

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 single-line chapter name



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.



DO NOT:

DO NOT distort



DO NOT rotate



DO NOT change the color



DO NOT add elements



DO NOT crop



DO NOT remove your chapter name from the logo



DO NOT change the font



DO NOT place over dark backgrounds



DO NOT place over busy backgrounds



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.

