Chapter Logo Guidelines

As an Affiliated NSSLHA Chapter, please use our official logo. Here, you'll find the how-tos and guidelines. Should you have questions, drop us a line at *nsslha@asha.org*.

NATIONAL NSSLHA

Correct Use of Chapter Logo

LOGO | NO BACKGROUND

The official logo consists of three elements: type, chapter identifier, and sine wave.

LOGO | BACKGROUND, OPTION 1

When using the logo on a dark background, you may use one-color white version.

LOGO | BACKGROUND, OPTION 2

When using the logo on a lighter background, you may use one-color black version.

Incorrect Use of Chapter Logo

INCORRECT LOGO

Do not change the colors. The chapter identifier is a pale blue and the typography and sine wave is a dark gray.

INCORRECT LOGO

Do not remove the sine wave. The sine wave is an essential part of the official logo and may not be removed.

INCORRECT LOGO

Do not remove the chapter identifier. The chapter identifier an essential part of the official logo and may not be removed.

Incorrect Use of Chapter Logo

INCORRECT LOGO

Do not add a drop shadow. Adding extra effects will reduce the logo's readability and identity.

INCORRECT LOGO

Do not stretch logo. To ensure a strong brand identity, the proportions of the logo should never be changed.

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Do not stretch logo. To ensure a strong brand identity, the proportions of the logo should never be changed.

Incorrect Use of Chapter Logo

INCORRECT LOGO

Do not add elements to the logo. If you are pairing the Chapter logo with another logo you have permission to use, put the two side by side with a quarter inch between the two.

Customizing the Chapter Logo

Request a customized logo from National NSSLHA.
Email *nsslha@asha.org*.