



ASSOCIATION FOR VASCULAR ACCESS

Protect the Patient • Educate the Clinician • Save the Line

AVA AFFILIATE BRANDING GUIDELINE

ASSOCIATION FOR VASCULAR ACCESS

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For questions concerning logo usage, or to request logo and other files, please email us at ava@avainfo.org

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AVA Networks

NAMING YOUR NETWORK

- Network name must follow the VAN rule (e.g. XXX **Vascular Access Network**)
- Create an acronym for your network (e.g. STARVAN, POLARVAN, MINNIVAN).
- The acronym should represent your geographical area.

NETWORK LOGO

- All Network logos must include the branding statement:
A Network of the Association for Vascular Access
- AVA licenses the use of its logo as part of the Network logo in conformance with the terms and conditions of the Affiliation Agreement.

The network logo must include either the AVA  or the entire AVA logo .

Current logo files can be obtained by contacting AVA.

- The structure of the AVA logo cannot be altered or changed, however the color scheme can be changed to match the overall scheme of the network logo.
- Logo should contain the Network's official full name, acronym or both.

FILE SIZING

AVA recommends creating separate graphic files for social media usage — one in landscape (rectangle) format and one nearly square. These files will be used for branding on social media posts and other advertising purposes. Please provide AVA with a logo file that is at least 1000 x 550px (rectangle) and another that is squarer in shape, such as 552 x 368px.

If you want to use a picture of your logo for Twitter or Facebook as a **profile picture**, those images should be square in shape (Facebook recommends 170 x 170px, and Twitter recommends 400 x 400px). These sizing requirements can change from time to time so check with the specific platform for current requirements.

All logos must be approved by AVA prior use.

See AVA's Branding Guidelines for further details on color codes and logotype.