AAPM
American Academy of Pain Medicine

Visual Identity
Guidelines

Introduction

For more than 35 years, AAPM has been the leading professional society for clinicians who focus on pain medicine. As the field of pain medicine steadily evolves, so too does AAPM. We are continuously looking for new ways to advocate for our members and their various disciplines, to provide new educational opportunities, and to support cutting-edge research.

Improving and maintaining consistency of our visual messaging is an important part of that mission.

We are thus revising our brand image to reflect our forward-looking stance, while still maintaining some visual continuity with our history as the oldest and principal society for pain medicine clinicians.

The focus of our logo is now shifted to the acronym AAPM, in recognition of the way our members and the pain community refer to us, as well as how we refer to ourselves.

As a nod to our past, the new icon retains

the "rod of Asclepius" from the original logo, but it now appears in a more modern, clean, and stylized interpretation. This ancient Greek symbol has long been associated with medicine, health, and recovery, thus perfectly symbolizes our mission.

Our two primary organizational colors remain unchanged, but we're adding a palette to complement those colors.

Finally, a clean, modern sans-serif font has been selected to give the AAPM brand a more contemporary look.

Consistent application of the visual elements of our brand — logo, typography, color, and composition — play a critical role in its impact and recognizability. This manual provides guidelines for the correct application of all elements of our visual identity.

Logo

The AAPM logo is an inseparable combination of the icon, the AAPM acronym, and the full organization name. **As a logo, the three should always be used together, and exactly as shown at right.** The only exception to this would be in extremely small uses, it is permissible to use a version without the tagline, as shown on the next page.

The AAPM icon is a stylized image of the rod of Asclepius, in a gradient of the two organizational colors. It is one of the primary elements of the logo, and can also be used as a standalone graphic element.

The individual elements should never be rearranged, scaled, or otherwise modified in any way. The logo should never have a border around it, and an appropriate logo version should be selected so that there is always strong contrast with the background.. The logo should be used only from approved logo files, and never recreated or changed.

LOGO

ICON

Logo

CLEAR SPACE

Clear space is the area around the logo that should be free of all other logos, symbols, text, or other graphic elements. The logo's clear space is defined by the height of the letters AAPM, as shown at right. This is the minimum amount of clearance space required for any print or digital application. Additional clearance is desirable whenever possible.

**CLEARSPACE
(SHOWN IN WHITE)**

MINIMUM SIZE

To ensure legibility on print applications, the minimum standard logo size is .625" high. For online applications, the minimum size is 45 pixels high.

If an application requires an even smaller logo, it is permissible to use a version without the tagline, as shown. In this case the logo may be used as small as .375" or 27px.

**MINIMUM
HEIGHT:
.625"
OR 45 PX**

**MINIMUM
HEIGHT:
.375" OR 27 PX**

Logo

The alternative color treatments may be used as situations require. Digital files for all of these versions are provided.

COLOR OPTIONS

PREFERRED

The preferred version of the logo is the two-color version as shown, with the icon in a gradient of the AAPM Cyan and AAPM Navy:

GRAYSCALE

A one-color grayscale version of the logo may be used, preferably in black, or in AAPM Navy.

REVERSE

On a black or very dark background, use this reverse logo:

SOLID

If the printing process does not allow for screened colors, the logo may be produced with the icon in solid AAPM Navy:

BLACK & WHITE

If a one-color printing process does not allow for grayscale, the logo may be produced in a solid color, again preferably in black or AAPM Navy.

WHITE

On a dark background, If grayscale is not possible, use this solid version:

Logo

INCORRECT LOGO USE

To maintain the integrity of the brand, the logo should never be altered or recreated.

DO NOT PUT A BORDER AROUND THE LOGO

DO NOT ADD SHADOW, BEVELING, OR ANY OTHER EFFECTS

DO NOT CHANGE COLORS OF LOGO ELEMENTS

DO NOT CHANGE THE LOGO FONT

DO NOT COMPRESS OR STRETCH THE LOGO

DO NOT MODIFY OR CHANGE THE ROTATION OF THE ICON

DO NOT REARRANGE THE LOGO ELEMENTS IN ANY WAY

DO NOT USE THE LOGO WITHOUT "AAPM"

Color Standards

The primary color palette for AAPM consists of the two blues found in the logo: AAPM Teal and AAPM Navy. These should be the primary colors for most corporate communications.

An additional five secondary colors round out the organizational palette. All are strong warm colors, selected to complement and contrast with the primary colors. The warm gray should be used for all text whenever possible (as in this guide).

AAPM Teal

PMS 7704*

CMYK   95 30 20 0

RGB   0 138 179

HEX   008ab3

AAPM Navy

PMS 2756*

CMYK 100 100 30 10

RGB   46 44 108

HEX   2e2c6c

*Note: Use PMS specifications ONLY when printing spot color; for CMYK or RGB, use breakdowns provided.

In all applications, use as solid colors, avoiding tints (screens) whenever possible.

PMS 116*

CMYK   0 15 100 0

RGB   255 212 0

HEX   ffd400

PMS 7413*

CMYK   10 60 100 0

RGB   224 126 39

HEX   e07e27

PMS 711*

CMYK 15 100 100 10

RGB   190 31 36

HEX   be1e24

PMS 242*

CMYK   45 100 40 20

RGB   130 29 87

HEX   821d57

PMS 410*

CMYK 50 50 50 20

RGB   119 107 104

HEX   776b68

Gradients

Gradients have been selected as a fundamental design element in the AAPM brand, to convey of the interconnectivity of our multidisciplinary approach to pain medicine. They should be used wherever possible throughout the corporate identity — both digital and print.

In additional to providing a contemporary feel and giving brand materials a vitality and depth, gradients reinforce and echo the logo design, where the gradient gives the icon dimension and movement.

The main gradient uses the two principal corporate colors. Additionally, the secondary colors have been selected to work together as gradients;

NOTE: Be careful to always use two related colors, as shown, to avoid odd unwanted transition colors. And if using in print applications, always do a print proof to ensure there is no banding in the colors.
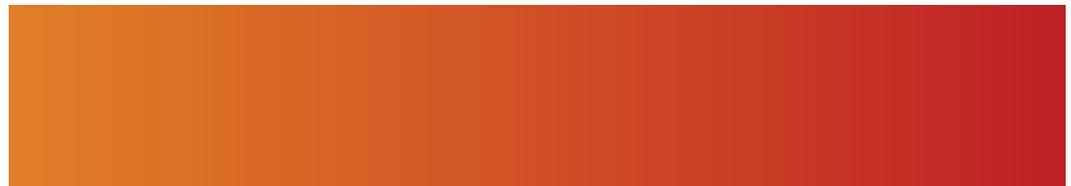
Typography

PRIMARY TYPEFACE

Raleway

The primary font for all external communication - both print and digital has been selected for its clarity, modernity, warmth, and legibility, It is a Google Font, thus readily available at fonts.google.com.

For readability and strong contrast between weights, the weights shown at right are recommended (in both roman and italic).

Note: As a Google Font, the number set are "oldstyle", meaning some letters extend above or below the standard height of letters. "Aligned" numerals are strongly preferred, as they are more cleanly lined up with the type. (See samples below.). Thus a modified "aligned" version of the font is provided with the digital resources; either the provided version or some other modification should be used for the website.. [Note that this manual was produced with the modified, "aligned" version of the font.]

Standard	Modified
0123456789	0123456789
0123456789	*0123456789*
0123456789	**0123456789**
0123456789	***0123456789***

RALEWAY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

RALEWAY LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

RALEWAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

RALEWAY REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

RALEWAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

RALEWAY BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

RALEWAY BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

RALEWAY BLACK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Typography

SECONDARY TYPEFACE

Roboto Slab

This secondary font is to be used sparingly with Raleway, for captions, headlines, and other selected feature uses. Not a primary typeface.
It is a Google Font, available at fonts.google.com.

INTERNAL TYPEFACE

Arial

Internal documents that do not require design, such as Word documents, PowerPoint presentations, Excel documents, or emails, should use Arial. Body copy should be in 10-11 points (regular), depending on the document; bold and italic should be used sparingly as needed.

[If Raleway is available, it's the preferred font for internal uses as well.]

ADDITIONAL TYPEFACES

Specific external promotional materials may call for use of different fonts for headlines or graphics; any variance from the Primary or Secondary font sets requires approval from the AAPM Communications Department.

ROBOTO SLAB THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ROBOTO SLAB LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ROBOTO SLAB REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ROBOTO SLAB BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789**

Online Presence

AAPM's online presence requires the same consistency as the rest of our identity system. Please follow these guidelines when referring to or working with our web and social media presence:

WEB ADDRESS:

1. Should appear on all materials whenever possible.

2. Whether in the body of text or floating separately, should **never include http:// or www.** Should always be simply **painmed.org** in all lower case, and in AAPM Teal if possible; if not then in black or white.

3. Should use Raleway font whenever possible, preferably the heaviest weight available.

SOCIAL MEDIA

1. For all social media, the profile image should be the icon reversed in a graduated square, as shown, with no type. (Note that in some networks it's automatically put into a circle, so please use the round version provided. This artwork can be found under "Social" in the digital resources.

2. Whenever included on corporate materials, ads, website, etc. icons for social media should:

   • be in AAPM Teal if possible; if not then in black or white.

   • be in squares with minimally rounded corners

   • not be accompanied by any other text: no "find us on…" or the profile name –just the icon itself.

Resources

A full set of the logos, etc. shown and described in this manual is available on request. Vector art is available in Spot, CMYK and RGB. Any use of the logo or other AAPM identity materials should be exclusively from these files.

For access to the digital files, or any questions about the information in this manual, please contact a member of our communications team:

Megan Wright Drumm
Director of Marketing
& Communications

847-375-6328

mdrumm@painmed.org

1. Logo Files

A. Standard Logo

1. Preferred
   CMYK, PMS, and RGB eps;
   RGB jpg; RGB png

2. Solid
   PMS eps

3. Black & White
   Grayscale eps and jpg
   Solid Black eps and jpg

4. Reverse
   Grayscale eps and jpg
   Solid White eps and jpg

A. Mini Logo

5. Preferred
   CMYK, PMS, and RGB eps;
   RGB jpg; RGB png

6. Solid
   PMS eps

7. Black & White
   Grayscale eps and jpg
   Solid Black eps and jpg

8. Reverse
   Grayscale eps and jpg
   Solid White eps and jpg

2. Mark

Mark alone without logotype, CMYK and RGB, in ai and eps files

3. Color Swatches

.ase file for importing into AI, ID, or PS

4. Fonts

Raleway and Roboto Slab (also available for download at Google Fonts).

Note that Raleway is included here both with revised "aligned" numerals, and the default non-aligned version.

5. Social Media

Square and round social media profile art, eps and png