ISPOR Chapter Signatures: Usage Guidelines

Chapter signature variations

The standard ISPOR chapter signatures incorporate either a single-line chapter name or a 2-line chapter name. There are no restrictions on placement of your chapter's logo on chapter communications as long as these guidelines are observed.



With two-line chapter name



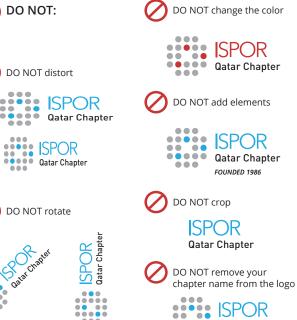


Clear Space

When possible, surround the chapter signature with the optimum open, or clear space. The optimum space is measured as the width/height of the ISPOR dot symbol on all 4 sides.







.... $\bullet \bullet \bullet$





The logo may not be revised or altered in any way and must be displayed in the same form as produced by ISPOR. The logo may not be used in conjunction with any other trademark, service mark, or other mark without the prior written approval of ISPOR.

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Usage example

Each ISPOR Chapter is provided with an official ISPOR-branded Chapter logo that identifies the Chapter's relationship with ISPOR and provides a professional image to the Chapter that is reflective of ISPOR's brand, mission, and vision. No component of the logo should be changed or modified at any time. The individual ISPOR Chapter logos should be used for all chapter-specific events and communications and in accordance with the guidelines outlined in this document. The ISPOR (Headquarters) logo is a legal, intellectual property of ISPOR and cannot be used without written consent by ISPOR.

PowerPoint slide



Allowing optimum clear space may not always be possible. Apply best judgment to avoid crowding.



Avoid surrounding chapter logo with full, ruled box. Horizontal dividers alone are adequate framing devices.

White backgrounds are preferred.

Webpage/Promotional Fyer



Lugar: Salón Pegasus, Hotel Cosmos 100. Calle 100 No. 19A-83 Confirmar asistencia; asistencia; asistencia, ispor.co@gmail.com o Tel.: 310 580 4602

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