

ACHCA

American College of
Health Care Administrators

BRAND GUIDELINES: February 2019

POSITIONING:

To be the premiere member friendly/ user friendly professional organization for post-acute and aging services health care administrators. Providing members a professional community to **BE MORE** with the resources to grow, connect and lead.

MESSAGING:

BE MORE!

- Grow: As a member of ACHCA, you will have access to education and career development resources built around core competencies for the post acute and aging services industry – enriching and enhancing your professional value
- Connect: Tailor your ACHCA experience by building a diverse network of colleagues, both locally and nationally that supports your goals using the ACHCA Member Portal
- Lead: ACHCA provides members access to networking, professional education and mentoring resources that will empower you and expand your opportunities for growth and knowledge of industry advancements

VISUAL CREATIVE DIRECTION:

- Position industry distinction (elite)
- Healthcare administration (LTC) industry centered
- Current – forward looking – strategic
- Accomplished - professional (individual)
- Bright and engaging

COPY TONE/VOICE:

Light, energetic, engaging, conversational, not too copy heavy, easy and quick to digest, with pullouts, quotes, etc..Clear, concise and value focused.

BRAND SIGNATURE:

The standard 4-color ACHCA logo can be used on white to light-colored backgrounds, provided readability is not compromised.
Do not use the 4-color logo on dark backgrounds.

The white ACHCA logo should be used on dark colored backgrounds.

Files for print applications:
.eps or .jpg CMYK files

Files for web/digital applications:
.jpg or .png RGB files





MINIMUM SIZE:

• 1 5/8” complete logo



• 1/2” circle icon only





LOGO CLEARANCE SPACE:

This space should always remain clear of other graphics and type (see example for clearance guide rules).



LOGO WITH ADDRESS SIGNATURE:

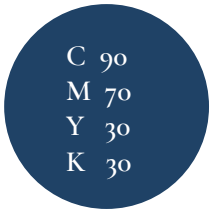
Below is the preferred treatment of the logo with the address line:

ACHCA
American College of
Health Care Administrators

1101 Connecticut Ave.| Suite 450 | Washington, DC 20036

BRAND GUIDELINES: Brand Colors

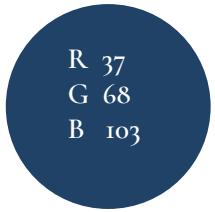
PRIMARY COLOR PALETTE:



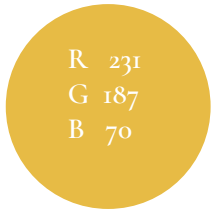
PMS 7693



PMS 142

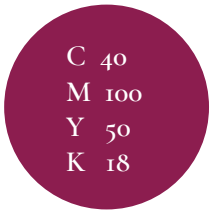


Web/digital

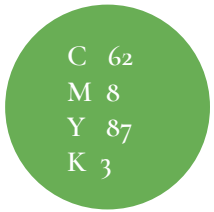


Web/digital

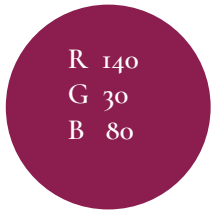
ACCENT COLORS:



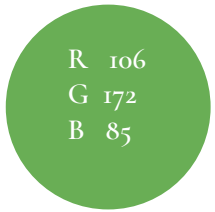
PMS 221



PMS 360



Web/digital

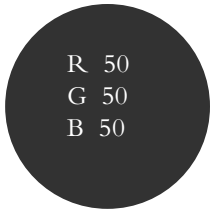


Web/digital

TEXT
BODY COPY COLOR:



90% Black



Web/digital

HEADLINE FONT:
Proxima Nova Medium

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Extra Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SUBTITLE /
ACCENT FONT:
Cormorant Garamond

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Cormorant Garamond Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

BODY COPY FONT:
Helvetica Neue (T1)45 Light

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Cormorant Garamond

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

WEB AND GENERAL
IN-HOUSE FONT:
Helvetica Neue (T1), Family
Light, Medium, Bold, Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z