



American Society for Gastrointestinal Endoscopy Graphic Standards for Endorsed Educational Activities

Introduction

ASGE is pleased to endorse your educational activity. This document is provided to assist you in proper use of the ASGE logo for promotional materials. Please understand that adherence to these standards is mandated per the endorsement agreement.

ASGE Logo Placement

Because ASGE is not the course sponsor or organizer, the ASGE logo should be placed in a non-dominant location on the advertisement or brochure (such as the bottom right corner) and should be the same size or smaller than your institution's logo. The ASGE logo cannot be placed in a position that would imply ASGE is providing the CME credit (i.e. next to the accreditation statement) unless the accreditation statement clearly specifies which organization is providing credit. The following text must accompany the ASGE logo:

"This course is endorsed by the American Society for Gastrointestinal Endoscopy"

The ASGE logo should only print in the following combinations:

Four Color Process (CMYK)

Two Spot Colors - Pantone® 194 Red and Black

One Spot Color - Pantone® 194 Red

Electronic files of ASGE logos are available by contacting education@asge.org.

Review Process

Any publications using the ASGE logo are to be reviewed by ASGE prior to printing and distribution. A PDF version of the promotional piece can be e-mailed to endorsements@asge.org.

Questions?

E-mail the ASGE Education Department at education@asge.org or call 630-570-5614.

SAMPLES

Acceptable		Not Acceptable	
<p>YOUR LOGO HERE</p> <p>Our Endoscopy Course</p> <p>Our course is endorsed by the American Society for Gastrointestinal Endoscopy</p>	<p>YOUR LOGO HERE</p> <p>Our Endoscopy Course</p> <p>This course is endorsed by the American Society for Gastrointestinal Endoscopy</p>	<p>Our Endoscopy Course</p> <p>Our course is endorsed by the American Society for Gastrointestinal Endoscopy</p>	<p>Our Endoscopy Course</p> <p>Our course is endorsed by the American Society for Gastrointestinal Endoscopy</p>