

Exercise is Medicine On Campus Program

Identity Use Instructions for Authorized Participating Universities

ACSM
EXERCISE IS
MEDICINE
On Campus



ACSM
AMERICAN COLLEGE OF SPORTS MEDICINE

LOGO OVERVIEW

The provided Exercise is Medicine On Campus (EIMOC) logo must be used as a logo lockup. This is made up of the EIMOC logotype, a vertical line to the right of the logotype and a space for the authorized participating university (APU) logo.

As a spacing guide, please use half the width of the “M” in the “MEDICINE” portion of the EIMOC logo between it and the vertical rule line separating it from the APU logo. Likewise, use the same spacing specifications for the space between the vertical line and the APU logo.

Also note that the vertical line separating the EIMOC and APU logos needs to be the height of the EIMOC logo. For spacing between the EIMOC-APU logo lock and other elements, please use the full width and height of the “M” in the EIMOC logo.



The diagram shows the EIMOC logo lockup. It consists of the ACSM logo (a stylized figure with arms raised) followed by the text "EXERCISE IS MEDICINE" in a large, bold, sans-serif font, and "On Campus" in a smaller, bold, sans-serif font below it. A vertical line is positioned to the right of the text. The entire lockup is enclosed in a dashed rectangular box with crop marks at the corners.

ACSM
EXERCISE IS
MEDICINE[®]
On Campus



The diagram shows a dashed rectangular box with crop marks at the corners, intended for the APU logo. The text "Authorized Participating University (APU) logo goes here" is centered within the box.

**Authorized Participating
University (APU)
logo goes here**



The diagram shows the EIMOC logo lockup, identical to the one above, consisting of the ACSM logo, the text "EXERCISE IS MEDICINE", "On Campus", and a vertical line, all within a dashed rectangular box with crop marks.

ACSM
EXERCISE IS
MEDICINE[®]
On Campus



The diagram shows a dashed rectangular box with crop marks at the corners, intended for the APU logo. The text "Authorized Participating University (APU) logo goes here" is centered within the box.

**Authorized Participating
University (APU)
logo goes here**

LOGO COLORS

The EIMOC-APU logo lock can be run in full color, black, reversed or reversed spot color. The correct version of the APU logo should be run with the corresponding version of the EIMOC logo. For example, you wouldn't run a color version of your logo with a black & white version of the EIMOC logo.



Authorized Participating
University (APU)
logo goes here

COLOR VERSION



Authorized Participating
University (APU)
logo goes here

BLACK & WHITE VERSION



Authorized Participating
University (APU)
logo goes here

REVERSED VERSION



Authorized Participating
University (APU)
logo goes here

REVERSED COLOR VERSION

INCORRECT USE OF THE LOGO

As an authorized participating university to the Exercise is Medicine On Campus program, you can help maintain the integrity of the brand by avoiding alterations to the logo.

EXERCISE IS
MEDICINE[®]
On Campus

DO NOT remove elements from the logo

EXERCISE IS
MEDICINE[®]
On Campus

DO NOT flip or run the logo at an angle

ACSM
EXERCISE IS
MEDICINE[®]
On Campus

DO NOT change the colors of the logo

ACSM
EXERCISE IS
MEDICINE[®]
On Campus

DO NOT add a drop shadow to the logo

ACSM
EXERCISE IS
MEDICINE[®]
On Campus

DO NOT use the logo on a background that compromises legibility

ACSM EXERCISE
IS **MEDICINE**[®]
On Campus

DO NOT change the logo order elements

ACSM
EXERCISE IS
MEDICINE[®]
On Campus

DO NOT outline the logo

ACSM
EXERCISE IS
MEDICINE[®]
On Campus
The Home of the Tigers

DO NOT add a tagline to the logo

ACSM
EXERCISE IS
MEDICINE[®]
On Campus

DO NOT add a gradient to the logo

COLOR PALETTE OVERVIEW

Primary Colors

Black is used as a base for a sleek, high-contrast color palette that provides increased readability, especially for those with visual impairments. Black also represents the collaboration of all color; it speaks the theme of unification. This is paired with **Blue**, which was pulled from the brand's original palette. **Green**, symbolizing technical, scientific, high energy and warmth, and **Purple**, symbolizing inclusivity, knowledge and power, also make up the primary color palette.

Primary Alternate Colors

To ensure maximum readability across text-based reports where a lot of white backgrounds are often needed, darker alternatives for each of the bright colors should be used instead. Primary alternate colors should be used for **text only**.

The following descriptions explain the purpose and use of each color space. Use Pantone or CMYK for printed materials. Use RGB or HEX colors for digital applications.

PANTONE

The Pantone® Matching System is an industry baseline used to choose solid ink colors that can be consistently reproduced from printer to printer.

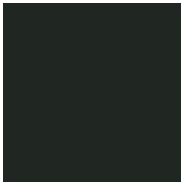
CMYK

CMYK is the go-to choice when producing photorealistic and multicolor packaging imagery. However, different printers have differing CMYK standards, so color reproducibility can vary. Use caution.

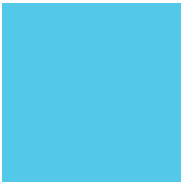
RGB & HEX Colors

RGB and HEX are two common systems for describing digital colors. RGB stands for "red," "green" and "blue."; hexadecimal (HEX) notation specifies HTML colors as three pairs of two-digit numbers, starting with a # sign.

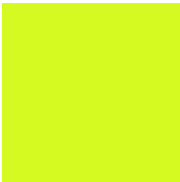
Primary Colors



Black
PMS Black 6
RGB 0 / 0 / 0
HEX #000000
CMYK 0 / 0 / 0 / 100



Blue
PMS 2995 C
RGB 83 / 200 / 233
HEX #53c8e9
CMYK 79 / 3 / 0 / 0



Green
PMS 2290 C
RGB 212 / 250 / 33
HEX #d4fa21
CMYK 34 / 0 / 95 / 0



Purple
PMS 266 C
RGB 126 G 71 B 186
HEX: #7e47ba
CMYK 71 / 88 / 0 / 0

Primary Alternate Colors



Dark Blue
PMS 7690 C
RGB 0 / 125 / 179
HEX #007db3
CMYK 100 / 44 / 0 / 15



Dark Green
PMS 364 C
RGB 76 / 129 / 19
HEX #4c8113
CMYK 59 / 0 / 100 / 43



Dark Purple
PMS 2685 C
RGB 88 / 50 / 130
HEX #583282
CMYK 97 / 100 / 0 / 19

Note: These color builds have been customized to ensure consistent color across collateral and do not match the recommended Pantone conversions.

ACCESSIBILITY

COLOR CONTRAST

Our brand has many instances of colorful backgrounds. It is important to consider color contrast when creating text-based content. On the right are accessible color combinations.

Note: Combinations marked with an asterisk are only suitable for large text (defined as a minimum size of 14 point for print or 18.66 pixels and bold for digital).

	Black	Lime Green	Dark Green	Light Blue	Dark Blue	Purple	Dark Purple	White
Black								
Lime Green								
Dark Green								
Light Blue								
Dark Blue								
Purple								
Dark Purple								
White								

TYPOGRAPHY

Our brand uses Tenon (from Adobe Fonts) in its print and digital collateral pieces.

Tenon is a well-balanced sans serif typeface with 12 weights that span from X-Light to X-Bold. It has open counters, a generous x-height and wide proportions that suit both small sizes and bold headlines.

Like the ACSM brand, it is efficient, professional, approachable and has a bold presence that acts as an anchor or foundation for forward progress.

In cases where Tenon may not be available, Arial may be used as a substitute “safe” font. Examples of this would be for use in PowerPoint or Word documents. Additional fonts are not permitted.

Note: *This font can be activated and used with the Adobe Font subscription by visiting <https://fonts.adobe.com/fonts/tenon>.*

Tenon

Tenon X-Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*('){"<?/>

Tenon Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*('){"<?/>

Tenon Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*('){"<?/>

Tenon Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*('){"<?/>

Tenon Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*('){"<?/>

Tenon X-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*('){"<?/>

Tenon X-Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&('){"<?/>*

Tenon Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&('){"<?/>*

Tenon Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&('){"<?/>*

Tenon Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&('){"<?/>*

Tenon Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&('){"<?/>*

Tenon X-Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&('){"<?/>*