

## **2017 AAPM&R Industry Relations Council (IRC) Logo Brand and Use Guidelines**

### **Introduction**

AAPM&R adheres to consistent brand use guidelines and policies. Commercial and non-commercial supporter use of AAPM&R logos is only permitted with consent from AAPM&R. Supporters must adhere to the guidelines outlined by AAPM&R on proper use of the AAPM&R Industry Relations Council (IRC) logo. The IRC logo may be used for the calendar year of the support and up to 30 days after. The IRC logo must be removed no later than January 30 of the following calendar year.

### **Placement**

The AAPM&R IRC logo provided to supporters may be used on a supporter's website as well as on print and marketing pieces to AAPM&R members and attendees.

### **Area of Isolation**

The AAPM&R IRC logo requires a protective area of isolation around it in order to maintain integrity, legibility and maximize its prominence on the page. The area of isolation prevents the interference of any graphic elements and/or type that may detract from the logo. The graphic represented in this document defines the area of isolation as 1 "C" width. Use this measurement as a guide when determining how close to place art in relationship to the logo.

### **Size Reproduction Guidelines**

Correct sizing is critical in order to preserve readability. The preferred size on most collateral is 1.5" width minimum.

### **Logo Violations**

It is vital to reproduce the AAPM&R IRC logo in a clear, consistent way to maintain a coherent visual style. It must always be represented in the correct form and color using the original artwork. Manipulation of the AAPM&R IRC logo in any form is prohibited. Any alterations will result in a violation and degrade the value of the brand. Violation of the guidelines will result in an immediate request from AAPM&R to cease using the IRC logo.

Additional violations include:

- do not add drop shadows or other special effects
- do not recreate in a different typeface
- do not rearrange the elements
- do not transform the type into outline
- do not enclose the AAPM&R IRC logo within a shape



- do not transpose the AAPM&R IRC logo and logotype PMS colors
- do not add extra verbiage
- do not use old versions of the AAPM&R IRC logo
- do not rotate the AAPM&R IRC logo
- do not scale parts of the AAPM&R IRC logo independently
- do not violate the area of isolation

Exceptions to the AAPM&R IRC logo must be approved by the AAPM&R Marketing and Communications Department. For questions, please contact us at [corporatesupport@aapmr.org](mailto:corporatesupport@aapmr.org) or (847) 737-6000.