



ASAM
THE **ANNUAL
CONFERENCE**

*Innovations in Addiction
Medicine and Science*

San Diego, CA | April 12-15, 2018

2018

BRAND GUIDELINES

for The ASAM 49th Annual Conference

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1.

ASAM LOGO

The primary signature should be the default signature for all communications, except in special circumstances. This logo has been created using precise proportional relationships.

The white box forms an integral part of the logo and should not be removed or altered in any way and should only be reproduced from authorized artwork. Those special circumstances where usage of the logo is inappropriate include when another logo is used as a primary message or branding element, such as on premium items (T-shirts).

Horizontal



ASAM American Society of
Addiction Medicine

Vertical

ASAM
American Society of
Addiction Medicine

Seal Logo



BRAND PRIMARY COLORS



Corporate Blue

Pantone 2768 C
CMYK 100, 90, 38, 47
RGB 0, 29, 72
HEX 001d48



Corporate Powder Blue

Pantone 2149 C
CMYK 77, 42, 21, 1
RGB 66, 128, 165
HEX 4280a5



White

Pantone 663 C
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX ffffff

See ASAM Brand Guidelines for more details.

2. 49th ANNUAL CONFERENCE LOGO

The horizontal logo with the location and date should be the default logo. However, in some circumstances use the vertical logo or remove the location and date. This logo has been created using precise proportional relationships.

The sailboat should NEVER be removed from the logo. The colors or any other integral part of the logo should not be removed or altered in any way and should only be reproduced from authorized artwork.

Horizontal

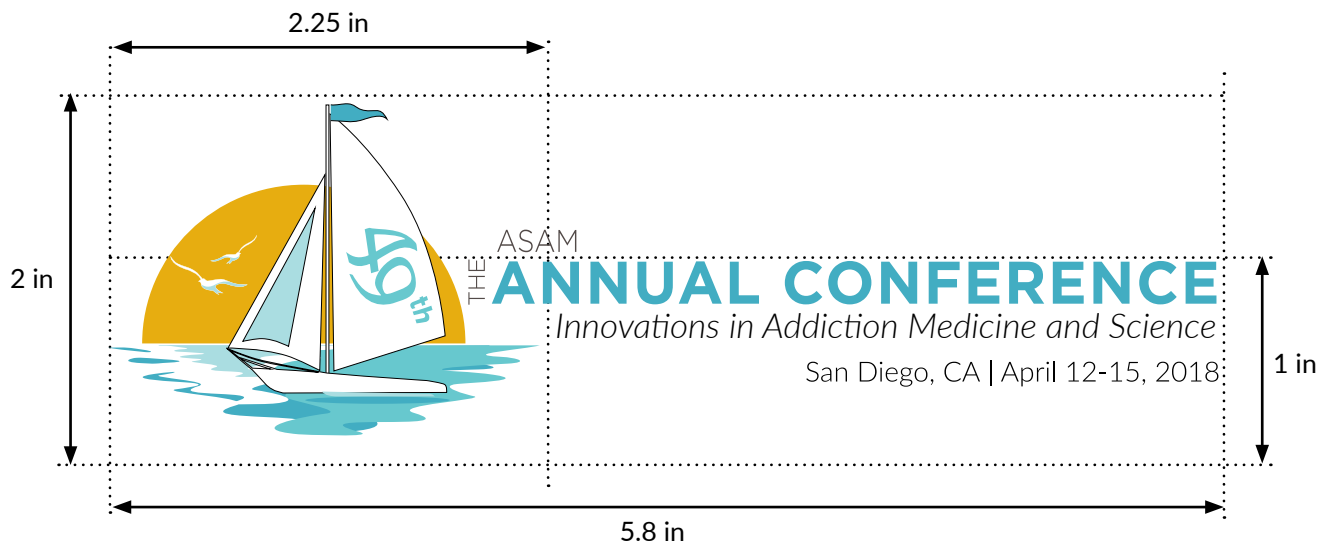


Vertical



SPACING

The spacing refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the spacing is equal to that of the cap height of the letter 'A'.



COLOR

The 49th Annual Conference brand colors are Turquoise, Amber, and Aqua Blue. The primary palette is the lead and preferred palette for all communication. On occasion, percentages of the color palettes may be used. These must be approved by the ASAM graphic designer.

The logo uses the three brand colors. In special circumstances where a different color of the logo is needed, such as using all white, the ASAM marketing department will make the decision.

COLOR PALETTE



Turquoise

Pantone	631 C
CMYK	69, 10, 18, 0
RGB	55, 176, 201
HEX	37b0c9



Amber

Pantone	7555 CP
CMYK	0, 28, 98, 11
RGB	228, 170, 23
HEX	e4aa17



Aqua Blue

Pantone	324 CP
CMYK	35, 0, 14, 0
RGB	162, 218, 220
HEX	a2dadc

Secondary Logo Color



PRIMARY FONTS

Approved type styles are integral for communicating a consistent identity standard. The only authorized typeface family to be displayed with the ASAM logo is Lato, an open source and True Type font, with postscript formats for both Mac and PC platforms. Lato Light Type should never appear below 7 pt. There is no maximum limit to type size.

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

SECONDARY FONTS

Lato Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPESETTING

Header 1: 37 pt, 50 px
Lato Bold

Ciuntum quo et

Header 2: 26 pt, 35 px
Lato Regular

Ciuntum quo et. Non pratur, sitia volorep

Body: 11 pt, 12 px
(16 pt line spacing)
Lato Light or Regular

Ciuntum quo et officiendit exerior re id quasinverro doluptas
doluptati blatur sit. Habemus, nonvolti, nox me auterniu inem igno.
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et omnisquia voluptiis magnat id maios ma velibus ciisquo dignam
rae dollab iunt aut.

Header 3: 22 pt, 29 px
Lato Heavy

Ciuntum quo et

Header 3: 18 pt, 24 px
Lato Medium

Ciuntum quo et

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doluptati blatur sit. Habemus, nonvolti, nox me auterniu inem igno.
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rae dollab iunt aut.

Ciuntum quo et

List: Left indent: 5mm
Lato Light

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- Vid et aut magnatqui autatint, et omnisquia voluptiis magnat id
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Body Highlight:
Lato Light or Regular

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et omnisquia voluptiis magnat id maios ma velibus ciisquo dignam
rae dollab iunt aut.

GRAPHICS

Icons



Photos



Full color
People shots
Bright and hopeful shots
Authentic



Light blue overlay
Engaging, specific
shots

3. 50th ANNUAL CONFERENCE LOGO

The horizontal logo with the location and date should be the default logo. However, in some circumstances use the vertical logo or remove the location and date. This logo has been created using precise proportional relationships.

The palm tree should NEVER be removed from the logo. The colors or any other integral part of the logo should not be removed or altered in any way and should only be reproduced from authorized artwork.

Horizontal



ASAM
THE **ANNUAL CONFERENCE**
Innovations in Addiction Medicine and Science
April 6-9, 2019 | Orlando, Florida

Vertical



ASAM
THE **ANNUAL
CONFERENCE**
*Innovations in Addiction
Medicine and Science*
April 6-9, 2019 | Orlando, Florida

SPACING

The spacing refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the spacing is equal to that of the cap height of the letter 'A'.



COLOR

The 50th Annual Conference brand colors are Orange, Green, Yellow, and Light Green. The primary palette is the lead and preferred palette for all communication. On occasion, percentages of the color palettes may be used. These must be approved by the ASAM graphic designer.

The logo uses the four brand colors. In special circumstances where a different color of the logo is needed, such as using all white, the ASAM marketing department will make the decision.

COLOR PALETTE



Orange

Pantone 1375 CP
CMYK 0, 47, 98, 0
RGB 247, 152, 29
HEX f7981d



Green

Pantone 7737 CP
CMYK 65, 8, 100, 0
RGB 105, 175, 69
HEX 67af45



Yellow

Pantone 123 CP
CMYK 0, 18, 89, 0
RGB 255, 206, 52
HEX ffce34



Light Green

Pantone 584 C
CMYK 69, 10, 18, 0
RGB 204, 210, 109
HEX ccd26d

Secondary Logo Color



PRIMARY FONTS

Approved type styles are integral for communicating a consistent identity standard. The only authorized typeface family to be displayed with the ASAM logo is Lato, an open source and True Type font, with postscript formats for both Mac and PC platforms. Lato Light Type should never appear below 7 pt. There is no maximum limit to type size.

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

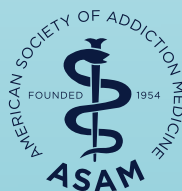
SECONDARY FONTS

Lato Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lato Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



ASAM American Society *of*
Addiction Medicine

11400 Rockville Pike, Suite 200, Rockville, MD 20852 | Tel: 301.656.3920 | Fax: 301.656.3815
MarketingDept@ASAM.org | www.ASAM.org