Who can use these tools?
ASTHO created these marketing materials to help state and territorial health agencies promote proven messages within their jurisdictions. ASTHO encourages all governmental public health departments to use these resources. They are free tools that can be used by health agencies alone or in conjunction with other messaging and marketing materials. Broader use by private or non-profit entities, though they may be part of the public health system, is not permitted. Any use of these materials in a manner that is likely to cause confusion, mistake, or deception, is also prohibited.

The graphics and text provided here are the property of the Association of State and Territorial Health Officials. All governmental public health departments are authorized to use these tools in conjunction with their own communication activities. They may not, however authorize their use in any proprietary manner. Note also that the ASTHO logo may not be altered in any way, except as noted in this Guide. Other parties interested in using the tools must obtain the written permission of the Association of State and Territorial Health Officials. This may be requested by writing to:

Communications Department
ASTHO
2231 Crystal Drive, Suite 450
Arlington, VA 22202
asthocommunications@astho.org

ASTHO Brand and Identity Guidelines
The ASTHO brand and identity guidelines are the basis for promoting a distinctive and consistent graphic identity for all visual communications of the ASTHO brand. As the ASTHO branding system continues to develop, this document will expand to include additional guidelines for specific executions throughout ASTHO products, communications, and initiatives. The ASTHO brand and identity guidelines are meant to help coordinate the customer-facing communications and usage of the ASTHO identity throughout the organization. Since these materials are often the first contact someone has with the ASTHO, it is important that these communications remain consistent in their presentation of the ASTHO brand.

Identity
The ASTHO identity is composed of one mark (also known as the ASTHO logo or the ASTHO seal) and one signature treatment of the association’s name. Each signature is composed of specific letterforms created expressly for the ASTHO brand identity. The ASTHO identity should be used in a consistent and prominent way on all materials, websites, and communications.

Note: As the ASTHO Branding System continues to develop, this document will be updated to include additional guidelines for specific executions throughout ASTHO products, communications, and initiatives. Please check website for latest version available.

Association of State and Territorial Health Officials
2231 Crystal Drive, Suite 450
Arlington, VA 22202 www.astho.org
Standard Identity

An identity lock-up is a consistent relationship between the mark and the signature, when used. Two standard identity lock-ups have been developed: one aligned left and one centered. Unless designated in the branding guidelines for tagline identity, letterhead, envelopes, sub-branding, or co-branding, variation from these two lock-ups is not permitted. The ASTHO logo should not be used without a signature unless the full ASTHO name is prominently displayed outside the lockup, such as in a heading, title, or footer.

SMALLEST recommended size:
  - web height for the logo is 58 pixels.
  - print size for the logo is half an inch

Signature

The signature is a type configuration of the association name using specific letterforms created expressly for the ASTHO brand identity.

Clear Zone

A protected area proportionate to the identity itself has been determined for each version of the ASTHO identity. This area should be clear of any other elements. More space should be used when possible to give the identity the most visual impact. Except as designated in the guidelines for tagline identity, letterhead, envelopes, sub-branding, and co-branding, no other elements or type (such as an address block) should be “attached” to the ASTHO identity.

Improper Use

The identity should never be altered from any of its two lock-ups. Neither the identity nor the logo should be used as design elements. Examples of improper usage include the following:
  - Cropping the identity over a fold or off the edge of a page
  - Skewing or distorting the mark or signature
  - Changing the proportions between the mark and the signature
  - Cropping or screening the mark
  - Placing the mark behind text
  - Placing the mark or identity over a pattern or image
  - Using any piece or part of the mark as a separate element
  - Tombstoning: repeating the identity in several places on a single page
  - 3-dimensional or drop-shadow treatments
  - Angling the identity; the identity should always appear at 180˚
  - Outlining the identity
  - Repeating the identity as a pattern

Note: As the ASTHO Branding System continues to develop, this document will be updated to include additional guidelines for specific executions throughout ASTHO products, communications, and initiatives. Please check website for latest version available.
• Using the identity, logo, or signature in any color other than the ASTHO blue and orange, black, or white reversed on a solid, approved color

Color
A company’s graphic identity will be more memorable if its colors can be consistently identified. The ASTHO identity is two-color and should be used as such, with the exception of a black-and-white application. It should always be presented and/or specified in the appropriate ASTHO color and black, or black and white. Other color treatments for the ASTHO identity are unacceptable.

Situations may arise where only one color is available. In such cases, the elements of the identity should be converted to solid black. For maximum recognizability, it is preferred that the ASTHO identity appear on a white background whenever possible. When a black or color background needs to be used, the elements of the identity should be knocked out to white. The background should be a solid hue only, and dark enough to promote a strong contrast and clear readability of the identity.

Recommended Corporate Typography
In order to maintain a consistent brand identity, it is recommended that the following fonts be used in all customer-facing materials. The recommended primary sans serif font for the ASTHO brand is Calibri 11 pt.

Font consistency is an important visual cue that reinforces an organization’s brand. This font should always be used for customer-facing materials (brochures, presentations, letters, etc.) when the intent of a piece is to promote the organization or a goal is to reinforce the ASTHO brand.

EXCEPTION: Web pages should continue to use standard Web fonts (e.g., Arial) due to issues of font legibility in Web browsers.

Co-branding
Co-branding guidelines apply to a group or association not owned by or affiliated with the ASTHO who wishes to use its identity in association with ASTHO. All graphic identity guidelines apply. External organizations may not incorporate the ASTHO graphic identity into their graphic identity. When used in marketing and communications materials, the graphic identities of each organization must be distinct from each other.

Please contact Paula Steib at psteib@astho.org; 571-527-3173 with any questions regarding guidelines for co-branding.