials.

Insignia



Black only Insignia



Proper Appearance of the Insignia

Color Insignia

Symbol color PMS 634 U • CMYK 100c0m0y40k
• RGB 0r117g149b, type black



Insignia printed with black ink

When color is not available
the Insignia prints black



Minimum size no smaller than 0.5"

Insignia sample on backgrounds



Improper Appearance of the Insignia



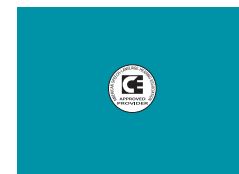
Insignia color has been
changed



Insignia has been reversed



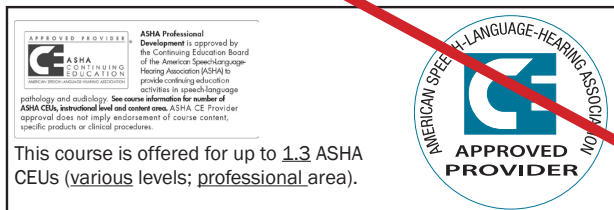
Insignia dimensions has been altered



Insignia is smaller than 0.5"



This course is offered for 1.2 CEUs
(Advanced level; Professional area)



This course is offered for up to 1.3 ASHA
CEUs (various levels; professional area).