

# AHRMM20+ Style Guide

## GENERAL GUIDELINES

The success of the AHRMM20+ Conference identity depends on a coordinated and consistent use of the logo standards outlined below.

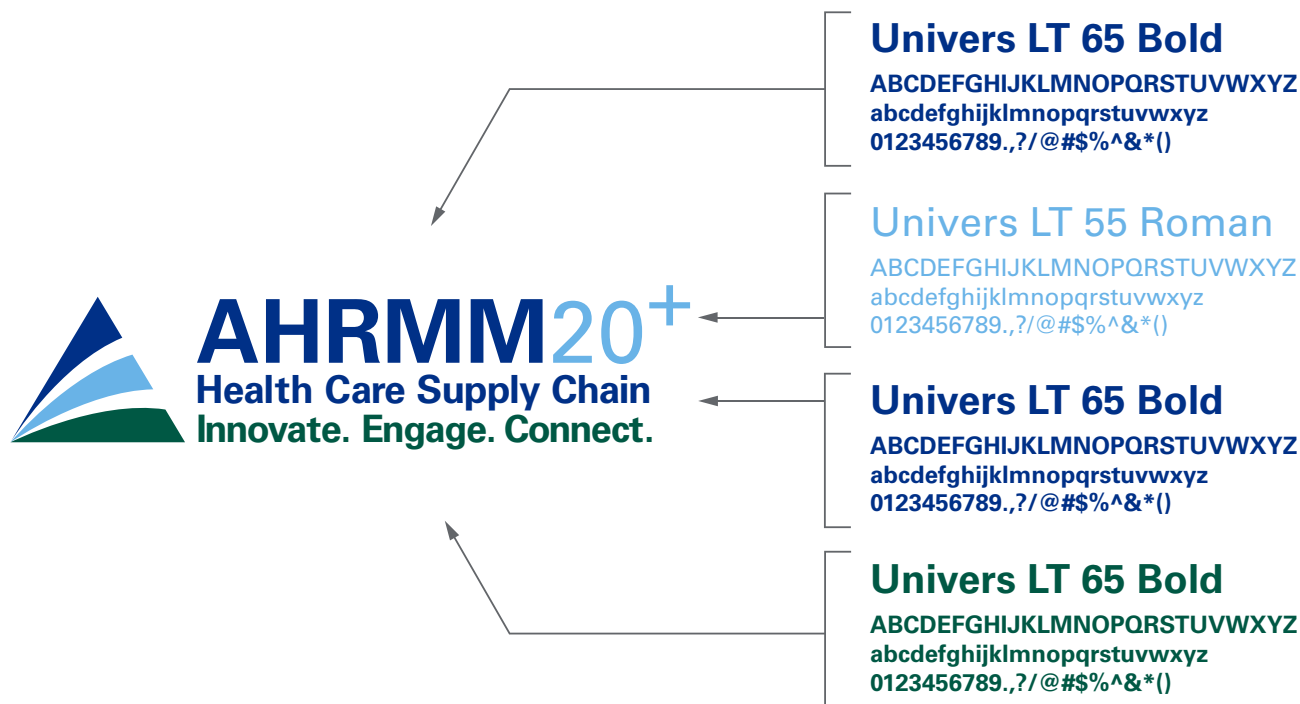
The AHRMM20+ Conference logo may be used by any AHRMM20+ exhibitor in email, web and print marketing materials, within below guidelines. It can be used on signs, banners, fliers, brochures, videos and PowerPoint presentations.

The AHRMM20+ logo should only be used by conference exhibitors to promote their presence at AHRMM20+. 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.

The purpose of the logo is to create a visual identity for the AHRMM20+ Conference that people within and outside the health care supply chain field will recognize. To be visually effective, the AHRMM20+ Logo with correct symbol and wording must be used consistently.

## FONTS

The AHRMM acronym is set in Univers LT 65 Bold followed by the number 20+ set in Univers LT 55 Roman. Health Care Supply Chain and Innovate. Engage. Connect. are set in Univers LT 65 Bold.



The image shows the AHRMM20+ logo with four callout boxes pointing to different parts of the logo. Each callout box lists the font used for that part and provides a sample of the font's character set.

- Univers LT 65 Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,?/@#%^^&\*()
- Univers LT 55 Roman**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,?/@#%^^&\*()
- Univers LT 65 Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,?/@#%^^&\*()
- Univers LT 65 Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789.,?/@#%^^&\*()

## COLORS

The AHRMM 2020 lockup color breakdown is designed to achieve a consistent look throughout all forms of branding mediums. These mediums include, but are not limited to, digital and print applications.



**AHRMM20 Blue**  
PMS: 287 C  
CMYK: 100, 75, 2, 18  
RGB: 0, 48, 135  
HEX: #003087

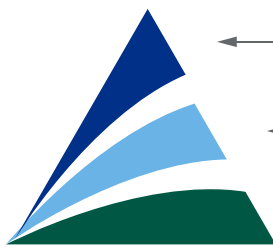


**AHRMM20 LT Blue**  
PMS: 292 C  
CMYK: 59, 11, 0, 0  
RGB: 105, 179, 231  
HEX: 69B3E7



**AHRMM20 Green**  
PMS: 7729 C  
CMYK: 95, 0, 75, 65  
RGB: 0, 88, 68  
HEX: 005844

## SAIL



**Innovate**

**Engage**

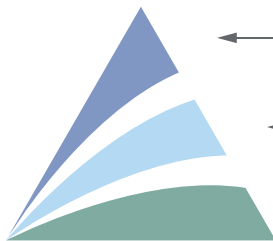
**Connect**

The triangular object in the AHRMM lockup is called the Sail. The Sail is made up of three smaller sails that represent the visual harmony of Innovate. Engage. Connect.

## USAGE

Only the Sail can be used in limited fashions to create stylized effects like the examples below.

- The base color of the sails cannot be changed.
- Variations on opacity of base colors is acceptable as long as it is within the color palette.
- The percentage of opacity should be consistent for each of the sails.
- The Sail can be used in one of the three colors as a solid single color or with an opacity.



**50%**

**50%**

**50%**



## USAGE

Below is an appropriate black, white or AHRMM20 Blue color presence for the lockup. The AHRMM20 LT Blue and the AHRMM20 Green should not be used.



## UNACCEPTABLE USAGE

Below are examples of wrongful interpretations of the AHRMM20+ lockup representing potential miscommunication of the entire brand/identity.



Sail should never be rotated upside down or on its side.

Lockup colors should never be altered from original format.



## FONT USAGE

The Font usage guideline is outlined below. Font point sizes will vary depending on output size.

**Use Univers LT 65 Bold for all headlines.**

- Headlines should be AHRMM20 Blue

Use Univers LT 55 Roman for subhead.

- Subhead copy should be AHRMM20 LT Blue.

Use Univers LT 55 Roman for body copy

**MAIN HEADER**

"Events done well turn into lasting experiences, which translate into long term ROI,"

Spicy jalapeno bacon ipsum dolor amet in pancetta chuck, bresaola et elit chicken alcatra do. Cupidatat aliqua nisi boudin ut shoulder ad. Reprehenderit in bresaola ex short loin, ut andouille magna dolore strip steak sed ham burgdoggen. Boudin eiusmod cow, ball tip aliqua pancetta pork chop short loin chuck cupim sed prosciutto exercitation minim. Short ribs tenderloin ut, capicola laboris boudin shoulder beef chuck kevin.

## LOCKUP

The AHRMM20+ lockup is a combination of text, numbers and symbols. Left, right, top and bottom spacing of the lockup should be relative to the width and height of the letter M in the AHRMM acronym. This creates a title safe boundary allowing for a clean unobstructed visual presence at any size.



If you have any questions, please contact Mary Kravenas at [mkravenas@aha.org](mailto:mkravenas@aha.org). All requests must be approved by AHRMM's Marketing Department prior to printing.