



Student Chapter Design Guidelines

approved June 2019

Section I: Purpose

To enable individual student chapters of AcademyHealth to efficiently produce materials for the recruitment of new members to their chapter and to promote their events to their student 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 student chapters to have a degree of autonomy and discretion in creating promotional materials for their local use. However, each student chapter has a unique personality and different design resources. These guidelines are intended to allow each student chapter to create materials that reflect their individual chapters 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 student chapter’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 chapter use are the work of the chapter, 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 chapters in conveying the relationship between the chapter and AcademyHealth, and in accurately reflecting the AcademyHealth brand.

Section III: Criteria for using the AcademyHealth Logo

Student chapters may use the AcademyHealth logo pending the following criteria are met:

- Develop your student chapter materials using your chapters preferred “look and feel.” Free feel to use the graphic elements of the AcademyHealth brand. Do not alter the logo in any way as the chapter materials need to avoid the implication that the materials were created by AcademyHealth.
- The following is the only acceptable language for describing AcademyHealth (please do not modify for any reason): *“AcademyHealth is a membership organization representing health services researchers, policy analysts, and practitioners, and a leading, non-partisan resource for the best in health research and policy.”*
- **Materials developed by student chapters that include the AcademyHealth logo must first be reviewed and approved by the AcademyHealth Communications department.**
- 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.





Logo Guidelines

You can use one of the two logo versions show below. One is in color and the other is a black/white version.

The full color palette of the AcademyHealth logo is divided into two categories, primary and secondary. The primary color palette for the blue is PMS 2945 (*see below*) and the yellow is PMS 130 (*see below*). They are not to be altered. Color versions of the AcademyHealth logo should always be placed on a white background.



Logo placement:

The AcademyHealth logo must 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.

Signature text:

The following signature text needs to appear above the AcademyHealth logo in a font no smaller than 9 points: “Operated by the [Name] student chapter.”

Approval process

Submit document(s) for review via email to: richard.carson@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.

