

Brand Guide for ASHA Approved CE Provider Insignia

Overview

The **ASHA Approved CE Provider insignia** is a recognizable mark ASHA Approved CE Providers can use to promote their status as organizations authorized to offer programs for ASHA Continuing Education Units (ASHA CEUs). The insignia includes language identifying the user as an “ASHA Approved CE Provider.”

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 advertising your providership, informational brochures, course promos, and Save the Dates. The insignia is not customized for individual Providers; however, it is a proprietary insignia reserved for use by ASHA Approved CE Providers only. The use of the insignia is optional. The Provider is required to use the Brand Block—customized with the Provider’s name—on its primary course promotional materials and should not use the insignia on promotional material for courses.

Color Usage

We encourage Providers to use the full color, gray and fuchsia, insignia whenever possible. If the logo must be printed in one color only, we recommend using the all gray version. The black and white version is only used if you need the insignia darker to stand out against a lighter background.

Horizontal vs. Vertical Orientation

We encourage Providers to use the horizontal Approved Provider orientation insignia whenever possible. The vertical versions are available for Providers, but *should only be used in situations where the horizontal insignia does not fit*.

HORIZONTAL



ASHA CE
APPROVED PROVIDER



ASHA CE
APPROVED PROVIDER



ASHA CE
APPROVED PROVIDER

VERTICAL



ASHA CE
APPROVED
PROVIDER



ASHA CE
APPROVED
PROVIDER



ASHA CE
APPROVED
PROVIDER



Reversed Versions

The **reversed version** features the insignia in all white positive shapes bound by an outlined circle and white arrows. This maintains the consistency and integrity of ASHA's iconic silhouettes, waveforms, and arrows. We encourage the reversed version to be used only when against a dark background.



Minimum Size

Avoid using the insignia smaller than the recommended sizes as illustrated below. This will ensure clear reproduction and easy readability of the logo.



Incorrect Usage

Use only the full color, all gray, or black and white insignia provided above.

- **Do not rearrange** our insignia in any way. The ASHA faces/arrow should remain in its current horizontal position at all times.
- **Do not squeeze** our insignia. To ensure a strong brand identity, the proportions of our insignia should never be changed.
- **Do not stretch** our insignia. To ensure a strong brand identity, the proportions of our insignia should never be changed.
- **Do not change the typeface** of our insignia. Our insignia is set in URW Geometric, and approved design files should always be used.
- **Do not change the size of our insignia or move it.** The relationship of our insignia mark to the type lines should never change.
- **Do not add any effects to our insignia.** Adding extra effects to the insignia will reduce legibility and create an unprofessional appearance.
- **Do not change the colors** in our insignia. The colors of the insignia should always remain the same, unless when used in gray, black or white, or all white for one color.
- **Do not add a drop shadow** to our insignia. Adding a drop shadow to the insignia will reduce legibility and create an unprofessional appearance.
- **Do not rotate** our logo. Our logo should remain in its original position and orientation at 0° at all times.

