

LOGO USAGE GUIDELINES

# Improvement Best Practice Award

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2017



Congratulations for winning the *Improvement Best Practice Award*! Winners are eligible to use the *Improvement Best Practice Award* logo in their marketing materials. You can download the logos [here](#).

**PERMITTED USE**

You may use the *Improvement Best Practice Award* logo in the following marketing materials:

- Websites
- Press releases
- PowerPoint presentations
- Online and print advertisements
- Videos
- Other marketing collateral

If you would like to use the logo in other types of material, please email the NRC Health Events Team at [events@nrchealth.com](mailto:events@nrchealth.com) with your request.

**TEXT-ONLY AWARD MENTIONS**

All mentions of the award in press releases, advertisements, presentations, web content or printed materials must be referred to as:

2017 NRC Health *Improvement Best Practice Award*

If you have any questions not covered in these guidelines, please contact the NRC Health Events Team at [events@nrchealth.com](mailto:events@nrchealth.com) with your request.

## 2017 Improvement Best Practice Award Logos

### COLOR



### BLACK AND WHITE



### REVERSE (WHITE)



### CORRECT DISPLAY

Color versions of the Improvement Best Practice Award logo must be displayed as shown for web, video, and other online uses. The black and white version may only be used for newspaper placement, or within similar print marketing material (e.g. press releases).

Use the complete logo. Use of only part of the logo is not permitted.

### DISPLAY RESTRICTIONS

DO NOT alter or add to the logo  
DO NOT place the logo on a busy or patterned background  
DO NOT combine with illustrations or graphics  
DO NOT modify logo colors  
DO NOT use only part of the logo

### MINIMUM SIZE

The logo may not be displayed smaller than 1.5" tall.

### ALTERNATE BACKGROUNDS

If the Improvement Best Practice Award logo needs to be placed against a black background, the reverse logo should be used in white.

### SPACING

The minimum amount of clear space around the logo is equal to half the height its central opening.



Human understanding

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