



BRAND GUIDELINES



ABOUT ASCRS

The **American Society of Cataract and Refractive Surgery (ASCRS)** is an international, educational society with a membership comprised of thousands of anterior segment surgeons worldwide.

MISSION: ASCRS empowers anterior segment surgeons to improve the vision, outcomes, and quality of life for their patients through innovative approaches to Education, Advocacy, and Philanthropy.

Since its founding in 1974, ASCRS has been at the forefront of anterior segment surgery and a trusted resource for cataract, refractive, corneal, and glaucoma surgeons. For decades, ASCRS has been committed to advancing the art and science of ophthalmic surgery and the knowledge and skills of ophthalmic surgeons.

Today, ASCRS' innovation remains focused on three critical areas: Education, Philanthropy, and Advocacy. The Society provides its members with robust clinical and practice management education and works with patients, government, and the medical community to promote the delivery and advancement of high-quality eyecare.

ASCRS LOGO WITH TAGLINE

The ASCRS logo with tagline—“For Surgeons. For You.”—is represented with the brand icon and the text “ASCRS” in a modified Neutra font.

The brand icon represents a surgeon at work and conveys the many ways in which ASCRS welcomes new members, ideas, and approaches to the Society. It also reflects ASCRS’ singular commitment to the front of the eye.

The ASCRS logo with tagline—“For Surgeons. For You.”—should be used as a first logo option in all cases, when reasonable. It should be formatted large enough to ensure legibility of the tagline text (such as in annual event signage, email banners, printed and digital mastheads). Smaller formats where graphic real estate and media resolution may limit the legibility of the tagline (such as website navigation bars, banner ads, textiles) should be avoided.

The length of the tagline should never extend past the ASCRS text. The ASCRS logo text is always represented in a modified Neutra font.



ASCRS LOGO WITH TAGLINE VERSIONS

In addition to its main two-color logo with tagline, the main ASCRS logo with tagline is also available in all standard formats needed for digital and print media.

These different iterations of the logo with tagline allow it to be appropriately presented on colored backgrounds or in black/white.

Whichever version is necessary, the ASCRS logo must be presented with appropriate clearance from all surrounding visual elements.

The length of the tagline should never extend past the ASCRS text.



Black



White/Reversed



When at all possible, a clear variance of half the icon height must be kept around the entire logo.

ASCRS LOGO WITHOUT TAGLINE

The ASCRS logo without the tagline should be used when it does not make sense to use the tagline or when the tagline would not be legible.

On occasions when it is not practical or desirable to use the full ASCRS acronym, the icon can be used independently of the brand acronym. See page 6 for more information on how to use the icon.



ASCRS LOGO WITHOUT TAGLINE VERSIONS

In addition to its main two-color logo without the tagline, the main ASCRS logo without the tagline is available in all standard formats needed for digital and print media.

These different iterations of the logo allow it to be appropriately presented on colored backgrounds, in black/white, and in grayscale.

Whichever version is necessary, the ASCRS logo must be presented with appropriate clearance from all surrounding visual elements.



Black



White/Reversed



When at all possible, a clear variance of half the icon height must be kept around the entire logo.

ICON

The circular icon in the ASCRS logo may be used on its own as a design element or watermark.



It can be used in full color, black, white, or partially transparent watermark versions of these colors. Do not recolor the icon in other colors.

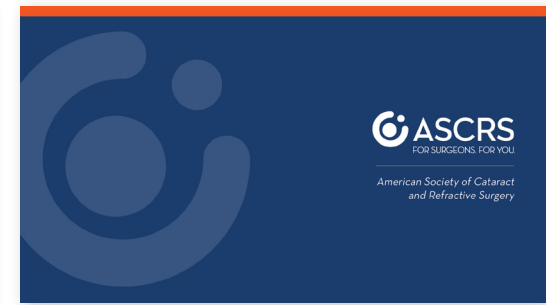
The icon can represent a zero or the letter “O” in a headline that is set in the Neutra font. Only do this once on a given graphic/page to avoid overuse.

The icon does not replace the full logo and should not be used where the full ASCRS logo is not present, if at all possible. For example, it is generally better to use the full logo on social media profile icons unless the full logo would not be legible at that scale.

Avoid overusing the icon or scaling it down to very small sizes (e.g., bullet point symbols).



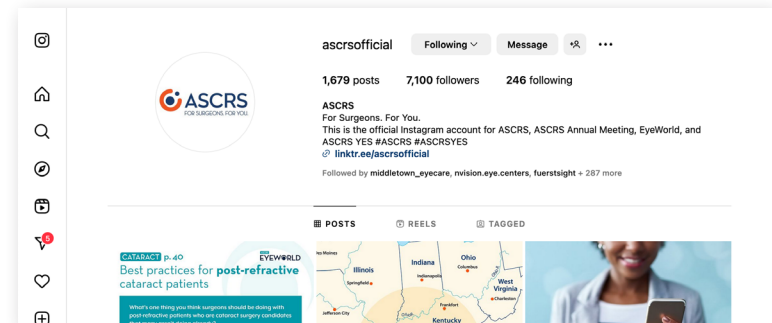
Zoom backgrounds: The icon can partially hang off the page if it is being used as a watermark.



Using the icon as an “O” in a headline



Using the icon as a zero



Full logo used in Instagram profile for better brand recognition

ASCRS FOUNDATION LOGO

The ASCRS Foundation is an ASCRS affiliate that has a unique iteration of the ASCRS logo. This consideration is due to the Foundation's status as a separate 501c3 organization.



Black



White/Reversed



When at all possible, a clear variance of half the icon height must be kept around the entire logo.

ASCRS EYEPAC LOGO

ASCRS eyePAC is an ASCRS affiliate that has a unique iteration of the ASCRS logo. This consideration is due to eyePAC's separate organizational status.



Black



White/Reversed



When at all possible, a clear variance of half the icon height must be kept around the entire logo.

BRANDING FOR ASCRS PROGRAMS

Special lockups using the ASCRS logo may be allowed for certain internal, major ASCRS programs, such as Grand Rounds, Satellite CME, and more.

The lockups are available in full color, black, and white.

Do NOT create new program lockups without permission from the Director of Membership and Communications.



ASCRS BRAND COLORS

The main ASCRS brand is defined by two primary colors: Midnight Blue and Bright Orange. These colors should be dominant in any publication, media, or asset produced for ASCRS.

PRIMARY COLORS:

These are defining colors of ASCRS that should be used for brand properties associated with the master ASCRS brand.



MIDNIGHT BLUE
PANTONE® 654 C
CMYK: 100/84/31/17
RGB: 0/59/110
#003b6e



BRIGHT ORANGE
PANTONE® Orange 021 C
CMYK: 0/82/100/0
RGB: 255/83/0
#ff5300

SECONDARY COLORS:

These are alternative tones of the primary colors that can be used to complement the primary colors in approved uses.



AQUEOUS TEAL
PANTONE® 320 C
CMYK: 100/11/37/1
RGB: 0/153/167
#0099a7



MAGENTA
PANTONE® 226 C
CMYK: 13/100/25/1
RGB: 212/0/110
#d4006e



LIGHT BLUE
PANTONE® 652 C
CMYK: 53/32/10/0
RGB: 126/156/191
#7e9cbf



VIVID SUNSHINE
PANTONE® 130 C
CMYK: 2/38/100/0
RGB: 245/167/25
#f5a719

TERTIARY COLORS:

These are lighter tints and grays that can be used sparingly as accent colors.



PALE TEAL
PANTONE® 318 C
CMYK: 43/0/18/0
RGB: 139/212/214
#8bd4d6



PALE MAGENTA
PANTONE® 701 C
CMYK: 4/58/23/0
RGB: 231/135/153
#e78699



LIGHT ORANGE
PANTONE 486 C
CMYK: 3/52/47/0
RGB: 237/145/126
#ed917e



WARM GRAY
PANTONE® Warm Gray 3C
CMYK: 25/24/27/0
RGB: 192/184/177
#c0b7b0



COOL GRAY
PANTONE® Cool Gray 8C
CMYK: 49/40/38/3
RGB: 137/139/142
#898a8e

GRADIENTS: These include our primary and secondary colors.



WARM SUNSHINE GRADIENT
Bright Orange + Vivid Sunshine



COOL MOONLIGHT GRADIENT
Midnight Blue + Aqueous Teal

LOOK AND FEEL

The following guidelines describe the look and feel for main ASCRS branded materials.

COLOR

To ensure alignment with the ASCRS brand look and feel, always prioritize the use of Midnight Blue and Bright Orange. These two colors should always be dominant in every presentation of the ASCRS brand.

Secondary and tertiary colors may be used to accent main brand colors, create callouts, emphasize navigation and calls to action, and add interest to designs.

DESIGN

Layouts should be clean and uncluttered.

Prioritize the use of white backgrounds.

In keeping with the shape of the ASCRS logo and our commitment to the front of the eye, circular design elements are often used.

Contact the Director of Marketing and Communications for these blue and orange patterned circle assets.



DISPLAY FONT

The ASCRS brand uses the **Neutra** family of fonts for its logo acronym and the primary headlines and subheads in any asset.

This font is available in light, medium, and bold weights, for a range of volumes on the page.

Contact the Director of Membership and Communications for access to the Neutra font files.

NEUTRA DISPLAY LIGHT

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

NEUTRA DISPLAY MEDIUM

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

NEUTRA DISPLAY BOLD

abcdefghijklmnopqrstuvxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

BODY FONT

The ASCRS body copy font is Gill Sans.

This font is available in light, regular, semibold, and bold weights, for a range of volumes on the page.

ALTERNATIVE FONT

If it is not possible to use Neutra or Gill Sans, **Arial, Trebuchet MS, Verdana**, or a similar sans serif font may be used as an alternative.

GILL SANS LIGHT

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

GILL SANS REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

GILL SANS SEMIBOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

GILL SANS BOLD

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

ABOUT ASOA

Founded in 1986, the **American Society of Ophthalmic Administrators (ASOA)** empowers ophthalmic leaders to elevate the business of ophthalmology through education, innovation, support, and collaboration.

ASOA, a strategic partner of ASCRS, represents approximately 1,000 unique ophthalmic practices across the country spanning the spectrum from those based in large metropolitan areas through those operating in small rural geographies.

Serving nearly 2,000 members including (among others) CEOs/CFOs, administrators, managers, physicians, and clinical directors, ASOA is the premier organization dedicated to the profession of managing the business of ophthalmology. ASOA provides its members with exceptional education, tools and resources, networking, and professional development opportunities.

ASOA LOGO WITH TAGLINE

The text of the ASOA logo, like the ASCRS logo, is represented in modified Neutra font. The ASOA brand icon is a classic representation of the ophthalmic category, unified with the ASCRS brand hallmark in that it has two circular elements.

The ASOA logo with tagline—“Your Practice. Our Passion.”—should be used as a first choice of logo in all cases, when reasonable. It should be formatted large enough to ensure legibility of the tagline text (annual event signage, email banners, printed and digital mastheads). Smaller formats where graphic real estate and media resolution may limit the legibility of the tagline (website navigation bars, banner ads, textiles) should be avoided.

The length of the tagline should never extend past the ASOA text.



ASOA LOGO WITH TAGLINE VERSIONS

In addition to its main two-color logo with tagline, the main ASOA logo with tagline is also available in all standard formats needed for digital and print media.

These different iterations of the logo with tagline allow it to be appropriately presented on colored backgrounds or in black/white.

Whichever version is necessary, it must be presented with appropriate clearance from all surrounding visual elements.

The length of the tagline should never extend past the ASOA text.



Black



White/Reversed



When at all possible, a clear variance of half the icon height must be kept around the entire logo.

ASOA LOGO WITHOUT TAGLINE

The ASOA logo without the tagline should be used when it does not make sense to use the tagline or when the tagline would not be legible.



ASOA LOGO WITHOUT TAGLINE VERSIONS

In addition to its main two-color logo without the tagline, the main ASOA logo without the tagline is available in all standard formats needed for digital and print media.

These different iterations of the logo allow it to be appropriately presented on colored backgrounds, in black/white, and in grayscale.

Whichever version is necessary, it must be presented with appropriate clearance from all surrounding visual elements.



Black



White/Reversed



When at all possible, a clear variance of half the icon height must be kept around the entire logo.

ASOA BRAND COLORS

The main ASOA brand is defined by two primary colors: Aqueous Teal and Midnight Blue. These colors should be dominant in any publication, media, or asset produced for ASOA.

PRIMARY COLORS:

These are defining colors of ASOA that should be used for brand properties associated with the master ASOA brand.



AQUEOUS TEAL
PANTONE® 320 C
CMYK: 100/11/37/1
RGB: 0/153/167
#0099a7



MIDNIGHT BLUE
PANTONE® 654 C
CMYK: 100/84/31/17
RGB: 0/59/110
#003b6e

SECONDARY COLORS:

These are alternative tones of the primary colors that can be used to complement ASOA primary colors in approved uses.



VIVID SUNSHINE
PANTONE® 130 C
CMYK: 2/38/100/0
RGB: 245/167/25
#f5a719



DEEP PURPLE
PANTONE® 268 C
CMYK: 81/100/11/2
RGB: 89/48/128
#593080



OCEAN BLUE
PANTONE® 660 C
CMYK: 76/47/0/0
RGB: 65/126/199
#417ec7

TERTIARY COLORS:

These are lighter tints and grays that can be used sparingly as accent colors.



LIGHT YELLOW
PANTONE® 7401 C
CMYK: 3/10/41/0
RGB: 247/224/165
#f7e0a9



LIGHT PURPLE
PANTONE® 2705 C
CMYK: 33/33/0/0
RGB: 168/166/222
#a8a6de



LIGHT BLUE
PANTONE® 652 C
CMYK: 53/32/10/0
RGB: 126/156/191
#7e9cbf



PALE TEAL
PANTONE® 317 C
CMYK: 29/0/12/0
RGB: 177/227/227
#ble3e3



COOL GRAY
PANTONE® Cool Gray 8C
CMYK: 49/40/38/3
RGB: 137/139/142
#898b8e

GRADIENT: This includes our primary colors.



COOL MOONLIGHT GRADIENT
Midnight Blue + Aqueous Teal

LOOK AND FEEL

The following guidelines describe the look and feel for main ASOA branded materials.

COLOR

To ensure alignment with the ASOA brand look and feel, always prioritize the use of Aqueous Teal and Midnight Blue. These two colors should always be dominant in every presentation of the ASOA brand.

Secondary and tertiary colors may be used to accent main brand colors, create callouts, emphasize navigation and calls to action, and add interest to designs.

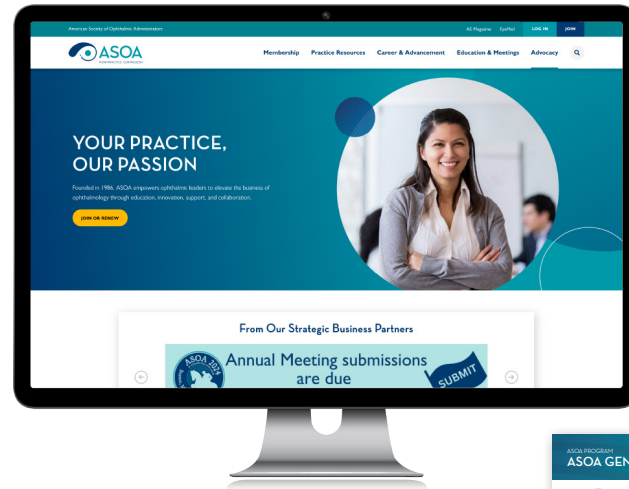
DESIGN

Layouts should be clean and uncluttered.

Prioritize the use of white backgrounds.

In keeping with the shapes in the ASOA logo and our commitment to the front of the eye, circular design elements are often used.

Contact the Director of Marketing and Communications for this blue patterned circle asset.



ASCRS | ASOA COMBINED LOGOS

Co-branded materials should be developed judiciously. The logos may be displayed together to brand and promote certain co-sponsored events. The combination of logos should not be used for any event sponsored only by ASCRS or ASOA.

This horizontal lockup of both logos separated by a single blue bar is available in full color, black, and white/reversed iterations.

Whichever version is necessary, the logos must be presented with appropriate clearance from all surrounding visual elements.

In text, the names of the societies should be written out as "ASCRS and ASOA."



Black



White/Reversed



When at all possible, a clear variance of the height of the "A" must be kept around the entire logo.

ANNUAL MEETING LOGO: ASCRS

The ASCRS Annual Meeting logo (commonly called within the organization the “Annual Meeting lockup”) will include the ASCRS logo without tagline, the words “Annual Meeting,” the date (written month, days, year), and the location (written as city, state abbreviation).

All text is a modified Neutra font.



White/Reversed



When at all possible, a clear variance of the height of the “A” must be kept around the entire logo.

ANNUAL MEETING LOGO: ASOA

The ASOA Annual Meeting logo (commonly called within the organization the “Annual Meeting lock-up”) will include the ASOA logo without tagline, the words “Annual Meeting In conjunction with ASCRS,” the date (written month, days, year), and the location (written as city, state abbreviation).

All text is a modified Neutra font.



White/Reversed



When at all possible, a clear variance of the height of the “A” must be kept around the entire logo.

ANNUAL MEETING LOGO: DUAL VERSION

Whenever possible, the individual ASCRS and ASOA Annual Meeting logos should be used in promotional materials for the Annual Meeting (see p. 22–23). If both organizations need to be represented and there is not adequate space to display both logos, the dual ASCRS | ASOA Annual Meeting logo may be used.

The dual Annual Meeting logo will include the ASCRS and ASOA wordmarks, the words “Annual Meeting,” the date (written month, days, year), and the location (written as city, state abbreviation).

All text is a modified Neutra font.

ASCRS | ASOA
ANNUAL MEETING
APRIL 5–8, 2024 | BOSTON, MA



White/Reversed



When at all possible, a clear variance of the height of the “A” in “ASCRS” must be kept around the entire logo.

ANNUAL MEETING STAMP

The ASCRS Annual Meeting stamp and the ASOA Annual Meeting stamp are created for promotional purposes. The stamp usually conveys an element about the meeting's location and can feature a meeting-specific tagline.

The Annual Meeting stamps use each Society's respective color schemes. The stamp might have some deviation from the ASCRS and ASOA brand fonts to reflect the promotional tone of the campaign.

EXAMPLES



OTHER STAMPS

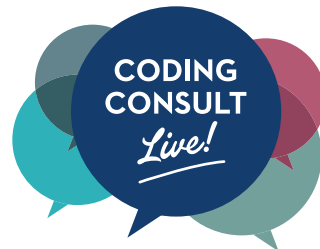
Additional stamps may be developed for certain campaigns and programs. **Do NOT create new stamps without permission from the Director of Membership and Communications.**

EXAMPLES



LEARN • ENGAGE • ADVANCE • DEVELOP

ASOA Lead Certificate Program stamp



ASOA Coding Consult Live! stamp

ASCRS SUMMER MEETING

A Taste of ASCRS

ASOA at the
ASCRS SUMMER MEETING

A Taste of ASCRS

ASCRS and ASOA Summer Meeting stamps



50th Anniversary pin design



ASCRS Annual Meeting: 21 Reasons campaign stamp

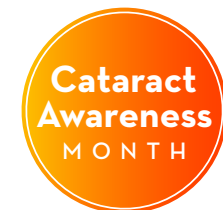


ASOA
A SMART BET

ASOA Annual Meeting:
A Smart Bet campaign stamp



2022 Cataract Awareness Month social media stamp



2023 Cataract Awareness Month
social media stamp

UNACCEPTABLE LOGO USAGE

Do not stretch or compress the logo disproportionately.



Do not change the font.



Do not place the logo on an angle.



Do not change the size of the tagline or replace the tagline text.



Do not change the colors of the logo.



Do not use the white/reversed logo on a background that makes the logo difficult to read.



Do not modify the logo text or create new logos.



PHOTOGRAPHY

Because the ASCRS brand platform is focused on advancing the needs and goals of individual surgeons, photos of our surgeon members should always be prominent in any ASCRS campaign. Similarly, ASOA members should be featured in ASOA campaigns.

DO:

- Use real shots of real members whenever possible.
- Show members engaging genuinely with educational activities, clinical material, or each other.
- Choose photos of members smiling or looking interested/engaged.

AVOID:

- People with their eyes closed, looking at their phone during a presentation, or looking unengaged
- ASOA attendees in ASCRS campaigns (and vice versa)
- Industry representatives (unless the campaign is related to sponsorships or the Exhibit Hall)



EMAIL HEADERS

ASCRS

Dedicated email headers have been created for specific email communications and e-publications that are sent on a regular basis to ASCRS membership.

Additional email headers may be developed as needed with the support of the ASCRS Membership and Communications Team. In order to ensure ASCRS brand consistency, new email headers by any department or affiliate of ASCRS should not be created or used without the involvement of the Membership and Communications Team.



ASOA

Dedicated email headers have been created for specific email communications and e-publications that are sent on a regular basis to the ASOA membership.

Additional email headers may be developed as needed with the support of the ASCRS Membership and Communications team with content provided by the ASOA staff.



BRAND QUESTIONS

Questions about the core brand elements and how to use them, requests for design assets and template files, etc., should be directed to the Membership and Communications Team.

Karen Mathes

Director of Membership and Communications

kmathes@ascrs.org