# WEB BRAND GUIDELINES

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BRAND PURPOSE & POSITIONING

# Mission Statement

We’re here because we are redefining the future of the Hand Society. Our goal is to create simple and empowering tools that enable ASSH members, partners, and the public to accomplish their goals. And because we’re more innovative and human than our competitors, we are making this "better way” a reality. That’s why we are one of the leading surgical associations in the world.

Our web brand is not just a logo or an ad campaign. It’s the promise of an experience. An experience that we all contribute to each day, whether we realize it or not. That’s why it's important for us to care for our digital products and together reinforce ASSH’s story with consistency and clarity.

In front of you are our Web Brand Guidelines. Please look at them closely, understand the details, and use them to start telling our story today. Help us keep ASSH consistent for people everywhere by considering all of our different personas in your executions.

LOGO

# Logo Color

The ASSH logo and it's branded subsidiary logos will each have two versions; one color and one white. The colors shall not be changed under any circumstance. The logos will also have two variants; one horizontal and one vertical.

When deciding on which color logo to choose, pick the logo with the highest contrast. (Please note the gray background is not part of the logo, it is only used to show contrast.)

Please find all approved logos here.

DARK BACKGROUNDS

LIGHT BACKGROUNDS

LOGO

# Layout

All ASSH logos should have ample room to breath. That means maintaining padding around ASSH logos and subsidiary logos. Please attempt to keep padding at a 1:10 ratio. Use the current red outline as a guide.

When deciding between ASSH's vertical or horizontal logos please choose a logo that best accompanies the layout of the content.

BACKGROUND MARGIN

BACKGROUND MARGIN

LOGO

# Incorrect Usage

Do not rotate the logo, clip logos, change the logos colors, or separate a logos mark from it's text.

DO **NOT** ROTATE LOGO

DO **NOT** CHANGE THE COLOR

DO **NOT** SEPARATE LOGO AND TEXT

COLOR PALETTE

# ASSH Colors

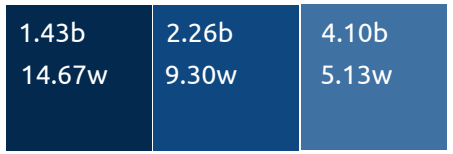
Each brand should have 1 primary color grouping, followed by 2 contrasting colors. ASSH and all of it's subsidiaries will use gray as default tone for text and large block content backgrounds.

All brands should use colors that abide by web accessibility standards and should have a contrast ratio of 4.5:1. Do not use the colors if they do not pass the contrast test in the link above.

Please use the following colors only for ASSH.org. Each of ASSH subsidiaries uses different color schemes depending on their brand.

### ASSH Gray

| #33333 | #555555 | #F2F2F2 |
|---|---|---|
| 51,51,51 | 85,85,85 | 242,242,242 |

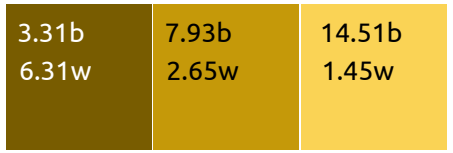



### ASSH Blue

| #03294E | #0F4880 | #3F71A2 |
|---|---|---|
| 3,41,78 | 15,72,128 | 63,113,162 |

### ASSH Orange

| #782700 | #C54609 | #FA8B55 |
|---|---|---|
| 120,39,0 | 197,70,9 | 250,139,85 |




### ASSH Yellow

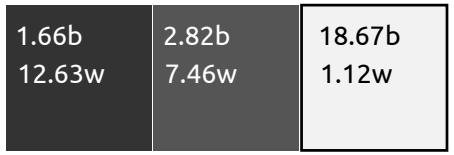
| #785C00 | #C59909 | #FAD355 |
|---|---|---|
| 120,92,0 | 197,153,9 | 250,211,85 |

# Handcare Colors

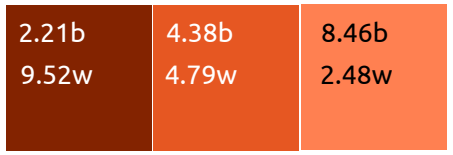
Each brand should have 1 primary color grouping, followed by 2 contrasting colors. ASSH and all of it's subsidiaries will use gray as default tone for text and large block content backgrounds.

All brands should use colors that abide by web accessibility standards and should have a contrast ratio of 4.5:1. Do not use the colors if they do not pass the contrast test in the link above.

Please use the following colors only for Handcare.org. Each of ASSH subsidiaries uses different color schemes depending on their brand.

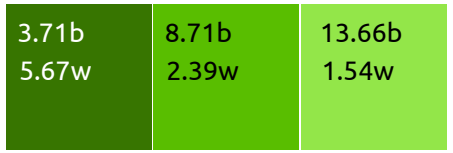



ASSH Gray
#33333, #555555, #F2F2F2




Handcare Orange
#832300, #D43900, #FF8051

Handcare Blue
#033254, #085388, #3D7CA9




Handcare Green
#377500, #59BE00, #93E649

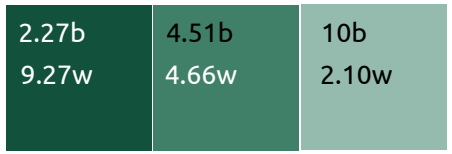
# AFSH Colors

Each brand should have 1 primary color grouping, followed by 2 contrasting colors. ASSH and all of it's subsidiaries will use gray as default tone for text and large block content backgrounds.

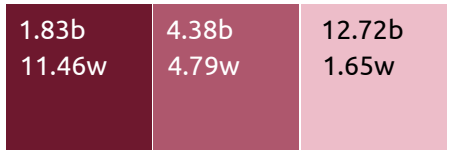
All brands should use colors that abide by web accessibility standards and should have a contrast ratio of 4.5:1. Do not use the colors if they do not pass the contrast test in the link above.

Please use the following colors only for AFSH.org. Each of ASSH subsidiaries uses different color schemes depending on their brand.

ASSH Gray
#33333, #555555, #F2F2F2




AFSH Teal
#12513B, #408069, #95BBAE




AFSH Magenta
#6E182E, #AE576D, #EDBDC9

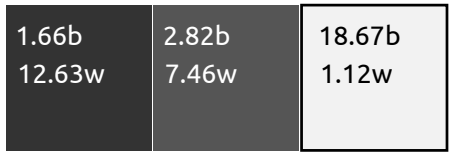
AFSH Beige
#79521A, #BF985F, #FFEACB

# THP Colors

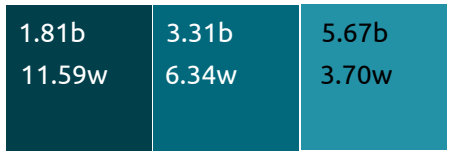
Each brand should have 1 primary color grouping, followed by 2 contrasting colors. ASSH and all of it's subsidiaries will use gray as default tone for text and large block content backgrounds.

All brands should use colors that abide by web accessibility standards and should have a contrast ratio of 4.5:1. Do not use the colors if they do not pass the contrast test in the link above.

Please use the following colors only for TouchingHandsProject.org. Each of ASSH subsidiaries uses different color schemes depending on their brand.

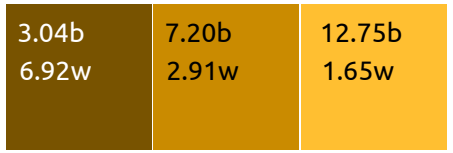



ASSH Gray
#33333, #555555, #F2F2F2




THP Aqua
#013F4A, #02697C, #2391A6

THP Red
#780B00, #CA1300, #FF4531




THP Sand
#785300, #CA8B00, #FFBF31

COLOR PALETTE

# Chase Colors

Each brand should have 1 primary color grouping, followed by 2 contrasting colors. ASSH and all of it's subsidiaries will use gray as default tone for text and large block content backgrounds.

All brands should use colors that abide by web accessibility standards and should have a contrast ratio of 4.5:1. Do not use the colors if they do not pass the contrast test in the link above.

Please use the following colors only for TouchingHandsProject.org. Each of ASSH subsidiaries uses different color schemes depending on their brand.

ASSH Gray
#33333, #555555, #F2F2F2

Chase Ketchup
#5C1900, #AA2E00, #E86A3B

Chase Grass
#275200, #489800, #7ECF35

Chase Midnight
#01233B, #07436D, #2D6A95

COLOR PALETTE

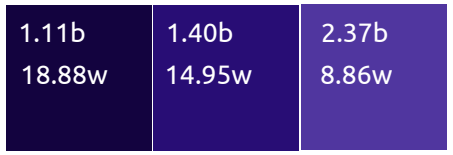
# Textbook Colors

Each brand should have 1 primary color grouping, followed by 2 contrasting colors. ASSH and all of it's subsidiaries will use gray as default tone for text and large block content backgrounds.

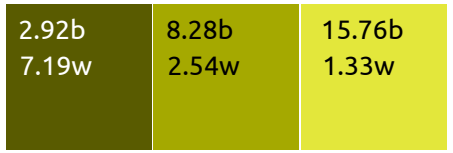
All brands should use colors that abide by web accessibility standards and should have a contrast ratio of 4.5:1. Do not use the colors if they do not pass the contrast test in the link above.

Please use the following colors only for TouchingHandsProject.org. Each of ASSH subsidiaries uses different color schemes depending on their brand.

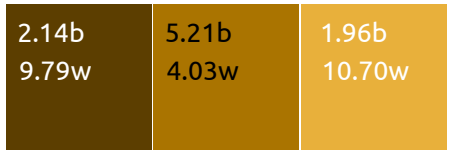
ASSH Gray
#33333, #555555, #F2F2F2




Textbook Violet
#13033F, #280D75, #50369F




Textbook Moss
#595B00, #A5A900, #E3E73B




Textbook Khaki
#5C3E00, #AA7400, #E8B03B

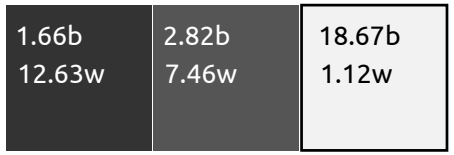
COLOR PALETTE

# Annual Meeting Colors

Every year the Annual Meeting website changes colors to reflect that events official brand colors. Hence, why the colors are left blank to the right. For supplemental content please use the “authoritative” annual meeting blue and ASSH gray.

Although this subsidiary changes colors often it’s colors should still abide by web accessibility standards and they must have a contrast ratio of 4.5:1. Do not use the colors if they do not pass the contrast test in the link above.

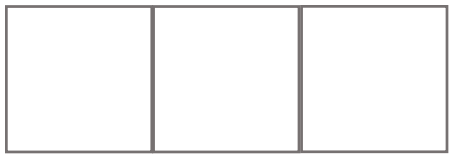
Please use the following colors only for ASSH.org/AnnualMeeting. Each of ASSH subsidiaries uses different color schemes depending on their brand.




ASSH Gray
#33333, #555555, #F2F2F2

Annual Meeting Blue
#091C5B, #1F3A93, #5A6FB3

Annual Meeting



Annual Meeting

ASSH

TYPOGRAPHY

# Type Standards

Lead Body Copy: 20px Georgia across all portals

Body: 16px Ubuntu across all portals.

# H1: 36px Ubuntu Bold across all portals.

## H2: 24px Ubuntu Bold across all portals.

H3: 20px Ubuntu across all portals.

H4: 18px Ubuntu across all portals.

**H5: 16px Ubuntu Bold across all portals.**

H6: 14px Ubuntu across all portals.

ASSH

PRIMARY TYPEFACE

# Ubuntu

## Ubuntu

**Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()_**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

**AaBbCc123**
**Ubuntu Bold**

**Ubuntu bold should only be used for headlines, main menu items, and to emphasize text in a paragraph. Do not use with small sized text.**

***AaBbCc123***
***Ubuntu Bold Italic***

***Ubuntu bold italic should only be used to for important reference information within a paragraph. It should not be used at small sizes.***

AaBbCc123
Ubuntu Regular

Ubuntu regular should be used for all body content. It should be used consistently through all of ASSH's web properties. It can be used at small sizes.

*AaBbCc123*
*Ubuntu Italic*

*Ubuntu italic should be used for references and quotes. It can be used at small sizes.*

SECONDARY TYPEFACE

# Georgia

## Georgia

**Bold** **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890!@#$%^&*()_**

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_

**AaBbCc123**
**Georgia Bold**
**Do**

**Georgia bold should only be used to emphasize a keyword in a lead body copy. not use with small sized text.**

***AaBbCc123***
***Georgia Bold Italic***

***small***

***Georgia bold italic should only be used to for important reference information within* lead body copy. *It should not be used at sizes.***

AaBbCc123
Georgia Regular

Georgia regular should be used for all lead body copy. It should be used consistently through all of ASSH's web properties. It can be used at small sizes.

*AaBbCc123*
*Georgia Italic*

*Georgia italic should be used for references and quotes within lead bodycopy. It can be used at small sizes.*

CONTENT

# Web Personality

ASSH's personality is based on it's relationship with members and the outside public. That relationship should be akin to a friendship based on trust, dependability, and clarity. ASSH is also responsible for helping it's members reach their goals. Always maintain an accommodating tone and be considerate of members' objectives.

Consider these characteristics when using ASSH's voice and when developing imagery.

# Naming/Image Conventions

**Menu Items:** All menu items should not extend past 2 lines. There should be no superfluous text, e.g. “Shop our Store” should just be “Store.” Keep all mega-menu items to a total of 4 parent items.

**File Naming Conventions:** Files should not contain special characters or spaces. Capitalize the first letter of every word and use an underscore for spacing. E.g. Headshot_Mark_Anderson.jpg

**Date Naming Conventions:** We need to figure out a convention for dates because there is nothing in the system for it.

**Content Type Naming Conventions:** When naming content, add the content type the colon title for the name. E.g. News: Why millennials are the best!

**Images:** All images should be jpg or png. Please ensure they are high enough resolution for larger screen sizes. Make sure images are not pixelated. Images should have a 3.5 x 1 ratio, so if 1200 px wide, it should be 350 px tall.

**Headshots:** As headshots come from a variety of sources. Try and make sure they are in color and have a 1X1 aspect ratio.

**HTML:** All HTML modules should have a HTML prefix. E.g. HTML: Research Grants

**Accordions:** All accordions should have a HTML Accordion prefix, followed by the page name, then the title of the accordion. E.g. HTML Accordion: About Us-History

**Buttons:** All buttons should have a HTML Button prefix, followed by the page name, if not the button text. E.g. HTML Button: About Us-History

**Images:** All images should have a HTML Image prefix, followed by the page name, if not the file name text. E.g. HTML Image: bill.jpg

# Naming/Image Conventions

**Taxonomy:** NO ONE should be creating taxonomies.

**The only place you should be creating content is in Orchestra.**

**Calendar Items:** All calendar items should have a Important Date prefix, followed by the title of the calendar item, E.g. Important Date: Comp Review

**Named Fund:** All funds should be prefixed by Named Fund: followed by the last name of that fund. E.g. Named Fund: Bunnell

**News:** All news items should have a News prefix, followed by the full title of the article, E.g. News: IICD-10 Update

**Person:** All people should have a Person prefix, followed by the First Name then Last Name, no middle initials and designations E.g. Person: Dick Buttkiss

**Slider:** All sliders should have a Slider prefix, followed by the name of the slide, E.g. Slide: About Research Grants

**Social Button:** All Social Media buttons should have a Social Button prefix, followed by the Social Media Name E.g. Social Button: Youtube

# ASSH Imagery

Use the following image library here.

Our imagery is based on a sense of friendship and facility. It should reflect what it is like to serve, respect and admire. It should support our web brand values: **trust, dependability,** and **clarity**. The mood of our images should be warm and welcoming.

Images should be simple and feel authentic. They should show interaction to reflect relationships between people. People should look positive, approachable and natural with an appropriate mix of race, age and gender to reflect ASSH's core values.

**Trust**: ASSH is a guiding force in hand surgery. Images should be balanced and structured. The subjects within images should portray an honest relationship who are friendly with one another.

**Dependability**: ASSH members depend on us to deliver a service. Elements within an image should interlink with one another, visually representing a co-dependence.

**Clarity**: ASSH strives for a clear message within it's complex array of offerings. ASSH imagery should imagery should induce the same feeling. Images should have a clear subject and composition. If you add text to an image ensure it does not overwhelm the image.

Always consider the composition of the image and if it is directing the user's eye or if the image will be using text, etc. And do NOT use images with stethoscopes.

# ASSH Image Examples

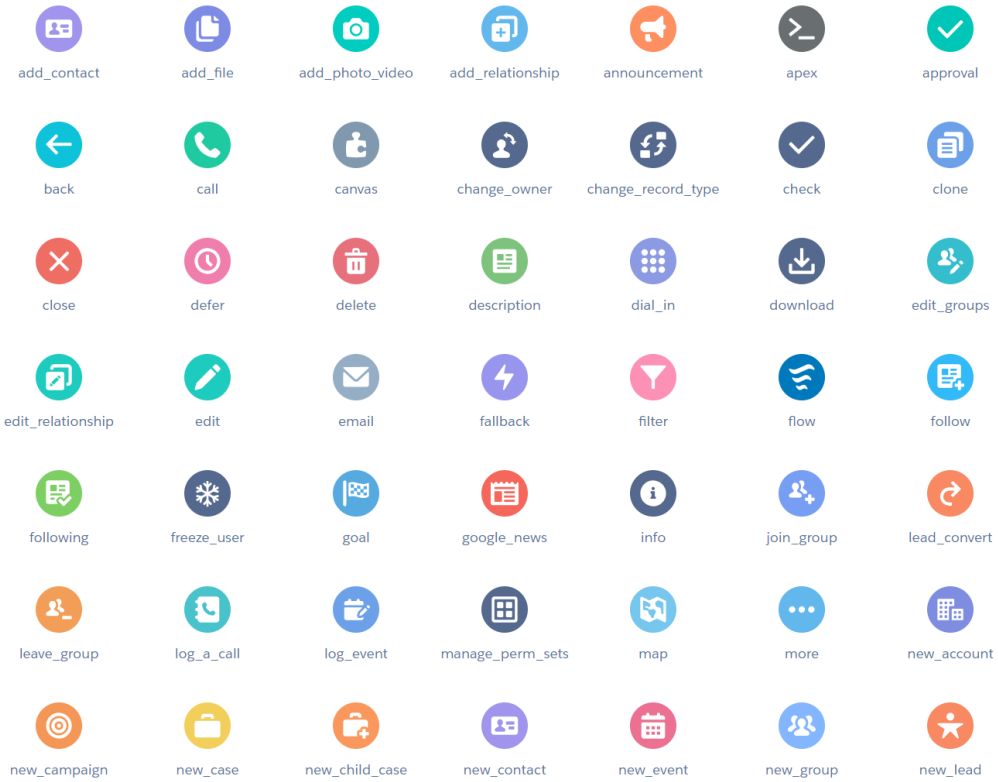
# ASSH Icons

Use the following icon library here.

All icons must be responsive. Never distort icons or use their “compressed image” format (jpg, png, etc.) on the website. The icons should be pulled using code from ASSH’s server. Please correspond the icons with the ASSH color scheme for the given website. For example, icons on the THP website would use the colors on page 8 of this guide.

Please find a listing of all of the icons with their code here.

## ICON EXAMPLES



# ASSH Icons Use Cases

custom104

Member News

custom112

List Serve

custom43

Donations

custom13

Member Directory

custom58

Fellowship Programs

custom103

Communities

custom96

Job Board

custom73

Committees

custom51

CMEs

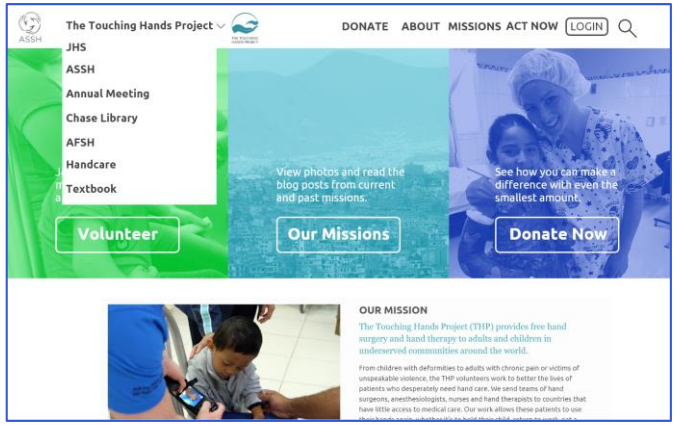
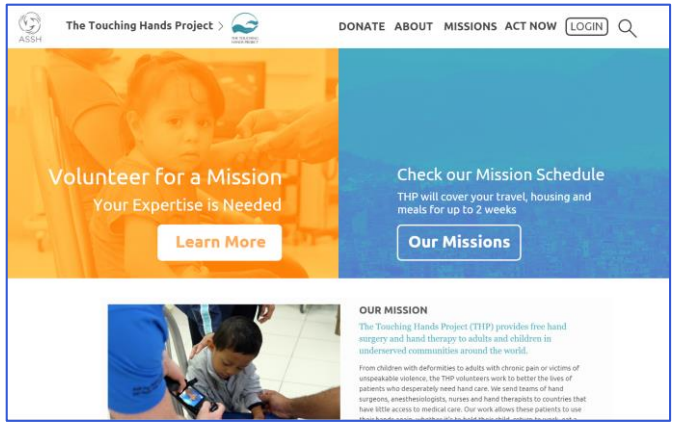
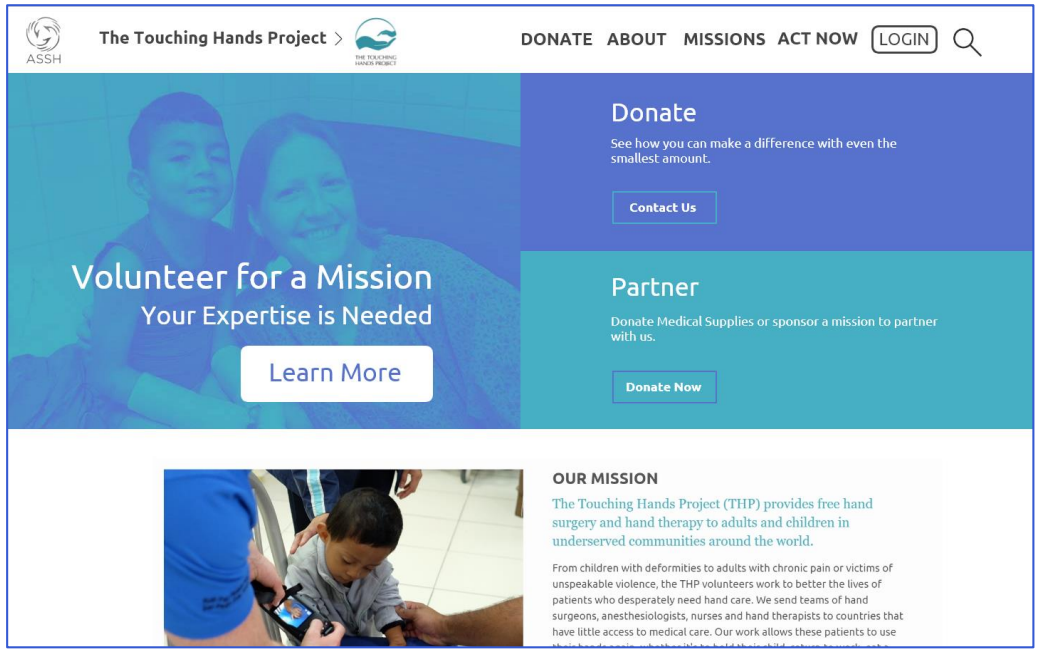
custom55

E-Pubs

custom93

Purchases

custom68

Volunteer

# Examples in Use