

# GUIDELINES FOR THE ASHA APPROVED CE PROVIDER BRAND BLOCK

The ASHA Approved CE Provider Brand Block was designed in 2008 to be the clearly identifiable trademark of ASHA Continuing Education's Approved Providers.

Organizations approved to provide continuing education programs that are offered for ASHA Continuing Education Units (CEUs) for audiologists and speech-language pathologists are required to use the Brand Block on their primary promotional materials for all continuing education activities offered for ASHA CEUs.

## ASHA Approved Brand Block

The Brand Block includes a Graphic Image and the Approval Statement. It is now customized with the Approved Provider's name.

## Size Requirements

When using the Brand Block in promotional brochures, the size must be large enough for all of the text to be readable. As long as the words that appear under the Logo image -- AMERICAN SPEECH-LANGUAGE-HEARING ASSOCIATION -- are clearly readable, then that size will be acceptable. In most cases, readability is acceptable when the minimum size for the short version is 3 1/8" x 1 1/2" and the minimum size for the long version is 5" x 1".

## ASHA CEUs and Instructional level information

The number of ASHA CEUs offered, the instructional level, and the content area should be included in a stand-alone sentence. The Approved Provider may insert the sentence in one of two places: 1) Place the sentence above, below or next to the Brand Block, or 2) Place the sentence next to the Course Description on the Approved Provider's promotional materials.

Approved Providers will protect the integrity of the ASHA Approved CE Provider mark from infringement by others and by adhering to the Guidelines. Below are samples of appropriate Brand Block Usage.

## There are two versions of the Brand Block to accommodate the size of the Approved Providers' promotional materials.

### Long



**XYZ Corp** is approved by the Continuing Education Board of the American Speech-Language-Hearing Association (ASHA) to provide continuing education activities in speech-language pathology and audiology. **See course information for number of ASHA CEUs, instructional level and content area.** ASHA CE Provider approval does not imply endorsement of course content, specific products or clinical procedures.

This course is offered for 1.0 ASHA CEUs (Intermediate level, Professional area).


### Short



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# PROPER USAGE OF THE BRAND BLOCK



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## Printing Logo Using Colors or Light Color Paper



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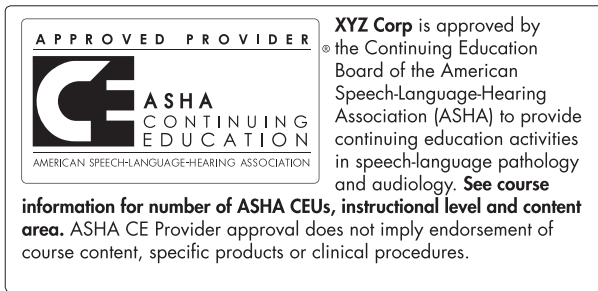
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# IMPROPER USAGE OF THE BRAND BLOCK

## Do not repeat the approval statement



APPROVED PROVIDER  
**CE** ASHA  
CONTINUING  
EDUCATION  
AMERICAN SPEECH-LANGUAGE-HEARING ASSOCIATION

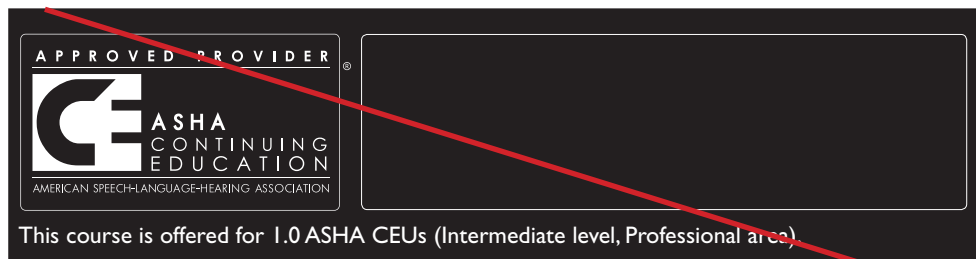
XYZ Corp is approved by the Continuing Education Board of the American Speech-Language-Hearing Association (ASHA) to provide continuing education activities in speech-language pathology and audiology. See course information for number of ASHA CEUs, instructional level and content area. ASHA CE Provider approval does not imply endorsement of course content, specific products or clinical procedures.

~~ASHA Professional Development is approved by the Continuing Education Board of the American Speech-Language-Hearing Association (ASHA) to provide continuing education activities in speech-language pathology and audiology. This course is offered for .2 ASHA CEUs (Introductory level; Related area). ASHA CE Provider approval does not imply endorsement of course content, specific products or clinical procedures.~~

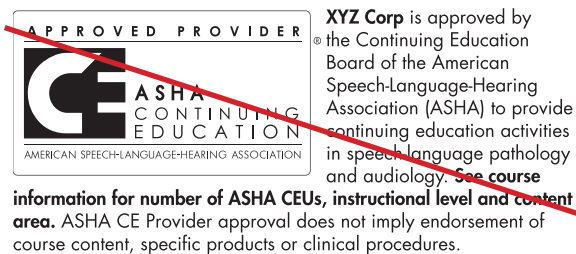
## Do not use Graphic Image alone without the approval statement



## Do not reverse colors – white letters, black block, black background



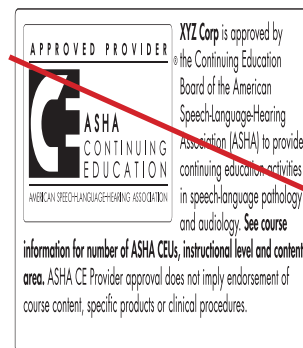
## Do not remove outside border



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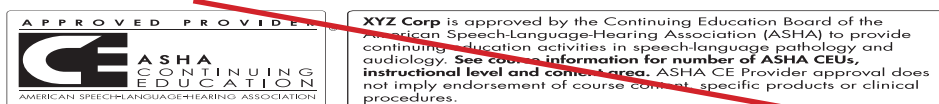
## Do not alter dimensions



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For non-technical questions about the ASHA Approved CE Provider Brand Block contact your provider manager. For technical questions contact Tarja Carter at 301-296-8713.