AcademyHealth Design Guidelines for Interest Groups
Updated September 2019

Section I: Purpose

To enable individual interest groups (IG) of AcademyHealth to efficiently produce materials for the recruitment of new members to their interest group and to promote their events to their IG community, AcademyHealth offers the following brand guidelines and approval process for the creation of print materials, webpages, and social networking pages and groups.

Section II: Background

AcademyHealth recognizes the need for interest groups to have a degree of autonomy and discretion in creating promotional materials for their local use. However, each interest group has a unique personality and different design resources. These guidelines are intended to allow each IG to create materials that reflect their individual IGs personality and "brand" while ensuring the brand of AcademyHealth is maintained uniformly. These guidelines were drafted based on the following principles:

1. Use of the AcademyHealth logo is important to reflect each IG's affiliation with the organization and may be permitted, as long as basic guidelines for logo use are followed.

2. It must be clear that materials developed for IG use are the work of the IG, and are not construed as created by AcademyHealth.

3. Logo use guidelines need to be sufficiently detailed to allow expedited review and approval of documents by AcademyHealth.

4. Standard language will aid the interest groups in conveying the relationship between the IG and AcademyHealth, and in accurately reflecting the AcademyHealth brand.

Section III: Criteria for using the AcademyHealth Logo

Materials developed by interest groups that include the AcademyHealth logo must first be reviewed and approved by the AcademyHealth Communications department. Below are guidelines and a process for development and review.

Logo Use Guidelines

- The logo should be added to the document by the AcademyHealth communications team, to insure proper scale, resolution and usage

- The AcademyHealth logo may not be modified, altered or corrupted in any manner. This includes breaking it apart, using elements separately, outlining it, repeating it, using it as a background pattern, adding a texture, or any other modification.

- In IG materials, the AcademyHealth logo should be placed in the bottom left or bottom right corner of materials, flush with the respective left/right and bottom margin. The logo may not appear at the top of the page, nor should it be centered or joined with other text.

Logo Use Request/Approval Process

Develop your materials using your IGs preferred "look and feel." In your design, indicate the preferred location for the AcademyHealth logo and affiliation statement on your document.

- If you describe AcademyHealth in the body text, the following is the preferred language to use (please do not modify for any reason):

  "AcademyHealth is a membership organization representing individuals and organizations producing and using evidence to improve health and the delivery of health care, and a leading, non-partisan resource for the best in health research and policy."

- Submit document(s) for review via email to: **membership@ academyhealth.org**. Allow three business days for review and approval. Please note the program(s) used to create the document in the body of your email, as well as the deadline for response and the contact name, phone number and email address for the advisory committee member who requires the approval.

- Upon approval, the AcademyHealth Communications department will affix the logo and an appropriate affiliate statement, i.e., "Developed by the [IG Name] advisory committee. [IG name] is an official Interest Group of AcademyHealth," and return the documents to the contact listed.