



Student Chapter Design Guidelines

Purpose

To enable individual student chapters of AcademyHealth to efficiently produce materials for the recruitment of new members to their chapter and to promote their events to their campus community, AcademyHealth offers the following brand guidelines and approval process for the creation of print materials, Web pages, and social networking pages and groups.

Background

AcademyHealth recognizes the need for student chapters to have a degree of autonomy and discretion in creating promotional materials for their local use. However, each chapter has a unique personality and different design resources. These guidelines are intended to allow each chapter to create materials that reflect their individual chapter's personality and 'brand' while ensuring the brand of AcademyHealth is maintained uniformly. These guidelines were drafted based on the following principles:

1. Use of the AcademyHealth logo is important to reflect each student chapter's affiliation with the organization and should be permitted, as long as basic guidelines for logo use are followed.
2. It should be clear that materials developed for chapter use are the work of the chapter, and are not construed as created by AcademyHealth.
3. Logo use guidelines should be sufficiently detailed to allow expedited review and approval of documents by AcademyHealth.
4. Standard language will aid the Chapters in conveying the relationship between the student group and AcademyHealth, and in accurately reflecting the AcademyHealth brand.

Section I: Graphics and Logos

Student chapters may use the AcademyHealth logo pending the following criteria are met:

- Materials developed by student chapters of AcademyHealth that include the use of the AcademyHealth logo must be reviewed and approved by the AcademyHealth communications department.

- The following is the only acceptable language for describing AcademyHealth; modification for any reason is to be avoided and must be approved by AcademyHealth prior to publication. The correct descriptor should read, "AcademyHealth is a membership organization representing health services researchers, policy analysts, and practitioners, and a leading, non-partisan resource for the best in health research and policy."
- Students are encouraged to develop their own "look and feel" for chapter materials. The graphic elements of the AcademyHealth brand, i.e. the stepped blue block, should not be used in student chapter materials so as to avoid the implication that the materials were created by AcademyHealth.
- General guidelines regarding the use of the AcademyHealth logo are attached. Compliance with these guidelines, and other policies set forth herein, is required for approval of student chapter materials featuring the AcademyHealth logo.
- The colors of the AcademyHealth logo are noted in the attached guidelines. They are not to be altered except as permitted by the guide. Suggestions for incorporating the logo into full color and black and white layouts are provided. For additional direction, please contact AcademyHealth.
- In addition to conforming to the attached graphic standards, student chapters are asked to adhere to the following guidelines for placement of the logo and signature text.

Logo placement:

The AcademyHealth logo should be placed in the bottom left or bottom right corner of materials, flush with the respective left/right and bottom margin. The logo should not appear at the top of the page, nor should it be centered or joined with other text.

Signature text:

The following signature text should appear above the AcademyHealth logo in a font no smaller than 9 points: “The students of [University Name] operate an official student chapter of AcademyHealth, the membership organization for health services researchers, policy analysts, and practitioners, and a leading, non-partisan resource for the best in health research and policy.”

Approval process

To submit a document or documents for review, please email a sample to elyse.morelli@academyhealth.org. Allow three business days for review and approval. Please note the program or programs used to create the document in the body of your email, as well as the deadline for response and the contact name, phone number and email address for the student to whom approval should be sent.

Section II: Web Sites and Social Networking

AcademyHealth will create a landing page for each student chapter within the www.academyhealth.org Web site. This page is intended to offer general information about the chapter for new and prospective students, and for other AcademyHealth members looking to connect with students. It will consist of four sections:

- Overview/Description of the chapter
- Chapter Board/Officers
- Meetings/Events
- Links to the student chapter run Web site (see below) and social networking pages*

Content for the page should be submitted to the membership team at AcademyHealth via the email address membership@academyhealth.org. Please allow three days for material to be posted.

Independent Sites and Social Networking

AcademyHealth encourages student chapters to take ownership of their Web presence and utilize the technologies they find appropriate for creating and sustaining their professional networks. Chapters seeking an enhanced online presence are free to create independent, external Web pages (those not falling under the www.academyhealth.org domain) and social networking groups (i.e. Facebook, LinkedIn, Flickr). As with print materials, certain guidelines to distinguish between AcademyHealth sites and student chapter sites are required. Specifically:

- Pages and groups created by the chapter should have the following disclaimer on the home page: This site was created and is maintained by the [your school name] student chapter of AcademyHealth. The content and opinions expressed herein are those of the authors and do not reflect the position of AcademyHealth.
- You may use the AcademyHealth logo in accordance with the policy and approval process outlined for graphics and logos above.
- Material from “members only” section of the AcademyHealth web site, and other AcademyHealth materials made available to students at free or discounted rates may not be copied or re-posted to the external site with out prior written approval from AcademyHealth.
- Students are encouraged to remember that Chapter Web pages and social networks are intended as a professional resource and should reflect positively on the Chapter as a whole.

Questions?

Please contact the membership department at membership@academyhealth.org or 202.292.6700.

*AcademyHealth reserves the right to remove links from the www.academyhealth.org student chapter pages for any reason.