



AMERICAN COLLEGE *of* CARDIOLOGY®

Brand Identity
Standards

Why Brand Identity Standards?

As part of ACC's Digital Strategy presented in 2012, a strong and consistent visual identity was identified as essential to its fulfillment.

In 2013, the ACC set guidelines for the visual identification of its products and services in order to present a clearer and more consistent identification of our offerings to members and the public.

The purpose of this manual is to provide guidelines that support a consistent look across all of ACC's products, services, publications and member groups.

Consistent and thoughtful application of these guidelines on every form of official communication reinforces the perception of the American College of Cardiology as a trusted source for cardiovascular science and education and the preeminent organization for cardiovascular health care professionals.

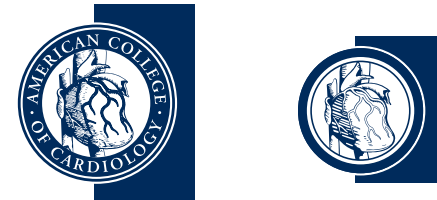
Logo Color

To improve the legibility of our logo, we are changing the ACC brand color to a darker blue, from PMS 294 to PMS 295



Seal Outer Rings

Slight adjustments have been made to the ACC seal outer rings in the large and small signature versions, so that there is a single version that will work against light and dark backgrounds.



Stacked Signature Logo

A new stacked configuration of the signature logo has been created for use in narrow or vertical spaces where the horizontal signature logo would look small or out of balance.



New Templates for Sub-Brands

ACC sub-brands will get a consistent treatment, using the ACC seal, logo color and typeface.



ACCF Logo

While the American College of Cardiology Foundation remains an entity for legal and contractual reasons, it will no longer be visually represented with a separate logo.





AMERICAN
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Large Horizontal Signature

The primary logo configuration to be used on the majority of print and electronic applications



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Small Horizontal Signature

The small signature is used in print and electronic applications at sizes where the type in the blue ring would be illegible



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Stacked Signature

New in 2013, the stacked version of the ACC signature logo is used only in cases where the large horizontal signature will look small or out of balance.



Seal

The ACC seal as a standalone logo is to be used sparingly in print and electronic applications. Its usage should be limited to uses like certificates, pins, etc.

Sub-Brand Configurations

ACC sub-brand logos now follow a format similar to the existing ACC Chapter logos, with the ACC seal at the left, followed by the subject name and subhead in Adobe Garamond Pro .

A vertical or horizontal separator is included in the sub-brand lockup.

There are configuration templates for sub-brands with partner logos and consumer product sub-brands.

Sub-Brand Logo Configuration



Sub-Brands with Partner Logo Configuration



Consumer Product Sub-Brands Logo Configuration



The Sub-Brand Template

The sub-brand logo configuration consists of the ACC seal, followed by the subject name in Adobe Garamond Pro Regular with a smaller subhead in Adobe Garamond Pro Semibold caps.

Depending on the type of product, service or group, a logo lockup will have either a vertical separator between the seal and the subject type or a horizontal rule between subject and subject or subject-subhead and tagline.



Subject Name
SUBHEAD



Subject Name
SUBHEAD

Tagline goes here



Subject Name
SUBHEAD



Subject Name
SUBHEAD

Tagline goes here

TEMPLATES: HORIZONTAL VS. VERTICAL SEPARATORS

Vertical and Horizontal Separators

The ACC sub-brand logo template using a vertical separator between the seal and the typography to the right is a construct first used for ACC Chapter logos.

Some sub-brand logo lockups will have a vertical separator between the seal and typography, others will have a horizontal separator between the main type and the subhead type.

As a general rule, vertical separators are used on products that do not have a subhead, or where the subhead directly categorizes or completes the product name.

Horizontal separators, as a general rule, separate the title of a product from a defining statement or a spelling out of an acronym.

Adjustments and modifications to logos outside of these guidelines must be done in consultation with Creative & Branding.

Examples of logos with vertical separators:



Texas
CHAPTER



Fellows
in Training
MEMBER SECTION

Examples of logos with horizontal separators:



NCDR®
NATIONAL CARDIOVASCULAR DATA REGISTRY



CV Essentials
ACUTE CORONARY SYNDROMES 2011-2013

TEMPLATES: EXAMPLES OF SUB-BRAND LOGOS

Examples of Sub-Brand Logos

Here are some examples of ACC sub-brand logos.



International Centers
of Excellence

2014–2015

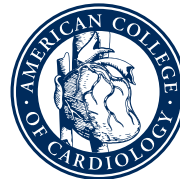


ACCEL

AUDIO JOURNAL



Patient Navigator
Program



CardioSurve

The Voice of U.S. Cardiologists

TEMPLATES: SUB-BRAND WITH PARTNERS LOGO TEMPLATE

ACC Sub-Brand with Partners

Some ACC programs or activities involve the support of a partner organization. Logos that need to identify the partner organization are represented by the configuration shown at right.

Similar to the sub-brand template, the sub-brand with partners template uses the same construction of ACC seal at the left, typography to the right. A horizontal rule is always placed in between the program name/subhead and partner logo.

The recommended placement of the partner logo is flush right to the end of the longest line in the subject name/subhead typography.

The size of the partner logo should balance the other elements of the logo construct, with the ACC seal being the prime identifier.



Subject Name
SUBHEAD

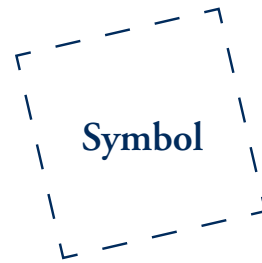


Consumer/Public Sub-Brands

There are cases where the ACC seal may need to be replaced with a symbol as part of a consumer-oriented or general public focused program.

The consumer sub-brand template allows for the placement of a symbol to the left of the Adobe Garamond Pro typography, with the ACC name spelled out below the horizontal rule.

The logo colors still adhere to brand standards, PMS 295 or black.



Subject Name
SUBHEAD

American College of Cardiology

Consumer Sub-Brand Example

The logo shown to the right is an example of application of the consumer sub-brand logo template.



CardioSmart

American College of Cardiology

JACC Journals Logos

A variety of sub-brand logos have been created for the JACC family of journals.

The set-ups for sub-specialty journals follow the colors and typography developed for the 2014 print edition redesign.

The “JACC Journals” sub-brand logo is intended to be an umbrella for the entire family of journals.

The “JACC Perspectives” sub-brand logo is used to promote that particular online series of content packages.

Usage guidelines for the JACC family of logos follow those for the ACC logo. Primary usage preference is for the signature version, with the stack version used in cases where horizontal space is constrained, as in tower ads.

JACC: Journal of the American College of Cardiology



JACC Sub-Specialty Journals



JACC Journals Umbrella



JACC Perspectives



GUIDELINES: PRIMARY LOGO COLORS

Primary Logo Colors

The primary color in the ACC logo is a blue built from process colors consisting of 100 percent Cyan, 69 percent Magenta, 8 percent Yellow, and 54 percent Black. The closest spot color to this build is PMS 295.

The ACC logo can also be presented in 100% black.

No other colors can be used to reproduce the ACC logo.

On dark backgrounds, only the type on the right side changes to white. Nothing on the seal portion of the logo changes color.



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C100 M69 Y8 K54
R0 G46 B90
HEX# 002e5a
PMS 295



AMERICAN
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CARDIOLOGY



Process BLACK
K100
R33 G32 B32
HEX# 212020



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CARDIOLOGY

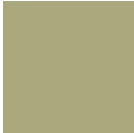


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CARDIOLOGY

Secondary Colors

A supporting palette of complimentary colors is shown to the right. These are colors that can be used in art alongside the ACC logo

**Neutral/
Corporate**



PMS 452
C16 M11 Y45 K25
R170 G167 B126
HEX# aaa77e

Warm



PMS 117
C6 M27 Y100 K12
R200 G164 B31
HEX# c8a41f

Cool



PMS 284
C59 M17 Y0 K0
R129 G172 B220
HEX# 81acdc

Modern

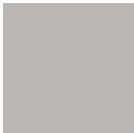


PMS 390
C27 M0 Y100 K3
R196 G205 B45
HEX# c4cd2d

Brights



PMS 143
C0 M32 Y87 K0
R233 G179 B60
HEX# e9b33c



PMS Warm Gray 3
C9 M11 Y13 K20
R190 G185 B179
HEX# beb9b3



PMS 138
C0 M52 Y100 K00
R219 G141 B31
HEX# db8d1f



PMS 3005
C100 M31 Y0 K0
R0 G124 B193
HEX# 007cc1



PMS 320
C96 M0 Y31 K2
R6 G156 B173
HEX# 069cad



PMS 325
C53 M0 Y23 K0
R148 G199 B199
HEX# 94c7c7



PMS Cool Gray 8
C23 M16 Y13 K46
R125 G127 B131
HEX# 7d7f83



PMS 187
C7 M100 Y82 K26
R146 G30 B40
HEX# 921e28



PMS 294
C100 M69 Y7 K30
R30 G64 B114
HEX# 1e4072



PMS 227
C7 M100 Y10 K21
R153 G16 B96
HEX# 991060



PMS 2645
C40 M44 Y0 K0
R157 G144 B192
HEX# 9d90c0

GUIDELINES: SPECIAL LOGO ART FOR IMPRINTS

Imprinting White onto a Dark Background

There are numerous instances where it is necessary to reproduce the ACC logo as a single-color imprint onto a non-paper surface. These items include tote bags, pens and other giveaways, glassware, awards, etc.

In cases where our logo is reproduced on a light-colored background, the black version of the ACC seal or signature logo is acceptable as “camera ready art.” Please remember that the logo can only be reproduced in PMS 295 blue or solid black.

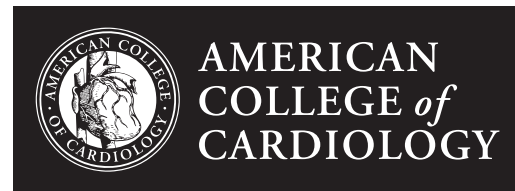
In cases where the ACC seal or signature logo is being imprinted on a dark color surface, special artwork is necessary to provide to the vendor so the white portions of the ACC seal will appear as white ink on a dark surface.

It is not acceptable to “reverse out” the ACC seal so the blue portions of the seal appear as white on an imprinted item.



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This logo art, when printed in white ink on a dark surface



will appear like this.



AMERICAN
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Using a regular logo to imprint white ink on a dark color surface



will yield unacceptable results and should not be used.

Typography

ACC uses 3 primary typefaces to represent itself in its print marketing and communications.

Adobe Garamond Pro is a serif font and the typeface used in our core and sub-brand logos. It can be used in titles, headlines and body copy.

ITC Franklin Gothic Std is a sans-serif font and can be used in headlines and body copy.

Avenir is a sans-serif font that is being added for use in marketing communications and multimedia.

Times may be substituted for Adobe Garamond Pro and **Arial** may be substituted for Franklin Gothic or Avenir with Microsoft Office applications such as stationery correspondence and PowerPoint® presentations.

Adobe Garamond Pro Regular
Adobe Garamond Pro Italic
 Adobe Garamond Pro Semibold
Adobe Garamond Pro Semibold Italic

ITC Franklin Gothic Std Book
ITC Franklin Gothic Std Book Italic
 ITC Franklin Gothic Std Medium
ITC Franklin Gothic Std Medium Italic
 ITC Franklin Gothic Std Demi
ITC Franklin Gothic Std Demi Italic
 ITC Franklin Gothic Std Heavy
ITC Franklin Gothic Std Heavy Italic

ITC Franklin Gothic Std Book Condensed
ITC Franklin Gothic Std Book Condensed Italic
 ITC Franklin Gothic Std Medium Condensed
ITC Franklin Gothic Std Medium Condensed Italic

Avenir Light
Avenir Light Oblique
 Avenir Book
Avenir Book Oblique
 Avenir Roman
Avenir Oblique

ITC Franklin Gothic Std Demi Condensed
ITC Franklin Gothic Std Demi Condensed Italic

ITC Franklin Gothic Std Book Compressed
ITC Franklin Gothic Std Book Compressed Italic
ITC Franklin Gothic Std Demi Compressed
ITC Franklin Gothic Std Demi Compressed Italic

ITC Franklin Gothic Std Book Extra Compressed
 ITC Franklin Gothic Std Demi Extra Compressed

Avenir Medium
Avenir Medium Oblique
Avenir Heavy
Avenir Heavy Oblique
Avenir Black
Avenir Black Oblique

GUIDELINES: LOGO SIZING AND SPACING

Clear Space Around Logos

When used in print applications, there should be a minimum clear area surrounding the ACC logo or any of its sub-brand logos.

That space is equal to one-quarter of the height of the seal surrounding the entire logo at their tallest and widest points.



Minimum Size for Large Signature Logo

The recommended minimum size for the large ACC signature is .5 inches height of the seal. At sizes below that, the use of the ACC small signature logo is recommended.



Size in Proximity to Other Logos

When the ACC logo is placed in proximity to other ACC sub-brand logos, emphasis should be placed on the parent ACC logo.



Logo No-Nos

The placement and use of the ACC logo should not compromise its integrity or readability.

The following examples attempt to document the most common misuses that should be avoided.



Do not distort the logo by stretching or squeezing the artwork.



Do not substitute typefaces other than Adobe Garamond Pro for the type in the ACC logo.



Do not use the standard version of the logo as camera-ready art for white ink imprints. Please use the special version of the logo created for this purpose.



Do not crop the logo.



Do not deconstruct or adapt elements of the ACC seal i.e. blue rings, heart artwork, to create derivative logos.



Do not use a hard edge drop shadow behind the logo. Soft outer shadows or glows are acceptable in cases where the readability of the logo would otherwise be compromised.



Do not tilt the logo at an angle.



Do not use the ACC seal to create derivative logos that are outside of Brand Identity Standards.



Do not alter the proportions or the alignment of the core logo seal and typography.



Do not place the logo on top of overly active backgrounds.



Do not print the logo in colors other than PMS 295 blue and black.



Do not use the ACC small seal without its accompanying typography



Do not outline the text in the logo.

How Do I Represent ACCF Without a Logo?

Although the American College of Cardiology Foundation is no longer visually represented with a logo separate from the ACC, legal requirements and contractual obligations require that ACCF be identified as an entity.

There are several ways to do this without using a logo. In print materials, the ACCF name can be built into return addresses as in the example shown.

ACCF marketing materials that receive a copyright line can be identified as American College of Cardiology Foundation.

Use of the ACC Foundation name in the text of documents and materials is not restricted.

Example of ACCF identification in a return address:



**AMERICAN
COLLEGE *of*
CARDIOLOGY[®]**

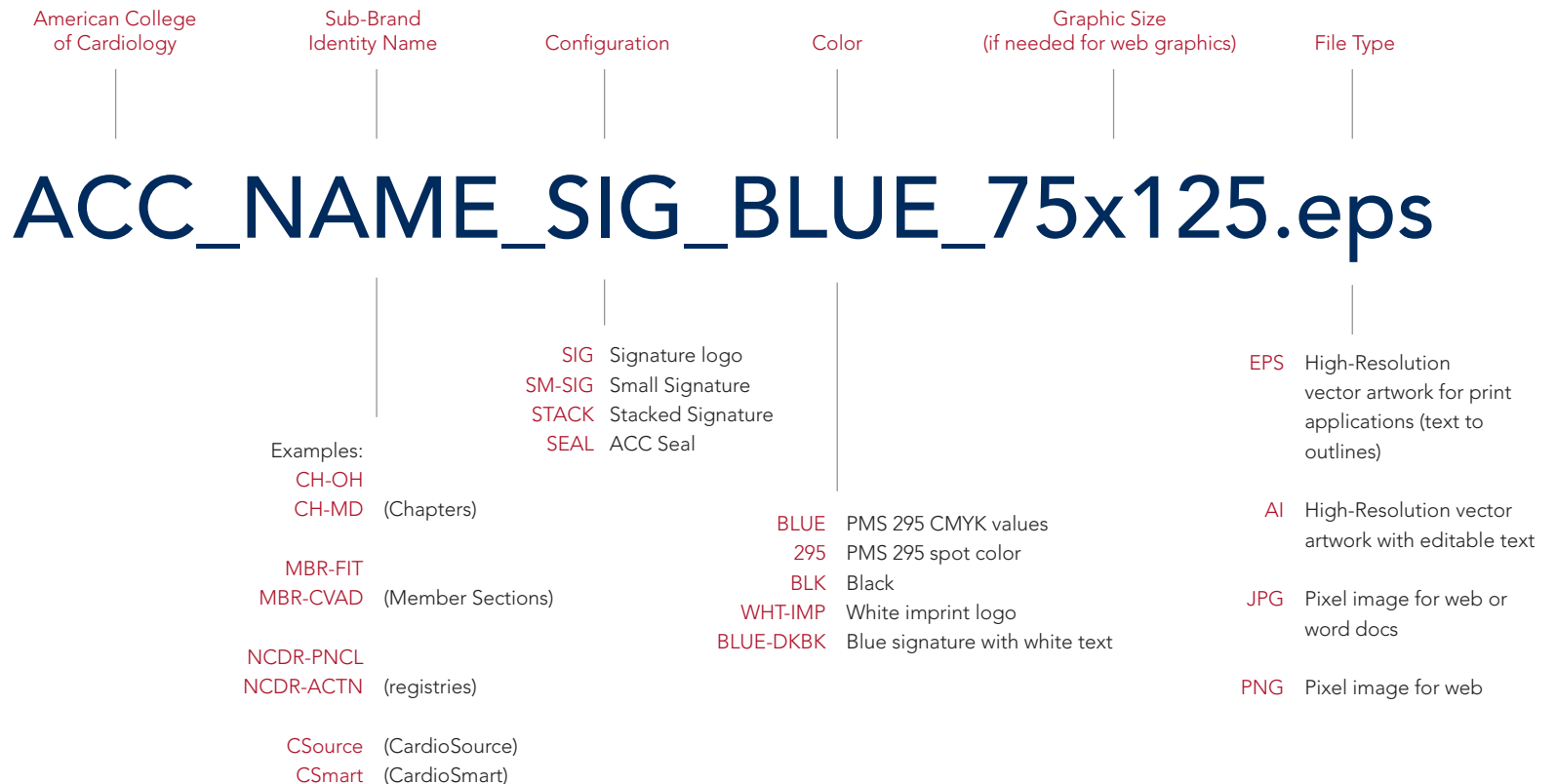
American College of Cardiology Foundation
2400 N Street NW
Washington, DC, 20037-1153
USA

Example of ACCF in a copyright line

©2013, American College of Cardiology Foundation

File Name Format

File names for new ACC logos are configured to help describe their attributes as completely as possible and aid in the selection of the proper logo for reproduction.



Letterhead

The ACC letterhead uses the stacked signature version of our logo.

For letters on ACC letterhead, the recommended margins are .5 inches from the sidebar horizontal rules, 1 inch at the top and .75 inch from the right and bottom edges.

For short and medium length 1 page letters, the preferred alignment for the first line of text is the first horizontal rule below the logo.

For long or multipage letters, please use the minimum recommended margins.

The diagram illustrates the ACC letterhead layout with the following components and margins:

- Logo:** American College of Cardiology logo (stacked signature version).
- Address Block:**

Heart House
2400 N Street, NW
Washington, DC 20037-1153
USA
202.375.6000
800.253.4636
Fax: 202.375.7000
www.CardSource.org
- Leadership List:**

President
John Gordon Harold, MD, MACC

President-Elect
Patrick T. O'Gara, MD, FACC

Immediate Past President
William A. Zoghbi, MD, MACC

Vice President
Kim Alan Williams, Sr., MD, FACC

Secretary
David C. Maje, MD, PhD, FACC

Treasurer
C. Michael Valentine, MD, FACC

Chair, Board of Governors
David C. Maje, MD, PhD, FACC

Trustees
Ralph G. Brindis, MD, MPH, MACC
John E. Brubaker, Jr., MD, FACC
Joseph G. Cocchione, MD, FACC
George D. Dangas, MD, PhD, FACC
Gregory J. DeWilde, MD, FACC
Joseph P. DiSalvo, Jr., MD, FACC
Blair D. Glin, Jr., MD, FACC
Huson H. Gray, MD, FACC
Ellen M. Handberg, PhD, MPH, FACC
John Gordon Harold, MD, MACC
Robert A. Harrington, MD, FACC
David R. Holmes, Jr., MD, MACE
Dipal Kishorappa, MD, FACC *
Richard J. Koscovitz, MD, FACC
Harlan M. Krumholz, MD, SM, FACC
Michael J. Mack, MD, FACC
Michael Maron, MD, FACC *
Gerard R. Martin, MD, FACC
David C. Maje, MD, PhD, FACC *
Debra L. Nevel, MS
Patrick T. O'Gara, MD, FACC
Athena Poppas, MD, FACC
George P. Rodgers, MD, FACC
John S. Rumyantsev, MD, PhD, FACC
E. Murat Tazou, MD, FACC
C. Michael Valentine, MD, FACC
Howard T. Walpole, Jr., MD, MBA, FACC
Carole A. Warren, MD, FACC
Kim Alan Williams, Sr., MD, FACC
Shaun A. Winston, DO, FACC
William A. Zoghbi, MD, MACC
- Officer:**

in office
Chief Executive Officer
Shalom Jacobowitz
- Mission Statement:**

The mission of the American College of Cardiology and the American College of Cardiology Foundation is to transform cardiovascular care and improve heart health.
- Text Content:**

Month XX, XXXX

Ms. Jane A. Doe
Organization
Street Address
City Name, State 00000-0000

Dear Ms. Doe:

Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciiliquatum venibh et am nonsent pratem dunt lumsandre magna at aut lore conulput dolor amcosed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriiliq upsum ver illaor iriure molorpe rciliquat.

Duis eriuem velisi bla feu faccumsan utatet la feu faccum er at. quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciiliquatum venibh et am nonsent pratem dunt lumsan dre magna at aut lore conulput dolor amcosed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriiliq upsum ver illaor iriure

Lorem ipsum ud et luptat, quate enibh ea facing ex et num deliquat. Ed dolorpe rcidunt volorerit, quis eugue do commolobor summy nullaore do exerat, voloborem er ad endion henis nis nis autpatie conse eu faciiliquatum venibh et am nonsent pratem dunt lumsandre. Magna at aut lore conulput dolor amc onsed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriiliq upsum ver illaor iriure molorpe rciliquat.

te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriiliq upsum ver illaor iriure. Magna at aut lore conulput dolor amcosed te tisl dolor aut vel in exerostrud er autem alit wis alit, volorem iustinis diam, veniam, veriiliq upsum ver illaor iriure molorpe rciliquat.

Sincerely,

John L. Doe
American College of Cardiology
- Margins (indicated by blue callouts):**
 - Top: 1 in. minimum
 - Left: .5 in. min.
 - Right: .75 in. min.
 - Bottom: .75 in. min.
- Annotations:**
 - Blue arrow pointing to the first line of text: "Preferred alignment for first line of text"
 - Blue arrow pointing to the body text: "Recommended body copy: 11/13 Times"

APPLICATION GUIDELINES: BUSINESS CARD

Business Card

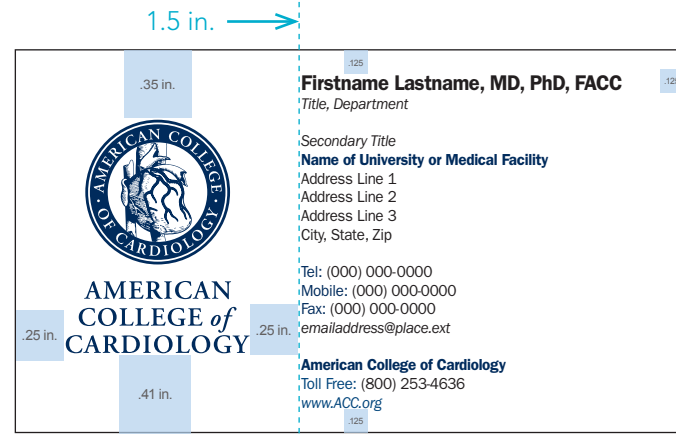
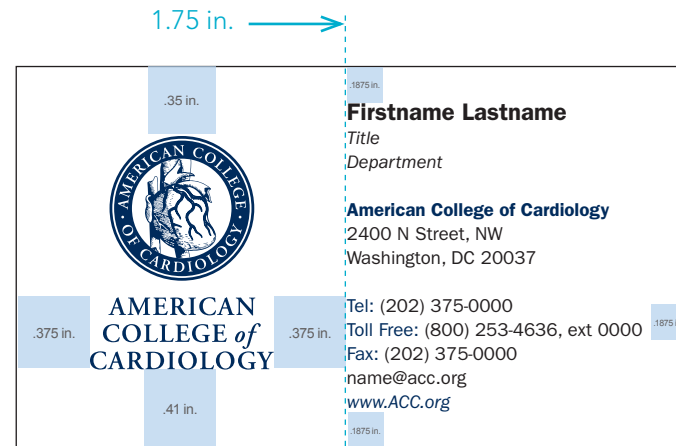
The ACC business card uses the stacked signature version of the ACC logo. Typography is in ITC Franklin Gothic Std, using the Book, Book Italic and Demi weights.

Black and PMS 295 Blue inks are used.

The name of the person on the card is 2 points larger than the rest of the type on the card.

Type size and line spacing can be adjusted for cards with heavy data.

Please observe clear spacing around logo and minimum margins around card edges.



- ITC Franklin Gothic Std 7/9 Book, Book Italic and Demi weights
- Name is 9pt.
- Black and PMS295 blue where shown

- for text-heavy business cards, the ACC stack logo can be centered in a narrower space, no less than 1.5 inches. Type size may be reduced to no smaller than 6 pt. and condensed to up to 95% of character width. Type should be no closer than .125 in. from card edges.

Email Signatures

A standard for ACC email signatures uses the ACC small signature logo along with contact information text.

A suggested configuration for an email signature is shown to the right.

Adjustments can be made based on amount of information needed.



Firstname Lastname

Title
Department
Additional info if needed

2400 N St. NW
Washington, DC 20037
Additional Info if needed

(202) 375-66xx
(202) 375-66xx FAX
(202) 375-66xx


name@acc.org
www.acc.org



APPLICATION GUIDELINES: RETURN ADDRESSES/PUBLICATION BACK COVERS

Return Addresses

Return addresses on marketing or communications materials should follow a consistent standard as shown to the right.



.25 in.
min.

**AMERICAN
COLLEGE of
CARDIOLOGY**

.25 in.

American College of Cardiology
2400 N Street NW
Washington, DC, 20037

www.ACC.org

← Large Signature Logo
.625 in. tall


← 9/11
ITC Franklin Gothic Std Book
and Demi

Adjust sizing as needed while
keeping proportions same

Back Covers

Print material publications other than periodicals (books, syllabuses, whitepapers, catalogs, etc) should have the logo and return address follow a consistent standard as shown to the right.

.5 in.



**AMERICAN
COLLEGE of
CARDIOLOGY**

.25 in.

American College of Cardiology
2400 N Street NW
Washington, DC, 20037

Resource Center
(800) 253-4636, ext. 5603
or (202) 375-6000, ext. 5603
(outside the United States and Canada)
Fax: (202) 375-7000

www.ACC.org

.5 in.

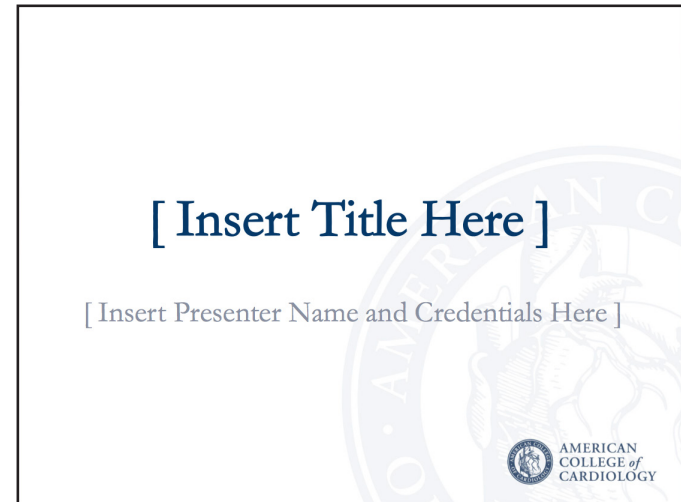
← Large Signature Logo
.625 in. tall

← 9/11
ITC Franklin Gothic Std
Book and Demi

APPLICATION GUIDELINES: POWERPOINT TEMPLATE

PowerPoint Template

This is an example of a ACC branded powerpoint template. The ACC seal is used as a background watermark with the signature logo in the lower left hand corner. Please use the primary ACC fonts (Adobe Garamond/Franklin Gothic) or the preferred MS Office substitutes (Times/Arial).



APPLICATION GUIDELINES: EMAIL HEADERS

Email Headers

Here are examples of ACC email headers. Emails for external audiences can use logo lockups with the ACC seal. Emails for internal audiences (staff, departmental) should be built as type treatments as to avoid “department-level” logo lockups.



Board of Governors
Update



ACC in Touch Blog



CardioSource News
FOR THE CARDIOVASCULAR IMAGING MEMBER SECTION

ACC
Employee Benefits News



ACC
Wellness Program News



What does our brand sound like?

The American College of Cardiology is the authoritative voice of the cardiovascular profession. ACC is a representation and reflection of its membership. As such communications from the College must adhere to the highest standard of accuracy, clarity and integrity. Language should also be appropriate to the reader—for example language on the same topic may differ for a medical, academic, lawmaker, or consumer audience.

When communicating on CV science, ACC's voice should be authoritative, concise, and scientifically accurate. When communicating to the legislative or regulatory audience, ACC's voice should be authoritative, clear, and factual. When communicating to the consumer audience, ACC's voice should be authoritative and friendly.

The College, as an organization, does not editorialize or engage in inaccurate, controversial, or inflammatory language. Editorialized communications from individual members, representatives speaking on behalf of the College, or other entities citing the ACC, should be denoted as being the "opinions" of said entities.

Photographic Style

The use of photography in ACC materials should always reflect the objectives and goals of the College as a professional member organization devoted to the science and advancement of cardiovascular medicine.

Photography should strive to look professional, positive, honest and scientifically accurate. Reliance on images that look overly posed or heavily stylized is discouraged.

Headshots and photos of members and leadership should be professionally photographed. Snapshots and other low-quality images are discouraged.

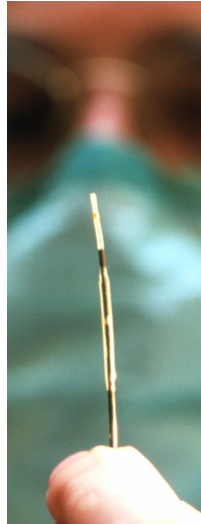


Illustration Style

Illustrations used in ACC materials should always reflect the objectives and goals of the College as a professional member organization devoted to the science and advancement of cardiovascular medicine.

Illustrations should be appropriate to the content being illustrated, look modern and not dated.

Historical imagery should only be used to complement content with a historical context.

Illustrations that accompany content of a scientific or clinical nature should look modern and scientifically accurate.

Illustrations should be commissioned from professional illustrators whenever possible in order to generate images that will reflect and reinforce the professional standards of the College.

