THE ABA STYLE GUIDE

We are dedicated to advancing our specialty, today and tomorrow - elevating standards of practice and guiding lifelong learning.

Please contact the Marketing and Communications team with questions about use of the ABA’s brand assets including:

- New content and materials
- Requests for new content and materials
- Selection of ABA photography
- Production of video and digital assets
<table>
<thead>
<tr>
<th>SECTION</th>
<th>CONTENT</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEC. 00</td>
<td>INTRODUCTION</td>
<td>2</td>
</tr>
<tr>
<td>SEC. 01</td>
<td>TABLE OF CONTENTS</td>
<td>3</td>
</tr>
<tr>
<td>SEC. 02</td>
<td>ABOUT OUR BRAND</td>
<td>4</td>
</tr>
<tr>
<td>SEC. 03</td>
<td>LOGO USAGE</td>
<td>6</td>
</tr>
<tr>
<td>SEC. 04</td>
<td>TRADEMARKS AND CERTIFICATION MARK</td>
<td>13</td>
</tr>
<tr>
<td>SEC. 05</td>
<td>COLOR PALETTE</td>
<td>14</td>
</tr>
<tr>
<td>SEC. 05</td>
<td>TYPOGRAPHY</td>
<td>16</td>
</tr>
<tr>
<td>SEC. 06</td>
<td>ICONIC SET</td>
<td>22</td>
</tr>
<tr>
<td>SEC. 07</td>
<td>PHOTOGRAPHY AND IMAGERY</td>
<td>26</td>
</tr>
<tr>
<td>SEC. 08</td>
<td>PRINT</td>
<td>30</td>
</tr>
<tr>
<td>SEC. 09</td>
<td>ONLINE ELEMENTS</td>
<td>34</td>
</tr>
<tr>
<td>SEC. 10</td>
<td>DOWNLOADS</td>
<td>40</td>
</tr>
<tr>
<td>SEC. 11</td>
<td>CONTACT AND IMPRESS</td>
<td>41</td>
</tr>
</tbody>
</table>
THE ABA: ABOUT OUR BRAND

The mission of the American Board of Anesthesiology® (ABA)

Is to advance the highest standards of the practice of anesthesiology. As the certifying body for anesthesiologists since 1938, we are committed to working with physicians to guide lifelong learning and foster exceptional patient care. We administer initial and subspecialty certification exams as well as the Maintenance of Certification in Anesthesiology™ (MOCA®) program, which is designed to promote lifelong learning, a commitment to quality clinical outcomes and patient safety.

We maintain a consistently high bar for our specialty. Our initial certification exams distinguish anesthesiologists in their careers. Certification in anesthesiology is one of the most rigorous processes in all of medicine. As some of the most highly trained professionals in healthcare, our diplomates are innately motivated to demonstrate their expertise.

Our continuing certification program endeavors to improve public health and enhance patient outcomes by guiding anesthesiologists’ learning and evaluating their knowledge, judgment and skills over the course of their careers. Our goal is to ensure that they are equipped to provide the gold standard of care every day that they are in practice.

ABA certification programs ensure that the anesthesiologists caring for our loved ones are truly experts, so patients and their families can have confidence and trust in their physicians during some of the most vulnerable moments of their lives.

Based in Raleigh, N.C., the ABA is a nonprofit organization and a Member Board of the American Board of Medical Specialties
“Our innovative approach to continuous certification and commitment to our diplomats elevates the field and every practitioner in it—helping ensure high-quality care for every patient.”
THE ABA LOGO USAGE

The new ABA logo was designed to represent the evolving nature of the Board, which has transitioned from one that was strictly transactional to one that seeks to foster community, open dialogue, and service among its diplomate corps and colleagues in the house of medicine. The logo also serves to differentiate the ABA from other organizations that serve physician anesthesiologists and medical specialists.

Please contact the Marketing and Communications team with questions about use of the ABA’s brand assets including:

- New content and materials
- Requests for new content and materials
- Selection of ABA photography
- Production of video and digital assets
Full ABA Logotype

The minimum space around the logo should be no less than 1/4 inch. No type or any other element should be positioned inside this clear space. This measurement should be consistent regardless of the logo’s size or format.
Logo background color & photo usage

Logo Misuse

Please avoid these improper uses of the logos:

- Do not distort, stretch, redraw or redesign the logo.
- Do not use logos without proper trademark symbol.
- ABA logo should always be printed on a background color that provides sufficient contrast.
- On a co-sponsored piece, the logos should be of equal size, visually.
- Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.
Logo Misuse

Do not distort or warp the logo in any way.

Do not use logos without proper trademark symbol or change the typeface.

Do not change the logo color or tone outside of The ABA color palette.

Avoid using the logo over dark background.

Avoid adding effects like shadows, and gradients to the logo.

For all other cases, please contact coms_staff@theaba.org
### Full MOCA Logotype

**MOCA** | **Maintenance of Certification in Anesthesiology**

### Logo and Logotype Variations

**MOCA Minute**

MOCA | MINUTE

**MOCA 2.0**

MOCA | **2.0**

### Stacked Logos

MOCA | **Maintenance of Certification in Anesthesiology**

MOCA | MINUTE

### Logo Clear Space

The minimum space around the logo should be no less than ¼ inch. No type or any other element should be positioned inside this clear space. This measurement should be consistent regardless of the logo’s size or format.
Logo background color & photo usage

MOCA® LOGO USAGE
Branding Guidelines

Logo Misuse

Please avoid these improper uses of the logos.

- Do not distort, stretch, redraw or redesign the logo.
- Do not use logos without proper trademark symbol.
- MOCA logo should always be printed on a background color that provides sufficient contrast.
- On a co-sponsored piece, the logos should be of equal size, visually.
- Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.
Logo Misuse

Do not distort or warp the logo in any way.

Do not use logos without proper trademark symbol or change the typeface.

Do not change the logo colour or tone outside of the ABA color palette.

Avoid using the logo over dark background.

Avoid adding effects like shadows, and gradients to the logo.

For all other cases, please contact coms_staff@theaba.org
TRADEMARKS & CERTIFICATION MARKS

We have taken steps to protect our work by registering the following names and certification marks with the United States Patent and Trademarks Office. A trademark symbol, or ™, denotes an unregistered mark that promotes a tangible product.

The registration symbol, or ®, department. Use of any of the names in text must include the appropriate mark on first reference, whether it is in the headline or main copy. Logo art we provide will include the appropriate marks. These registered marks are subject to change when approval is granted for registered trademark status. The style guide will be updated to reflect these changes.

ABA Trademarks

Certification Marks (Seal for diplomate)

The certification seal is used on certificates issued by the ABA to signify that physician anesthesiologists are meeting the highest standards of the practice of anesthesiology. Diplomates may display the seal and their certificates to indicate that they are meeting the high standard of excellence required to attain and maintain board certification.
THE ABA COLOR PALETTE

Color plays an important role in the ABA’s corporate identity. The colors below are recommendations for various media platforms. A palette of primary and secondary colors has been developed, which constitutes the ABA’s “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the ABA’s brand identity across all relevant media. Check with our designer or another member of the Marketing and Communications team when using the organizational colors to ensure they will always be used consistently.

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Primary colors are the core colors we use throughout our multiple channels. They should be used as the main colors to convey the ABA’s organizational identity throughout our applications, communications and marketing material.

<table>
<thead>
<tr>
<th>PRIMARY COLOR</th>
<th>PRIMARY COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>PICTON BLUE</td>
<td>BAHAMA BLUE</td>
</tr>
</tbody>
</table>

COLOR CODES

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK</th>
<th>HEX</th>
<th>RGB</th>
<th>HSL</th>
<th>HSB</th>
</tr>
</thead>
<tbody>
<tr>
<td>292U</td>
<td>68, 34, 0, 0</td>
<td>#418fde</td>
<td>65, 143, 222</td>
<td>210, 70, 56</td>
<td>210, 71, 87</td>
</tr>
<tr>
<td>Pantone</td>
<td>CMYK</td>
<td>HEX</td>
<td>RGB</td>
<td>HSL</td>
<td>HSB</td>
</tr>
<tr>
<td>2945</td>
<td>98, 74, 8, 1</td>
<td>#03549b</td>
<td>3, 84, 155</td>
<td>208, 96, 31</td>
<td>208, 98, 61</td>
</tr>
</tbody>
</table>
SECONDARY COLOR SYSTEM

The secondary colors are complementary to our core colors, but are not recognizable identifiers for the ABA identity. Secondary colors should be used in small quantities, that is, in less than 20 percent of the palette in one place.

- **NAME: TRUE BLUE**
  - HEX: #1674D1
  - RGB: 22, 116, 209

- **NAME: PUMPKIN ORANGE**
  - HEX: #FF671F
  - RGB: 255, 103, 31

- **NAME: INDIGO**
  - HEX: #6A67CF
  - RGB: 106, 103, 207

- **NAME: SURF GREEN**
  - HEX: #75D7A5
  - RGB: 117, 215, 165

- **NAME: VIKING**
  - HEX: #7B7ED9
  - RGB: 112, 190, 217

UTILITY COLORS

These colors are mostly used for system messages, such as primary links, warnings, error and success messages. Utility colors should be used to highlight important messages and used in minimal quantities, that is, in less than 10 percent of the palette in one place.

- **NAME: CURIOUS BLUE**
  - HEX: #4081C8
  - RGB: 64, 129, 200
  - **Primary Links**

- **NAME: GRAY**
  - HEX: #888888
  - RGB: 139, 139, 139
  - **Default**

- **NAME: MIDNIGHT**
  - HEX: #162233
  - RGB: 22, 34, 63
  - **Info**

- **NAME: LIME**
  - HEX: #3AC67E
  - RGB: 58, 198, 126
  - **Success**

- **NAME: CITRUS**
  - HEX: #FFC262
  - RGB: 255, 194, 98
  - **Warning**

- **NAME: POMEGRANATE**
  - HEX: #FB6C7A
  - RGB: 251, 108, 122
  - **Danger/Error**
THE ABA
TYPOGRAPHY

01

The ABA’s Fonts and Typography use

Typography plays an important role in communicating an overall branding identity. Careful use of typography reinforces the brands personality and ensures clarity and harmony in all the ABA’s communications. We have selected Avenir, Lato and Playfair Display, which helps inject a professional, high-quality and modern feel to the ABA’s communications. We have designated the Avenir and Lato font families as the primary fonts for digit assets and print materials. It will also be utilized for electronic materials, such as emails, presentations, newsletter and the blog.

Please contact the Marketing and Communications team with questions about use of the ABA’s brand assets including:

- New content and materials
- Requests for new content and materials
- Selection of ABA photography
- Production of video and digital assets
Primary Typeface

01

Primary Font: Avenir (Sans Serif)
Public website, new diplomate kit, blog and digital communications.

| Bold | A B C D E F G H I J K L M |
|      | N O P Q R S T U V W X Y Z |
|      | a b c d e f g h i j k l m |
|      | n o p q r s t u v w x y z |

| Light | A B C D E F G H I J K L M |
|       | N O P Q R S T U V W X Y Z |
|       | a b c d e f g h i j k l m |
|       | n o p q r s t u v w x y z |

| Figures | 0 1 2 3 4 5 6 7 8 9 0 |

| Characters | ! " § $ % & / ( ) = ? ` ; : |
|            | i “ ¶ ‹ ¹ [ ] ] { } ≠ ã ’ |
|            | « ∑ € ® † Ω “ / ø π • ± ′ |
Primary Typeface

02

Primary Font: Lato Regular (Sans Serif)
Physician portal and ABA mobile app

<table>
<thead>
<tr>
<th>Bold</th>
<th>A B C D E F G H I J K L M</th>
<th>N O P Q R S T U V W X Y Z</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a b c d e f g h i j k l m</td>
<td>n o p q r s t u v w x y z</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Regular</th>
<th>A B C D E F G H I J K L M</th>
<th>N O P Q R S T U V W X Y Z</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>a b c d e f g h i j k l m</td>
<td>n o p q r s t u v w x y z</td>
</tr>
</tbody>
</table>

| Figures      | 0 1 2 3 4 5 6 7 8 9 0 |

<table>
<thead>
<tr>
<th>Characters</th>
<th>! “ § $ % &amp; / ( ) = ? ` ; :</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>i “ ¶ ç [ ]</td>
</tr>
<tr>
<td></td>
<td>« Σ € ® † Ø “ / ø π • ± ‘</td>
</tr>
</tbody>
</table>
## Secondary Typeface

03

**Secondary Font: Playfair Display (Serif)**

**Titles, quotes and headers**

<table>
<thead>
<tr>
<th>Black</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
<th>M</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>O</td>
<td>P</td>
<td>Q</td>
<td>R</td>
<td>S</td>
<td>T</td>
<td>U</td>
<td>V</td>
<td>W</td>
<td>X</td>
<td>Y</td>
<td>Z</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
</tr>
<tr>
<td></td>
<td>n</td>
<td>o</td>
<td>p</td>
<td>q</td>
<td>r</td>
<td>s</td>
<td>t</td>
<td>u</td>
<td>v</td>
<td>w</td>
<td>x</td>
<td>y</td>
<td>z</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Regular</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>F</th>
<th>G</th>
<th>H</th>
<th>I</th>
<th>J</th>
<th>K</th>
<th>L</th>
<th>M</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>O</td>
<td>P</td>
<td>Q</td>
<td>R</td>
<td>S</td>
<td>T</td>
<td>U</td>
<td>V</td>
<td>W</td>
<td>X</td>
<td>Y</td>
<td>Z</td>
</tr>
<tr>
<td></td>
<td>a</td>
<td>b</td>
<td>c</td>
<td>d</td>
<td>e</td>
<td>f</td>
<td>g</td>
<td>h</td>
<td>i</td>
<td>j</td>
<td>k</td>
<td>l</td>
<td>m</td>
</tr>
<tr>
<td></td>
<td>n</td>
<td>o</td>
<td>p</td>
<td>q</td>
<td>r</td>
<td>s</td>
<td>t</td>
<td>u</td>
<td>v</td>
<td>w</td>
<td>x</td>
<td>y</td>
<td>z</td>
</tr>
</tbody>
</table>

| Figures        | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 0 |
|----------------|---|---|---|---|---|---|---|---|---|---|---|---|---|

<table>
<thead>
<tr>
<th>Characters</th>
<th>!</th>
<th>“</th>
<th>$</th>
<th>$</th>
<th>%</th>
<th>©</th>
<th>/</th>
<th>(</th>
<th>)</th>
<th>=</th>
<th>?</th>
<th>`</th>
<th>;</th>
<th>:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>`</td>
<td>“</td>
<td>©</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>`</td>
<td>“</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>`</td>
<td>“</td>
<td>`</td>
<td>`</td>
<td>`</td>
<td>`</td>
<td>`</td>
<td>`</td>
<td>`</td>
<td>`</td>
<td>`</td>
<td>`</td>
<td>`</td>
<td>`</td>
</tr>
</tbody>
</table>

|                  | Σ | € | ® | † | Ω | “ | / | Ø | π | ¤ | ± | ‘ |
## Typeface and Text Hierarchy

<table>
<thead>
<tr>
<th>Style</th>
<th>Typeface</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PARAGRAPH 1</strong></td>
<td>THE ABA’S TYPEFACE</td>
<td>10pt Type - 12pt Leading</td>
</tr>
<tr>
<td>Body Copy</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>PARAGRAPH 2</strong></td>
<td>THE ABA’S TYPEFACE</td>
<td>6pt Type - 9pt Leading</td>
</tr>
<tr>
<td>Caption &amp; Small Text</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>HEADING 1</strong></td>
<td>ABA’S TYPEFACE</td>
<td>30pt Type - 36pt Leading</td>
</tr>
<tr>
<td>Title Text</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>HEADING 2</strong></td>
<td>THE ABA’S TYPEFACE</td>
<td>24pt Type - 28pt Leading</td>
</tr>
<tr>
<td>Sub Header</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>HEADING 3</strong></td>
<td>THE ABA’S TYPEFACE</td>
<td>18pt Type - 22pt Leading</td>
</tr>
<tr>
<td>Sub Sub Header</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>LINKS</strong></td>
<td>THE ABA’S TYPEFACE</td>
<td>12pt Type - 16pt Leading</td>
</tr>
<tr>
<td>Body Copy</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>QUOTES</strong></td>
<td>“THE ABA’S TYPEFACE”</td>
<td>12pt Type - 20pt Leading</td>
</tr>
<tr>
<td>Body Copy, &amp; Small Text</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Typographic hierarchy is another form of visual hierarchy, a subhierarchy in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways we can create a sense of hierarchy. Here are some of the most common techniques for the ABA’s layouts.
Typography Misuse

Do not distort

Restrain from using other font families

Don’t overlap typography

Avoid using the fonts over dark background.

Avoid adding gradients to the fonts.

For all other cases, please contact coms_staff@theaba.org
THE ABA ICONOGRAPHY

The ABA’s Iconography Samples

An icon is a pictogram displayed on a screen or print layout to help the user easily navigate through the content.

The icon itself is a small picture or symbol serving as a quick, “intuitive” representation of a software tool, function or a data file.
Flat Icon Samples

Schedule

Maps

Attendees

Agenda

Dress code

Hotel info
Luggage

Departure/Travel

Attendees

Flat icon usage
# Icons

## Nav Icons

<table>
<thead>
<tr>
<th>Inactive</th>
<th>Active</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Image" /></td>
<td><img src="image2.png" alt="Image" /></td>
<td>Dashboard</td>
</tr>
<tr>
<td><img src="image3.png" alt="Image" /></td>
<td><img src="image4.png" alt="Image" /></td>
<td>Progress Report</td>
</tr>
<tr>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
<td>MOCA</td>
</tr>
<tr>
<td><img src="image7.png" alt="Image" /></td>
<td><img src="image8.png" alt="Image" /></td>
<td>Notifications</td>
</tr>
<tr>
<td><img src="image9.png" alt="Image" /></td>
<td><img src="image10.png" alt="Image" /></td>
<td>Notifications with Alert</td>
</tr>
<tr>
<td><img src="image11.png" alt="Image" /></td>
<td><img src="image12.png" alt="Image" /></td>
<td>Other</td>
</tr>
</tbody>
</table>

## Section Icons

<table>
<thead>
<tr>
<th><img src="image13.png" alt="Image" /></th>
<th><img src="image14.png" alt="Image" /></th>
<th><img src="image15.png" alt="Image" /></th>
<th><img src="image16.png" alt="Image" /></th>
<th><img src="image17.png" alt="Image" /></th>
<th><img src="image18.png" alt="Image" /></th>
<th><img src="image19.png" alt="Image" /></th>
<th><img src="image20.png" alt="Image" /></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image21.png" alt="Image" /></td>
<td><img src="image22.png" alt="Image" /></td>
<td><img src="image23.png" alt="Image" /></td>
<td><img src="image24.png" alt="Image" /></td>
<td><img src="image25.png" alt="Image" /></td>
<td><img src="image26.png" alt="Image" /></td>
<td><img src="image27.png" alt="Image" /></td>
<td><img src="image28.png" alt="Image" /></td>
</tr>
<tr>
<td>History</td>
<td>Report New</td>
<td>Progress</td>
<td>Activities</td>
<td>CME Explorer</td>
<td>User</td>
<td>Exam</td>
<td></td>
</tr>
</tbody>
</table>

## Arrow Icons

<table>
<thead>
<tr>
<th><img src="image29.png" alt="Image" /></th>
<th><img src="image30.png" alt="Image" /></th>
<th><img src="image31.png" alt="Image" /></th>
<th><img src="image32.png" alt="Image" /></th>
</tr>
</thead>
<tbody>
<tr>
<td>Arrow Down</td>
<td>Arrow Up</td>
<td>Arrow Left</td>
<td>Arrow Right</td>
</tr>
</tbody>
</table>

## Utility Icons

<table>
<thead>
<tr>
<th><img src="image33.png" alt="Image" /></th>
<th><img src="image34.png" alt="Image" /></th>
<th><img src="image35.png" alt="Image" /></th>
<th><img src="image36.png" alt="Image" /></th>
<th><img src="image37.png" alt="Image" /></th>
<th><img src="image38.png" alt="Image" /></th>
<th><img src="image39.png" alt="Image" /></th>
<th><img src="image40.png" alt="Image" /></th>
</tr>
</thead>
<tbody>
<tr>
<td>Revoked</td>
<td>Alert</td>
<td>Error</td>
<td>Close</td>
<td>Show Hide</td>
<td>Search</td>
<td>Q-Tip</td>
<td></td>
</tr>
<tr>
<td>Conditions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Success or Good Standing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inactive</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>In-Progress or Expires Soon</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expired</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><img src="image41.png" alt="Image" /></th>
<th><img src="image42.png" alt="Image" /></th>
<th><img src="image43.png" alt="Image" /></th>
<th><img src="image44.png" alt="Image" /></th>
<th><img src="image45.png" alt="Image" /></th>
<th><img src="image46.png" alt="Image" /></th>
<th><img src="image47.png" alt="Image" /></th>
<th><img src="image48.png" alt="Image" /></th>
</tr>
</thead>
<tbody>
<tr>
<td>Edit</td>
<td>Open External Link</td>
<td>Locked</td>
<td>Folder</td>
<td>Add Folder</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
THE ABA IMAGERY STYLE

The ABA’s Photography and Imagery

Imagery and photography play an important role in communicating our organization’s values to our diplomats and others who engage with our brand. When possible, we seek to use original, as opposed to stock, photography and imagery. The imagery elements we employ change to fit the use-case (e.g. media release, printed collateral, presentation). As our organization evolves, so will the imagery we use to tell our story.

Image Requirements:

- Color corrected images
- Sharp or hi-res
- Modern and clean look
- Lightly desaturated colours
- Consistent professional look

Please contact the Marketing and Communications team with questions about use of the ABA’s brand assets.
Photography and Imagery usage

Headshots And Portraits
Should maintain a consistent professional look. Eyes should be perfectly in focus, three-quarter framing, proper lighting, use of background and backdrop.

Mockups and Promotional Images
Mockups and Promotional Images
Website Slider
Light and Dark

Power Point Background Images
THE ABA PRINT GUIDE

Print Parameters and Samples

The printer parameters and samples illustrate the approved layouts with the primary elements of our stationary system for official communications. These parameters apply to the front and backside of our letterhead, business cards, envelope and certificate.

Please contact the Marketing and Communications team with questions about use of the ABA’s brand assets including:

- New content and materials
- Requests for new content and materials
- Selection of ABA photography
- Production of video and digital assets
Letterhead

Letterhead Parameters

Dimensions
8.5 x 11

Opaque smooth white 70 lb.

Print CMYK

USAGE

The letterhead is used for all of the ABA's official contact and communications.
Business Card Parameters

Dimensions
3.5 x 2

Standard 14pt
card stock - matte

Print
CMYK

USAGE

- The business card is used for all ABA official contact and communication. Insert the name, title and contact information into the design and send your document to the Marketing and Communications team for approval and print.
Envelope

Envelope Parameters

Dimensions
9.5 x 4

Fully gummed envelopes, white
#10/70

Print
CMYK

USAGE
- The envelope is used for all ABA official contact and communication. Insert the letter or document into the envelope and send your document.
THE ABA
ONLINE ELEMENTS

Online Guide
and Samples

The following online templates and samples should be used as a visual guide that represents the proper use of the ABA’s online elements. The online guide and samples are created for the purpose of arranging elements to best accomplish a particular style for multiple digital channels.

Please do not redesign templates without consulting the Marketing and Communications Team.

Please contact the Marketing and Communications team with questions about use of the ABA’s brand assets including:

- New content and materials
- Requests for new content and materials
- Selection of ABA photography
- Production of video and digital assets
Email Signature

Email Signature Parameters

Content
- Full name
- Title
- Full organization name
- Email
- Phone number
- ABA website
- ABA address
- Notice*

Style
- Font-family: Lato, sans-serif
- Font-size: 18px (Employee and Employee title)
- Font-size: 13px (Full organization name)
- Font-size: 12px (Contact information)
- Font-size: 10px (ABA website)
- Font-weight: 600 (ABA address)
- Font-weight: 400 (Notice*)
- Color: #418fde
- Color: #8f8f8f
- Color: #03539B
- Color: #707070

NOTICE: This message contains information from the American Board of Anesthesiology that may be confidential and legally privileged. If you are not an intended recipient, please notify the sender immediately, then destroy this email and refrain from any disclosure, copying, distribution or use of this information. Thank you.
Social Media Logo and Cover Parameters

Here you will find the social media guidelines/Samples for Facebook, Twitter, Instagram and LinkedIn.

This will guide the creation of assets that optimize the quality and presentation of the images and media links we share with our audience. This will help us generate the most effective interaction with our social media fans or visitors.

Cover image dimensions:
- Minimum 820 x 312 px (Facebook)
- Minimum 1500 x 500 px (Twitter)
- Minimum 1584 x 396 px (LinkedIn)

Logo dimensions:
- Minimum 360 x 360 px (Facebook)
- Minimum 400 x 400 px (Twitter)
- Minimum 400 x 400 px (LinkedIn)
- Minimum 400 x 400 px (Instagram)
ABA New Diplomate Welcome Kit

Main Navigation Bar

Page footer

Buttons & Links
ABA Blog

Main Navigation Bar

Page Footer

Buttons, Links & Forms
THE ABA DOWNLOADS

Template and Assets Downloads

Every time you create a letter, fax, electronic presentation or email message - or when answering the telephone or creating a voice mail message - you represent the ABA. Employees can find the templates at:

http://

The templates provided must be used on everything you produce, for both internal and external audiences. Please do not redesign templates without consulting the Marketing and Communications Team.

Please contact the Marketing and Communications team with questions about use of the ABA’s brand assets including:

- New content and materials
- Requests for new content and materials
- Selection of ABA photography
- Production of video and digital assets
Contact us

Our mission is to advance the highest standards of the practice of anesthesiology. We believe the work we do has a meaningful impact the lives of exam candidates, our diplomates, residents and the patients they treat. We take a physician-centered approach to our work and take pride in our long history of innovation as a certifying board. Our mission informs everything we do, including how we represent our brand with words and visual elements.