

Style Guide

THE AMERICAN BOARD OF ANESTHESIOLOGY





**Advancing the highest
standards of the practice of
anesthesiology.**

Table of Contents

The Brand	2
Logo Usage	4
Logo Misuse	6
MOCA	7
Certification Mark	8
Color Palette	9
Typography	10
Iconography	12

The Brand

The mission of the American Board of Anesthesiology (ABA) is to advance the highest standards of the practice of anesthesiology. As the certifying body for anesthesiologists since 1938, we are committed to working with physicians to guide lifelong learning and foster exceptional patient care. We administer initial and subspecialty certification exams as well as the Maintenance of Certification in Anesthesiology (MOCA) program, which is designed to promote lifelong learning, a commitment to quality clinical outcomes and patient safety.

We maintain a consistently high bar for our specialty. Our initial certification exams distinguish anesthesiologists in their careers. Certification in anesthesiology is one of the most rigorous processes in all of medicine. As some of the most highly trained professionals in healthcare, our diplomates are innately motivated to demonstrate their expertise.

Our continuing certification program endeavors to improve public health and enhance patient outcomes by guiding anesthesiologists' learning and evaluating their knowledge, judgment and skills over the course of their careers. Our goal is to ensure that they are equipped to provide the gold standard of care every day that they are in practice.

ABA certification programs ensure that the anesthesiologists caring for our loved ones are truly experts, so patients and their families can have confidence and trust in their physicians during some of the most vulnerable moments of their lives.

Based in Raleigh, NC, the ABA is a nonprofit organization and a Member Board of the American Board of Medical Specialties.



“Our innovative approach to continuous certification and commitment to our diplomates elevates the field and every practitioner in it – helping ensure high-quality care for every patient.”

Logo Usage

The ABA logo was designed to represent the evolving nature of the Board, which has transitioned from one that was strictly transactional to one that seeks to foster community, open dialogue and service among

its diplomate corps and colleagues in the house of medicine. The logo also serves to differentiate the ABA from other organizations that serve physician anesthesiologists and medical specialists.

FULL ABA LOGO



MISSIONAL LOGO



STACKED



ICON



MINIMUM SPACING



The minimum space around the logo should be no less than ¼ inch. No type or any other element should be positioned inside this clear space. This measurement should be consistent regardless of the logo's size or format.

PHOTOS, BACKGROUNDS & THE LOGO



Please ensure there is enough contrast between the image or background color and the logo. This is especially essential when using the full color logo.

Logo Misuse

- Do not distort, stretch, redraw or redesign the logo
- ABA logo should always be printed on a background color that provides sufficient contrast
- On a co-sponsored piece, the logos should be of equal size, visually
- Never change the proportions of the logo vertically or horizontally or alter the appearance in any way

DO NOT WARP OR DISTORT



DO NOT USE OTHER FONTS



DO NOT CHANGE COLORS



CONTRAST



NO EFFECTS



MOCA

MOCA, or Maintenance of Certification in Anesthesiology, is our secondary brand entity of the ABA. Following initial certification, our diplomates are required to register for and participate

in MOCA as the next step in their certification journey. MOCA provides an innovative approach to continuous learning.

MAIN LOGO



MINUTE



HORIZONTAL LOGO



All of the same standards for minimum spacing, backgrounds and misuse apply to the MOCA logo.

Certification Mark

The certification seal is used on certificates issued by the ABA to signify that physician anesthesiologists are meeting the highest standards of the specialty. Diplomates may display the

seal and their certificates to indicate that they are meeting the standard of excellence required to attain and maintain board certification.

FULL COLOR & BLACK



WHITE

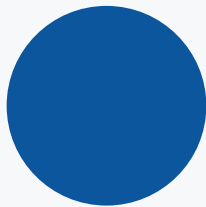


Color Palette

Color plays an important role in the ABA's corporate identity. The colors below are recommendations for various media platforms. A palette of primary and secondary colors has been developed, which constitutes the ABA's color scheme. Consistent use of these colors contributes to the

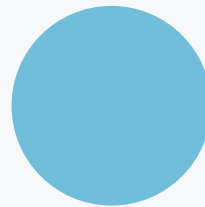
cohesive and harmonious look of the ABA's brand identity across all relevant media. Check with our designer or another member of the Marketing and Communications team when using the organizational colors to ensure they are being used correctly.

PRIMARY



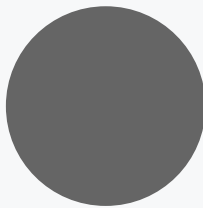
BLUE CORN

HEX #00569A
RGB 0 86 154
CMYK 100 44 0 40



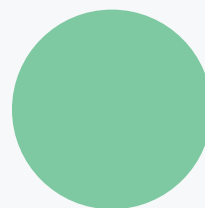
MINT

HEX #70BED9
RGB 112 190 217
CMYK 53 8 9 0



GRANITE

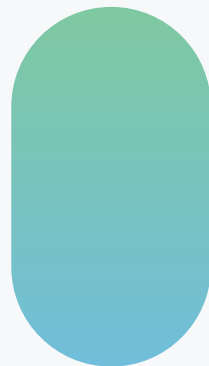
HEX #656565
RGB 101 101 101
CMYK 0 0 0 60



TEA

HEX #75D7A5
RGB 117 215 165
CMYK 51 0 47 0

GRADIENT



Top Color: Tea
Bottom Color: Mint

SECONDARY



JEWEL

HEX #6A67CF
RGB 106 103 207
CMYK 67 65 0 0



DARK SKY

HEX #16223F
RGB 22 34 63
CMYK 95 85 46 51



FORREST

HEX #479369
RGB 72 147 105
CMYK 74 22 72 5



CONCRETE

HEX #3F3F3F
RGB 63 63 63
CMYK 68 61 60 48
Note: Use this color for ACT-On email body copy



LILAC

HEX #9E9EDD
RGB 158 157 205
CMYK 38 36 0 0



VINTAGE

HEX #4380C2
RGB 67 128 194
CMYK 75 44 0 0

Note: Secondary colors should only be used if necessary, or when additional color variations are needed for graphs or other data.

Typography

Typography plays an important role in communicating an overall brand identity. Careful use of typography reinforces the brand’s personality and ensures clarity and harmony in all the ABA communications. We have selected [Plus Jakarta Sans](#) and Arial. Both typefaces inject a professional, high-quality and modern feel to communications. We have designated the Plus Jakarta Sans font families as

the primary fonts for digital assets, the ABA website and CEM materials. Meanwhile, Arial will be utilized for electronic materials, such as emails, presentations, Microsoft applications, newsletters and the blog. Using Arial will also ensure an easier transition for new employees and Board Members, as the font is already downloaded on their computers.

Plus Jakarta Sans

PRIMARY TYPEFACE

Aa

Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

USE CASES

Header 1 _____ Plus Jakarta Sans Bold | Sentence Case

SUBHEADER _____ Plus Jakarta Sans Bold Bold | All Caps

Body Copy _____ Plus Jakarta Regular | Sentence Case

Use Plus Jakarta Sans when working on any website materials or for CEM-assigned print or digital assets. Only CEM and IT need to worry about having Plus Jakarta Sans downloaded on their computer for any work needs.

Arial

SECONDARY TYPEFACE

Aa

Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

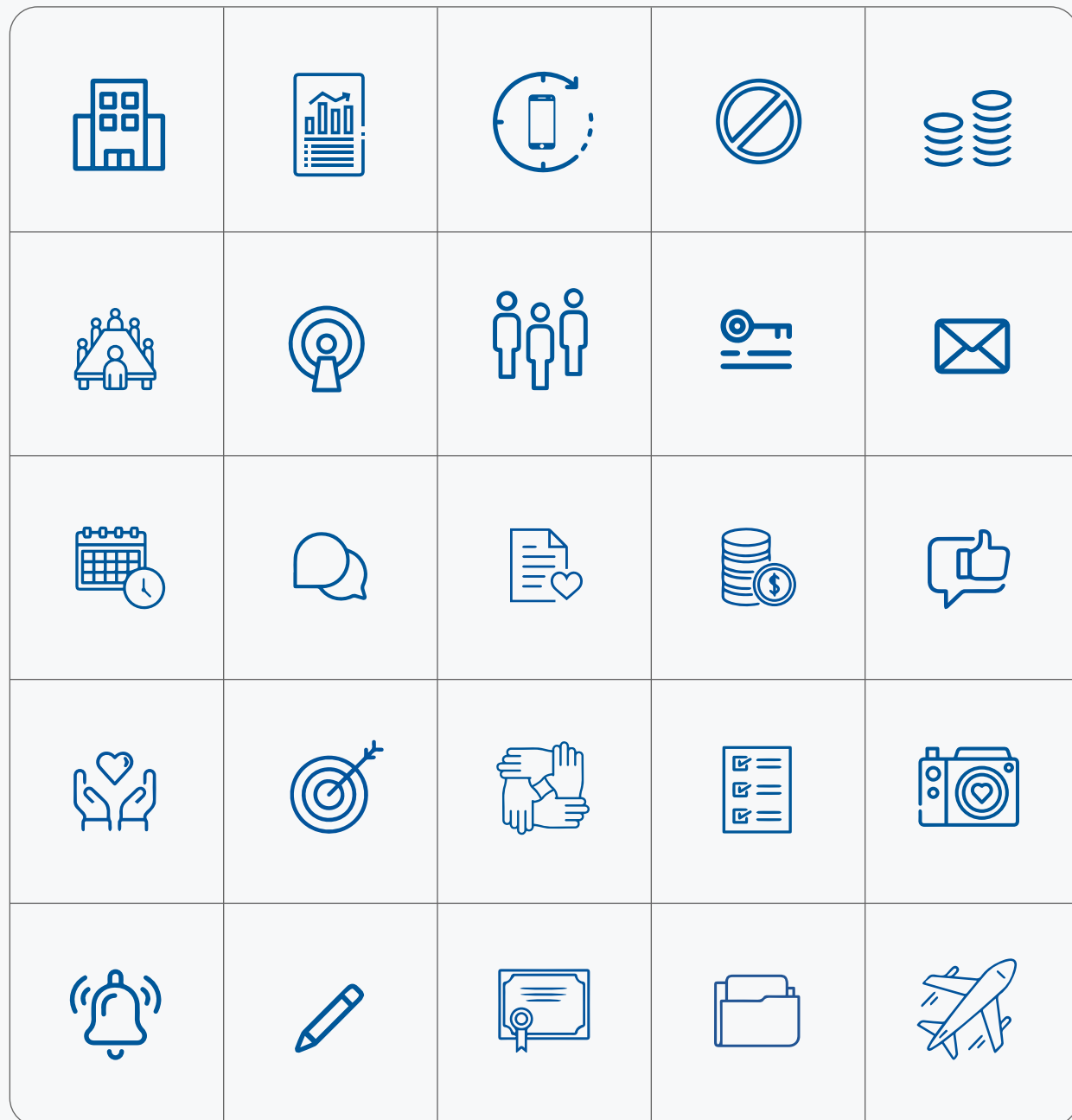
USE CASES

Arial font is to be used for all Microsoft software. Follow the template guides found on the [intranet template page](#) for all copy formatting.

Iconography

Use the examples below as a guide for the iconography style implemented across all ABA communications.

Well-designed icons enable effective communication and enhanced clarity when used correctly.



APP ICONOGRAPHY

NAV ICONS

Inactive	Active	
		Dashboard
		Progress Report
		MOCA
		Notification
		Unread Notification
		Other

NAV ICONS

	History
	New Report
	Progress
	Activities
	CME Explorer
	User
	Exam

ARROWS

	Down
	Up
	Right/Forward
	Left/Back

OTHER ICONS

	Revoked		Alert		Edit
	Conditions		Error		Open Link
	Success/Good Standing		Close		Locked
	Inactive		Show/Hide		Folder
	In-Progress or Expires Soon		Search		New Folder
	Expired		Question		

For active icons on the app, please use **BLUE CORN** as the active color.

