

AHRMM09 Logo Usage Guidelines

The AHRMM09 Conference Logo Guidelines provides an overview for consistent usage by all AHRMM09 exhibiting companies. This guideline provides easy-to-follow explanations and examples and specific instructions for the creation and use of marketing elements ranging from logos and print advertising to web and other electronic communications.

Definitions

Pantone Colors: The approved colors for rendering of the AHRMM09 Logo.

Conference Name: The full and formal designation of AHRMM09 as an entity of the Association for Healthcare Resource & Materials Management (AHRMM).

AHRMM09 Logo: The combined use of the corporate symbol and wording.

AHRMM09 Symbol: The box that serves as a visual identifier to heighten the impact of the conference date, location and theme.

AHRMM Name: The letters that make up AHRMM in the AHRMM09 name.

AHRMM09 Logo

The AHRMM Conference logo is comprised of three unique elements: The AHRMM09 Symbol, the AHRMM wording, and the Annual Conference & Exhibition designation.

The AHRMM09 Symbol is represented by the center box which includes the conference date, location and conference theme.

The color builds that encompass the AHRMM09 Logo are as follows:



AHRMM Name, Blue Section, Blue Dot, and Conference Year Designation:

89C, 50M, 11Y, 5K
1R, 110G, 164B

Green 09, Green Section:

70C, 0M, 100Y, 9K
74R, 169G, 66B

The AHRMM09 Logo must be treated as a complete element and resized proportionally. To ensure readability, the logo should always appear on a white or light-colored background. Do not add words or visual elements to the logo, including company subsidiaries, vendors, or product names.

Do not use the AHRMM09 Logo, symbol, or wording as part of a sentence or word phrase, or associate it with a non-related symbols or graphic element.

When reproducing the AHRMM09 Logo, please use the authorized artwork provided. When referring to the AHRMM09 Conference & Exhibition in text format, please always spell out the complete conference name the first time it is used. After that, it may be referred to as AHRMM09 in the remainder of the text.

The AHRMM09 Logo must *always*:

- Appear in isolation, uncluttered by competing images
 - Appear horizontally
 - Be generated from the high-quality artwork provided by AHRMM
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Clear Space

The clear space is defined as the white space or area surrounding the logo (above logo, below logo, to the left of the logo and to the right of the logo). The minimum distance of this space consists of one-half the height of the AHRMM Name. No written information or other company logos should appear within this space.

Logo Typography

Never reproduce the AHRMM name, as part of AHRMM09, by hand or substitute it with another typeface. Do not alter the letters, redraw them or respace the elements.

Appropriate Usage

To be visually effective, the AHRMM09 Logo with correct symbol and wording must be used consistently. The AHRMM09 Logo should only be used by conference exhibitors to promote their presence at the AHRMM09 Annual Conference & Exhibition. In no way should exhibitors use the logo as an endorsement of any specific company product and/or service or to in any way imply an endorsement of any company product and/or service

Reproduction

When reproducing the AHRMM09 Logo in printed pieces or electronically:

PRINT:

- Use the black, print EPS or JPEG files provided by AHRMM when printing one-color and two-color promotional pieces. EPS and JPEG files* have been pre-formatted in grey-scale at 300 dpi for exhibitor use only.
- Always use the color, print EPS or JPEG files provided by AHRMM when printing four-color process marketing pieces. EPS and JPEG files* have been pre-formatted in CMYK process at 300 dpi for exhibitor use only. *Always avoid using black in four-color process pieces.*

- Never use a reverse, screen tint or shade when reproducing the AHRMM09 Logo on a dark background.

** The EPS file should always be used as the first option as it will give you the cleanest and best print quality. The JPG file should only be used if your printer cannot accept an EPS file.*

ELECTRONIC:

- The color, web JPEG file provided by AHRMM should always be used as the first option for electronic marketing (web, email, etc.). It has been pre-formatted in RGB process at 72 dpi for exhibitor use only.
- Only use the black, web JPEG file provided by AHRMM when necessary. It has been pre-formatted in grey-scale at 72 dpi for exhibitor use only.
- Never reverse the logo on a dark background when reproducing the AHRMM09 Logo.

For promotional materials, black and CMYK process should be used, although there may be exceptions depending on the color of the promotional item.

If you have a request for another use, please contact AHRMM Marketing Manager Brenda Jones at (312) 422-3839 or at bjones@aha.org. All requests must be approved by AHRMM's Marketing Manager prior to printing.