

Brand Identity Guidelines

Mission:

The Association of Healthcare Internal Auditors provides leadership and advocacy to advance the healthcare internal audit profession by facilitating relevant education, certification, resources and networking opportunities.

History:

Founded in 1981, the Association of Healthcare Internal Auditors (AHIA) is a network of experienced healthcare internal auditing professionals who come together to share tools, knowledge and insight on how to assess and evaluate risk within a complex and dynamic healthcare environment.

Our Vision:

To be the premier association for healthcare internal auditing.



Table of Contents

- 1 The Logo
- 2 Logo Variations
- 3 Minimum Space Around the Logo
- 4 Incorrect Use of the Logo
- 5 Approved Colors
- 6 Primary Fonts



Logo

The color logo is the preferred and primary logo. The logo should be used on a white background whenever possible. When the color logo is reversed, it can only be used on a dark background.



ahia
Assoc. of **Healthcare** Internal Auditors

The image shows the AHIA logo on a white background. The word "ahia" is in a bold, lowercase, sans-serif font. The dot on the "i" is a small red circle. Below "ahia" is the text "Assoc. of Healthcare Internal Auditors" in a smaller, sans-serif font. The word "Healthcare" is in red, while "Assoc. of" and "Internal Auditors" are in black.

ahia Assoc. of **Healthcare**
Internal Auditors

The image shows the AHIA logo on a white background, but with the text "ahia" in black and "Assoc. of Healthcare Internal Auditors" in red. This is a reversed version of the logo.

Logo Variations

Always use approved artwork.
Whenever possible, use the EPS file
format for best results.



Standard Use



Black



Dark Background

Minimum Space Around the Logo

The logo should always be placed in a prominent position so it appears clearly and distinctly. The logo should appear on all AHIA materials, both printed and electronic. There should always be enough space around the logo to ensure a powerful and clear visual image. The amount of clear space is in direct proportion to the size of the logo and cannot be altered. The minimum space around the logo should at least be equivalent to the height of the A in AHIA. If possible, more space should be allowed around the logo.

Clearance around the logo should be greater than or equal to the height of the letter A.



Incorrect Use of the Logo

Always use approved artwork. Whenever possible, use the EPS file format for best results.

For your guidance, some typical examples of incorrect use of the logo are illustrated here.

The examples below contain errors in the letterforms, colors and formats.

Don't stretch the logo



Don't substitute the typeface



Don't use other colors



Don't italicize the logo



Don't violate the clear zone



Don't enclose the logo in a shape



Don't outline the logo



Don't use 3d effects or shadows

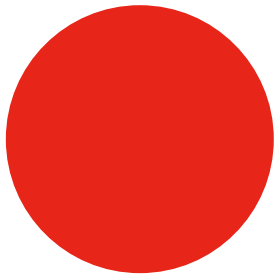


Don't alter the logo proportions

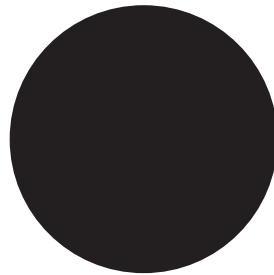


Approved Colors

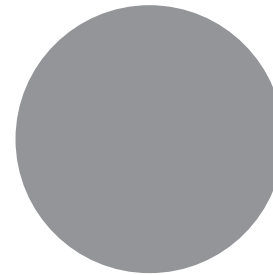
Colors are important to our visual identity. The colors are specified as cmyk for printing and can easily be translated to web and social media.



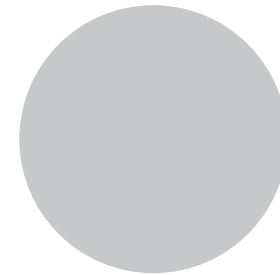
Pantone 485
C=6 M=98 Y=100 K=1
R=225 G=37 B=27
HEX: E1251B



C=0 M=0 Y=0 K=100
R=0 G=0 B=0
HEX: 000000



C=0 M=0 Y=0 K=50
R=147 G=149 B=152
HEX: 939598



C=0 M=0 Y=0 K=25
R=199 G=200 B=202
HEX: C7C8CA

Primary Fonts

Proxima Nova is the typeface for all AHIA applications. This is the only sans serif typeface to be used.

Proxima Nova Regular

Proxima Nova Italic

Proxima Nova Bold

Proxima Nova Bold Italic

Proxima Nova Cond Regular

Proxima Nova Cond Italic

Proxima Nova Cond Bold

Proxima Nova Cond Bold Italic

Secondary Fonts

Arial is the typeface for all AHIA applications when Proxima Nova is not available. Projects done outside of the AHIA design team in applications like PowerPoint or Word can use this alternate font.

Arial Regular

Arial Italic

Arial Bold

Arial Bold Italic

Arial Cond Regular