



Energy to Care Awards Promotional Guidelines

Congratulations on earning an Energy to Care Award! This set of guidelines encourages award winners to appropriately use the Energy to Care and associated logos within their promotional materials.

Please contact Landon Hegedus, lhgedus@aha.org, at ASHE if you have additional questions about promotional materials or utilizing the Energy to Care Social Media Toolkit for your promotional needs.

Correct Logo Usage

- The Energy to Care Award logos and its tertiary logos should be used consistently across all materials.
- Maintain a clear space around the logo to ensure visibility and readability.
- Ensure the trademark is clearly included.
- No other graphic elements (text or images) should encroach upon the logo.
- Ensure that the lettering inside the logo remains legible when reproduced in print or electronic formats.
- Avoid using the logo in any way that implies endorsement or approval by Energy to Care or ASHE.
- Do not incorporate the logo into organization names, product names, service names, website titles or social media accounts.

Proper Logo Usage:



- ✓ Clear space around the logo.
- ✓ Large enough to clearly read text.
- ✓ No other graphic element crowding the logo.



Prohibited:

- Do not alter the size relationship or alignment of the symbol to the wordmark.
- Do not scan the logo, copy it from an internet application or use our logo with poor resolution.
- Do not outline the logo.
- Do not apply 3D graphic effects to any part of the logo.
- Do not alter the vertical or horizontal proportions of the logo.
- Do not apply graphic effects to any part of the logo.
- Do not alter the approved colors in any way.
- Do not add a drop shadow or any other treatment that affects the legibility of the logo.
- The Energy to Care Awards logo should not appear as an outline (reversed colors).
- Do not modify or change the colors of the provided logos.
- Do not incorporate the logo into organization names, product names, service names, website titles or social media accounts.

Improper Logo Usage:



We are happy to be awarded the Energy to Care Sustained Performance Award from ASHE!

- ✗ Logo has been altered, so the dimensions are warped.
- ✗ Text is too close to the logo.
- ✗ The logo has been improperly cropped.

