

American Academy of Clinical Toxicology Logo Usage Guidelines

The American Academy of Clinical Toxicology logo may be used in the following ways with permission and approval from the Academy. These guidelines include direction for the correct usage of the established trade name, American Academy of Clinical Toxicology or AACT, and its associated brand and logo treatment.

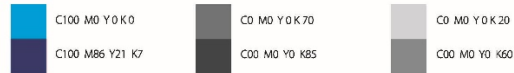
A “trade name” refers to the name the organization will use in the general marketplace or public domain. AACT’s identify on any communication or marketing product is represented visually by AACT’s primary logo.

AACT has created distinct and professional logos for Section and/or Chapter use. If your Section and/or Chapter has not yet adopted one of these logos, email admin@clintox.org.

Logo usage rights may be granted upon request. To request a graphic file, email admin@clintox.org with your request including intended use, sample material and they type of file needed. Unauthorized use of the logo is not permitted.

Pantone Colors

The AACT logo should be reproduced in color whenever possible. Black or white should be avoided. Grayscale is acceptable.



Approved: November 2020

Ways to use the AACT logo:

A. Image with name and address to the right – For external and internal use



B. Image with name without the address to right - For external and internal use



C. Image with logo & without name – for external and internal use:



D. Image without the name of organization – For internal organizational use only



E. Printing the AACT Logo on a Dark Background – When the logo is for use on promotional materials or other situations when the object is a dark color the logo art may be printed in **all white**. Only in this instance can the logo colors vary from the PMS287 usage or grayscale:





F. Students may request a student chapter logo. Student chapter logos will be built off the AACT horizontal logo with the institution's name and "Student Chapter"



Student Chapter
University of Kentucky