

Program **All Accreditation and Certification Programs**
Version **v43**
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Marketing Kit

This document discusses the guidelines for AAAHC logo usage by accreditation and certification program clients.



ACCREDITATION ASSOCIATION
for AMBULATORY HEALTH CARE, INC.

AAAHC Logo Usage Guidelines

Marketing Kit logos

AAAHC is proud to have our organizations use these logos as long as they maintain their AAAHC Accreditation or Certification status in good standing. We ask that the logos only be used as they appear on the official AAAHC logo sheet or electronic logo file. Alterations including rearrangement or separation of the symbol and words are unauthorized.

The “Achieved Accreditation by AAAHC” and “Achieved Advanced Orthopaedic Certification by AAAHC” family of logos are available to all organizations that have earned AAAHC Accreditation or Certification. Organizations may use these logos on print and electronic materials and promotional items, including letterhead, business forms, patient education materials, and other public information materials.

<p><i>Achieved Accreditation by</i></p> 	<p><i>Achieved Medical Home Accreditation by</i></p> 	<p><i>Achieved Dental Home Accreditation by</i></p> 
<p><i>Achieved Health Plan Accreditation by</i></p> 	<p><i>Achieved Advanced Orthopaedic Certification by</i></p> 	<p><i>Achieved Patient-Centered Medical Home Certification by</i></p> 

Compliance with the following guidelines is required:

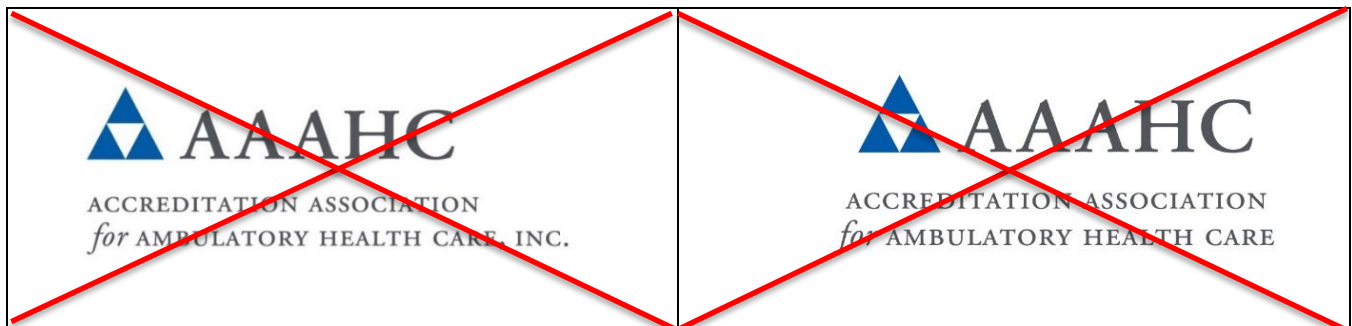
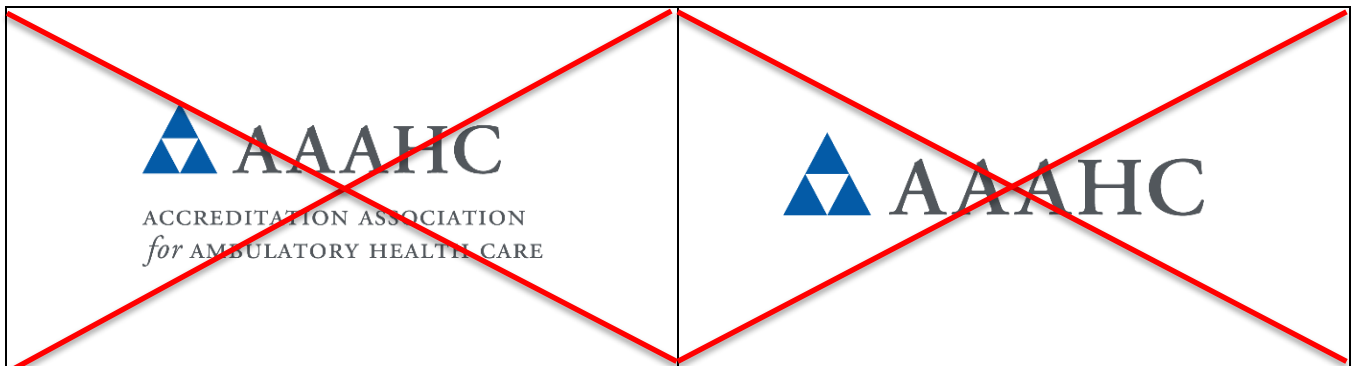
- The “Achieved Accreditation by AAAHC” and “Achieved Advanced Orthopaedic Certification by AAAHC” family of logos may not be printed larger than your logo. The logo must maintain the same dimensions as the logo provided.

- The format of the logo must remain as it is provided. The name may not be separated from the symbol or the words, and all elements of the logo must be printed in the defined brand colors. AAAHC branded colors follow these RGB matches: **Branded Blue** (Red – 6, Green – 91, Blue – 170); **Branded Gray** (Red – 83, G – 87, B – 92).
- Other words, slogans, or graphics may not be added to the “Achieved Accreditation by AAAHC” and “Achieved Advanced Orthopaedic Certification by AAAHC” logos.

Program logos may be downloaded from the AAAHC website. These logos are for use by organizations that hold AAAHC Accreditation or Certification in the specified program.

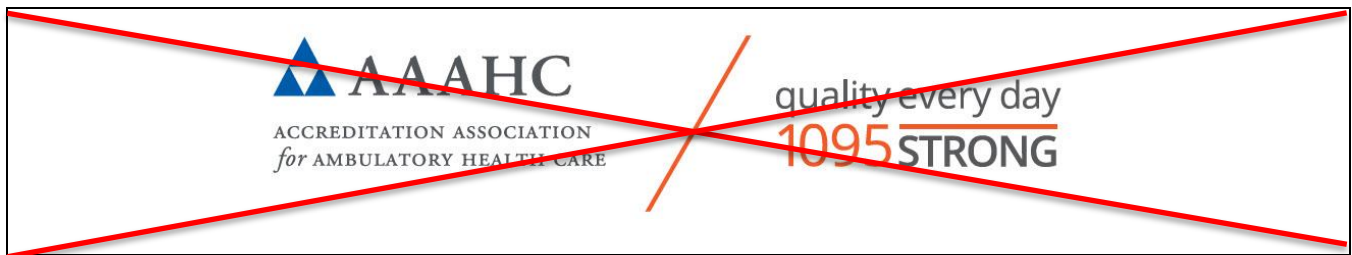
Restricted use logos

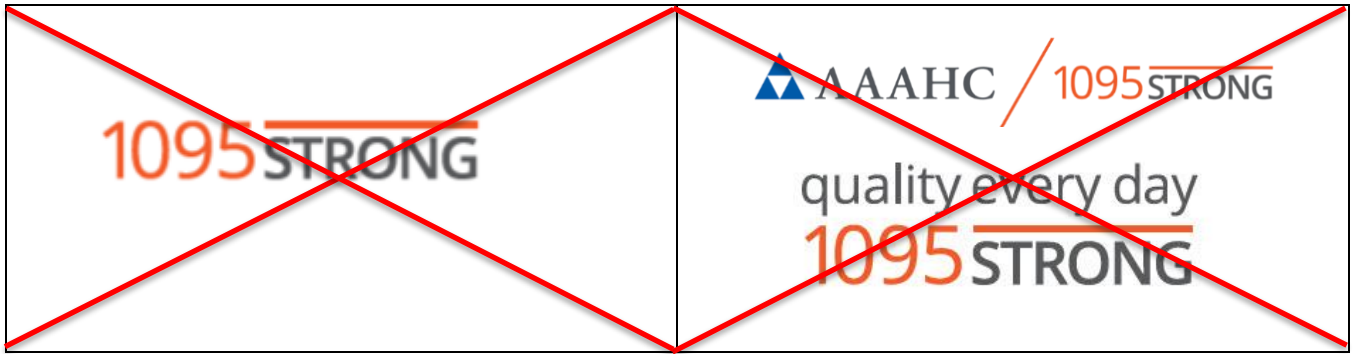
The corporate AAAHC logo which includes “inc.” and the logos shown below are not available for use in any materials without prior authorization from AAAHC.



1095 Strong

The 1095 Strong family of logos and its associated elements are prohibited for use outside of AAAHC.





To download approved logos, please visit <http://www.aaahc.org/marketingkit>.