

ASHE AFFILIATED CHAPTER LOGOS

ASHE's affiliated chapters support the Society's mission and values on a state or regional level. Their impact is also influential and their seal of affiliation with ASHE symbolizes their intent to unite health care facility professionals nationwide.

ASHE affiliated chapter awards recognize the prior year's achievement for aligning with ASHE. For example, a chapter who achieves platinum-level status in 2014 will be presented with the award in 2015.

Logo Use

The use of the ASHE affiliated chapter logo expires after one year because it is dated. New logos are issued to affiliated chapters at the time of a new calendar year. ASHE Affiliated Chapters may use their designated logo on all promotional and marketing materials created by the organization that also align with ASHE's mission, vision, and goals. Use of the official ASHE logo requires a written request.



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Minimum Logo Size for Print Applications

ASHE's Affiliated Chapter logo should never appear at a height of less than 1 inch.

Minimum Logo Size for Web

Applications for Web applications, the logo should never appear at a height of less than 72 pixels or at a color depth of less than 32 colors.

Minimum Clear Area Around ASHE's Affiliated Chapter Logo

Using the square distance defined as "X," we have established a minimum clear area around the logo. This area must remain free of any text, photography or any other graphic element. This "clear zone" enables the logo to be easily recognized and ensures a prominent position.



ASHE Affiliated Chapter Logo Color Palette

The color palette of the ASHE Affiliated Chapter logo complements the official ASHE logo. Chapters' core color palette should be utilized as the dominant color signal in compositions.



ASHE Blue and Green

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PANTONE 8040 C
 C 44 R 146
 M 42 G 136
 Y 42 B 134
 K 4
 # 938885



PANTONE 872 C
 C 20 R 180
 M 30 G 151
 Y 70 B 89
 K 15
 # b4985a



PANTONE 877C
 C 0 R 167
 M 0 G 169
 Y 0 B 172
 K 40
 # a7a9ac



PANTONE 7532 C
 C 0 R 119
 M 17 G 99
 Y 50 B 65
 K 65
 # 766340