



# | Logo Usage

ASHI offers CPR, AED, first aid, and advanced emergency care training solutions for experienced instructors who want flexibility in their classrooms and streamlined program administration at their training center.

## Logo with “Approved Training Center” Endorsement

The endorsed ASHI logo is comprised of two rectangles, the ASHI logotype, and the “Approved Training Center” endorsement. These elements must be used together as a whole and never altered in any way.



## Logo with “Approved Training Center” Clear Space

The ASHI “Approved Training Center” logo should always have a set amount of clear space left around it. The cap height of the H should be used as a guide for clear space.



## Brand Color

Below is the approved color for the ASHI logo.

### Spot Color

(for sheet fed printing)



PMS 288 C

### 4 Color Process (CMYK)

(for traditional & digital printing)



C=100 M=75 Y=0 K=24

### RGB (Screen)

(video, PowerPoint, & email)



R=0 G=65 B=134

### HTML (Web)

(web safe color)

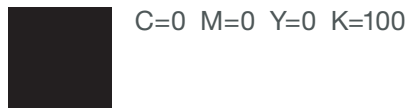
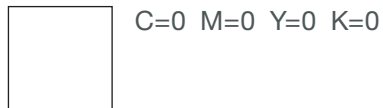
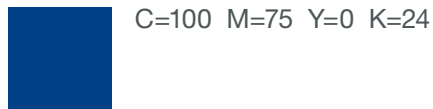


HTML= #004186

## Logo Color Usage

The ASHI logo is one color and may be used in the brand dark blue, white, or black. Only use black when being limited to black & white printing.

### 4 Color Process (CMYK) (for traditional printing & digital printing)





# Logo Size

## Minimum Logo Size

The ASHI “Approved Training Center” endorsed logo may be no smaller than .6375 inches tall.



## Unapproved Usage of the Logo

Below are examples of unapproved uses of the ASHI logo.



**Do Not** adjust the transparency of the logo over the background.



**Do Not** make the logo two colors.



**Do Not** reconfigure the logo elements in any way.



**Do Not** alter the proportions of the logo elements



**Do Not** use the logo in an unapproved color

## Use of the American Safety & Health Institute Name

**USAGE:** When in writing, American Safety & Health Institute will either be spelled out in its entirety (each letter of each word being capitalized with an ampersand being used instead of an “and”) or abbreviated into the initials ASHI (each letter capitalized without an ampersand). The first reference in a publication to American Safety & Health Institute should be spelled out, followed by “(ASHI)”.

**BRAND:** American Safety & Health Institute carries the voice of a trusted market leader. It is confident in its proven background of emergency care training, but is always friendly and caring, committed to the customer’s satisfaction. It will be optimistic and trustworthy, maintaining a focus on clear and direct instruction.

**VOICE:** Optimistic, Caring, Passionate

**MANNER:** Proven, Smart, Persuasive



## For Questions or Artwork Requests for the ASHI Brand

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