



**Spondylitis
Association
of America™**

Serving the Spondyloarthritis Community

STYLE GUIDE

Spondylitis Association of America

The Spondylitis Association of America may have started from a literal pain point, yet it remains true to its mission of creating a world free from pain. With the cognitive ability to think through complex medical issues and a visceral desire to hold space and embody healing, **SAA** balances the head and the heart.

Respectful | Understanding | Trustworthy | Dedicated | Experienced

BRAND TONE

Relatable | Informational | Empathetic | To the point | Truth Seeking



Serving the Spondyloarthritis Community



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The Spondylitis Association of America logo creates a feeling of stability. The spinal reference in the emblem also suggests a sense of community. The way the visuals build on each other gives it a supporting yet empowered feel. Overall, the font is simple, warm, and inviting, even with the color blue. It is traditional without coming across as unapproachable.

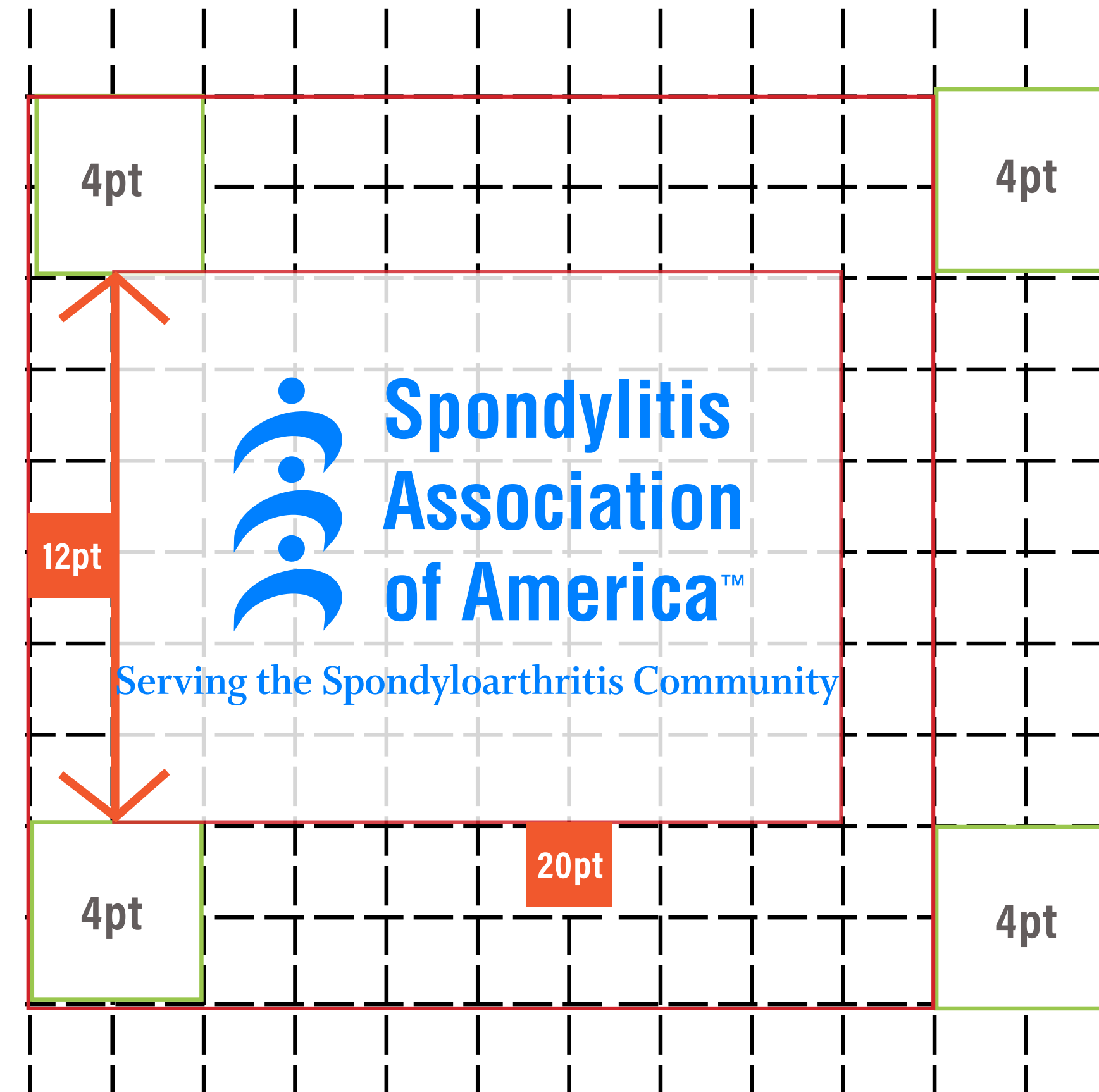
CLEAR SPACE & RULES

Minimum Size:

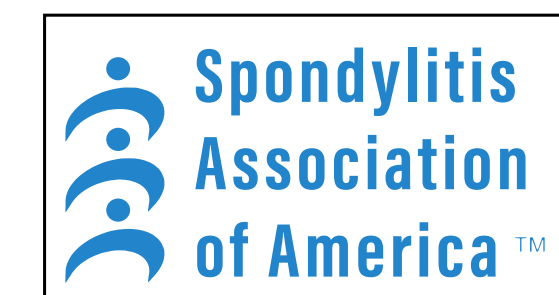
This combination mark logo is a cross between a wordmark and a brandmark. The various pictorial marks in our logo are an immediately recognizable image that has been simplified and stylized uniquely. The minimum clear space is 1/2x. You should maintain the minimum distance of 20pts to resize the logo proportionally.

Space Around:

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.



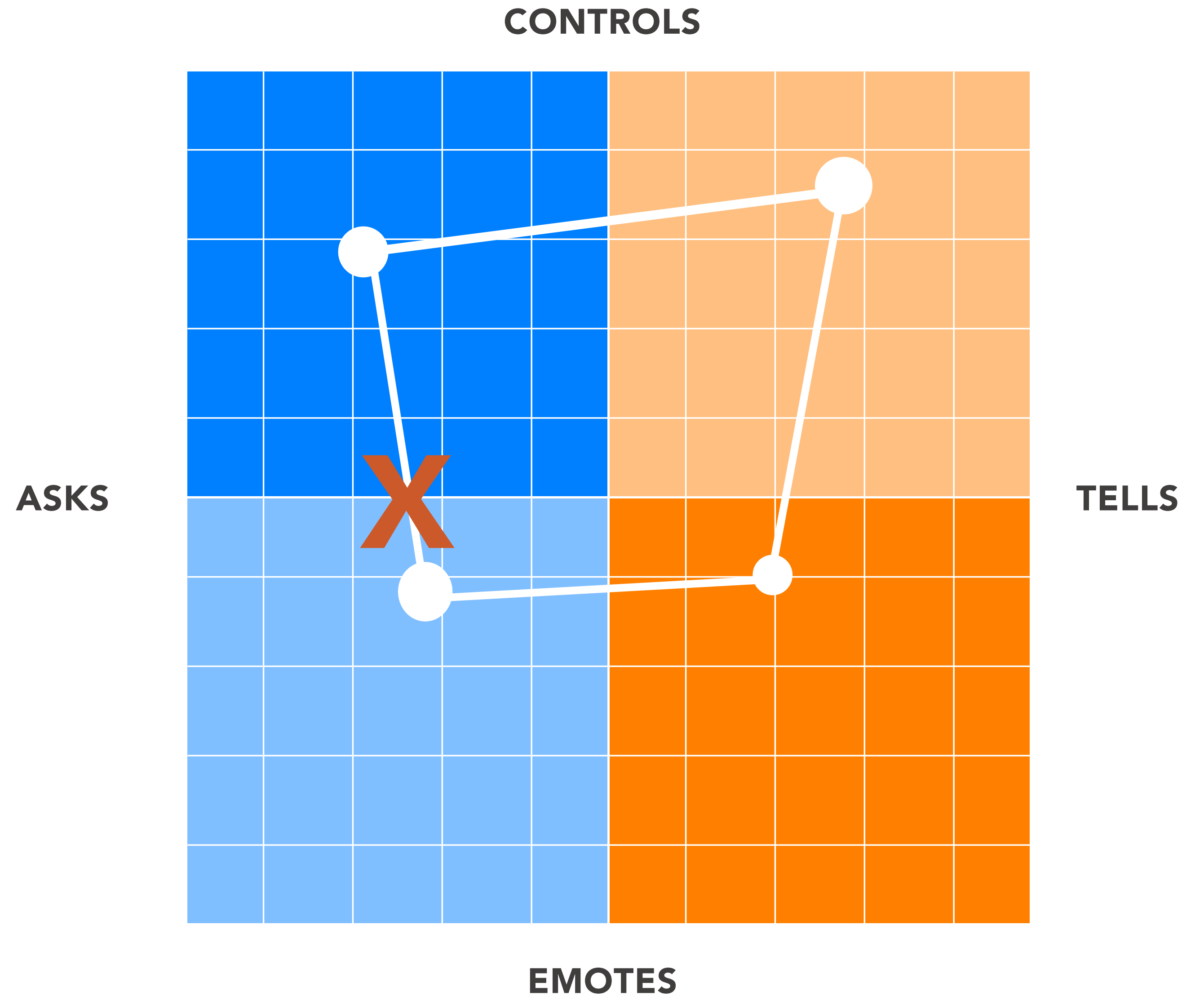
CLEAR SPACE



MINIMUM SIZE: 20pt

BRAND POSITIONING

Leading with a more assertive Analytical approach and a complimentary Amiable mindset positions the SAA Brand as a trusted big-brother-like authority. This allows SAA and its leadership team to explore more fundamental ways to become an advocate for Spondylitis. Instead of becoming a market leader, The SAA Brand moves at its own pace as a Niche Player with a particular Mission and Vision.

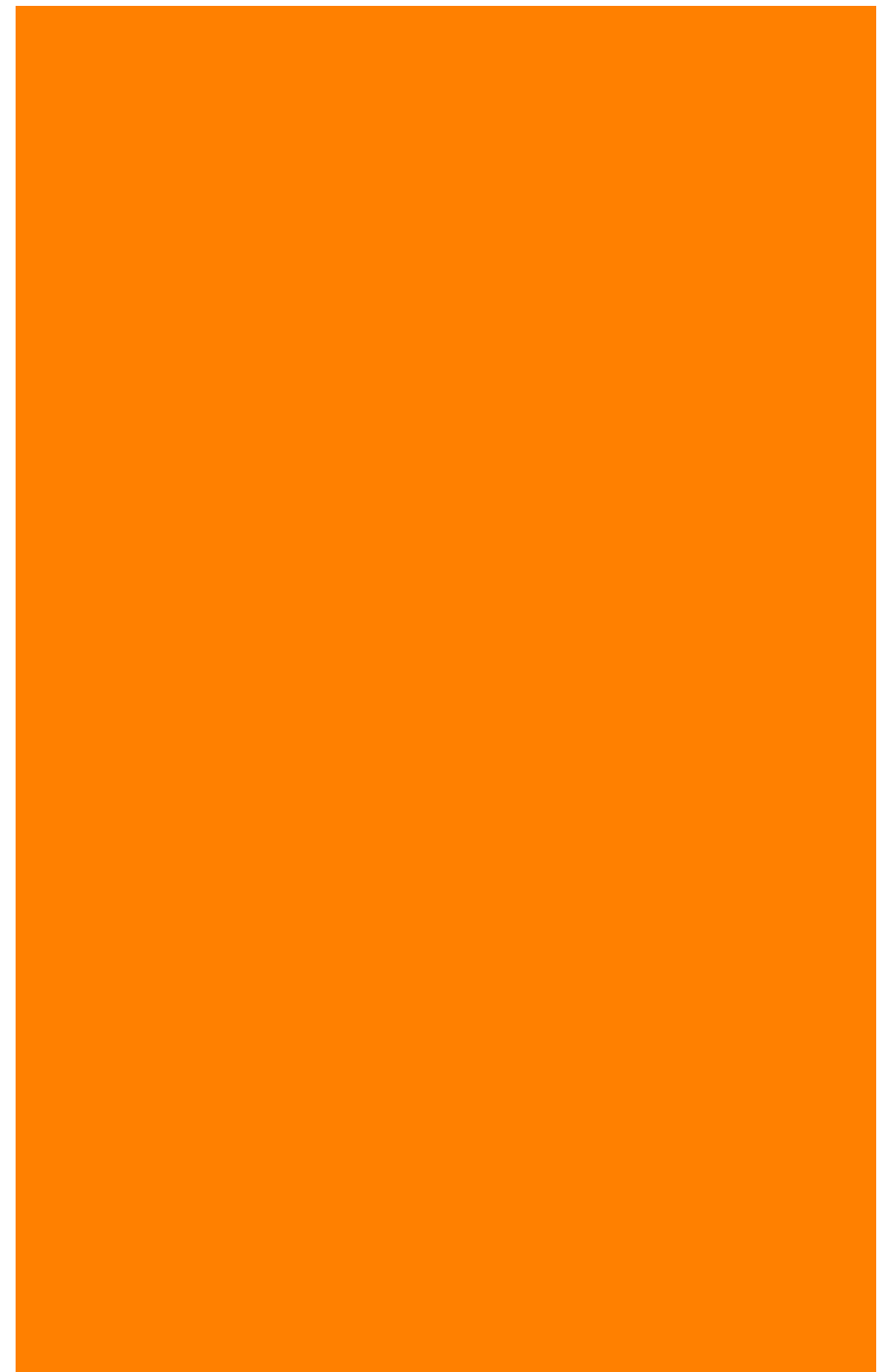
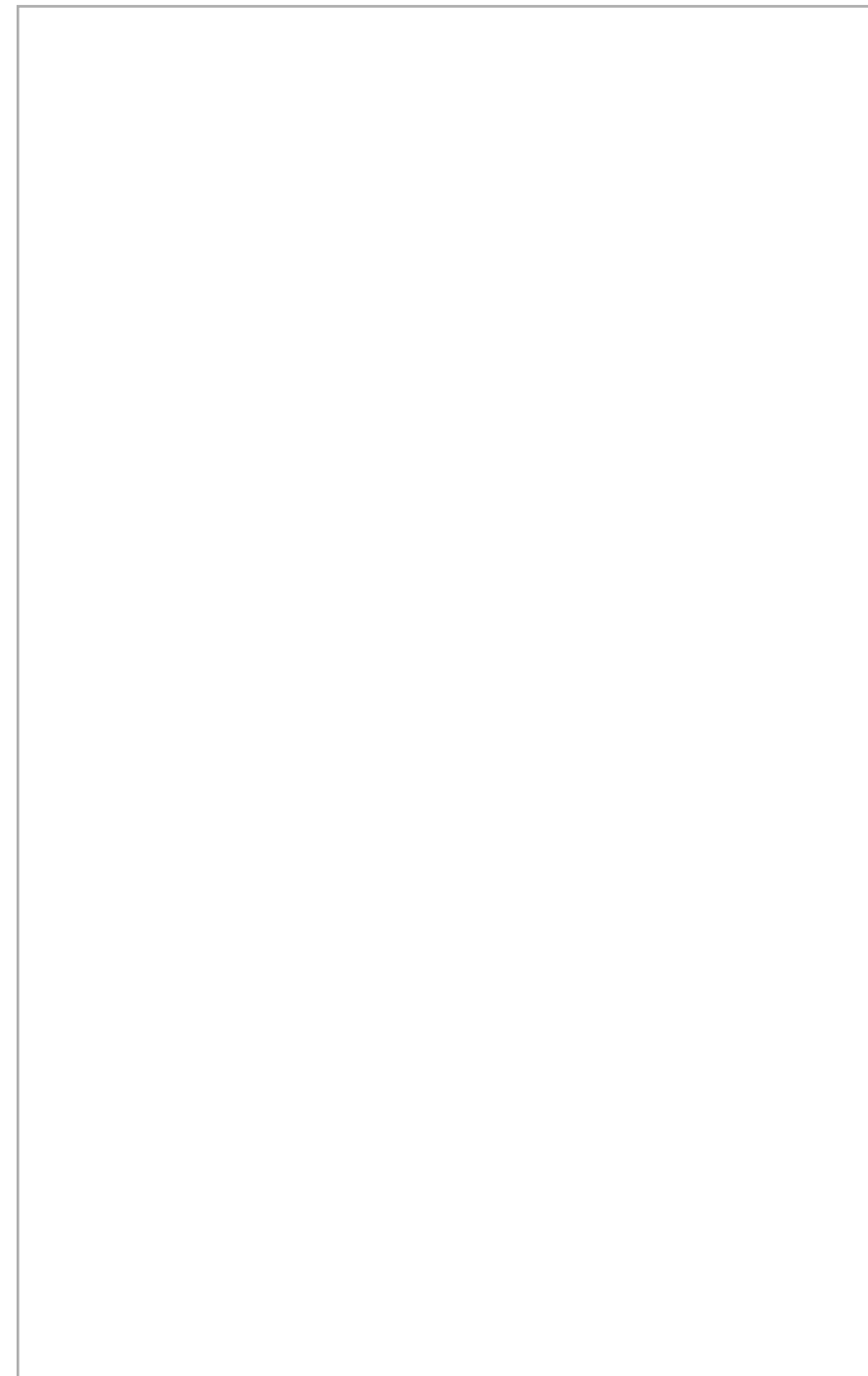
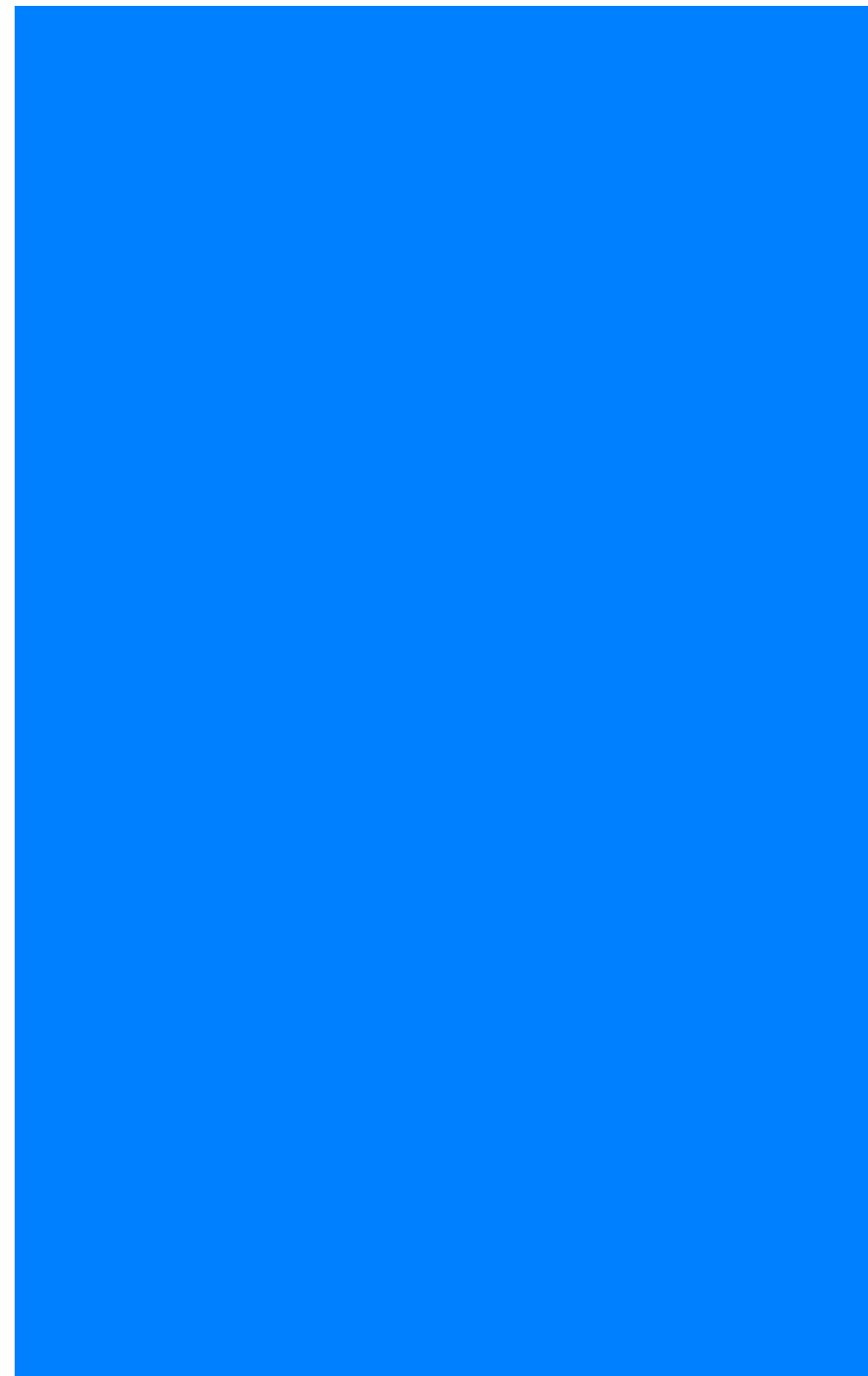


MISSION

“To be a leader in the quest to cure ankylosing spondylitis and related diseases, and to empower those affected to live their lives to the fullest.”

**“A world free from the pain and disability
of ankylosing spondylitis and related diseases.”**

COLOR USAGE



#0080FF		#80BFFF		#ffffff		#FFBF80		#ff8000	
C: 77%	R: 0	C: 43%	R: 128	C: 0%	R: 255	C: 0%	R: 255	C: 0%	R: 255
M: 50%	G: 128	M: 15%	G: 191	M: 0%	G: 255	M: 29%	G: 191	M: 61%	G: 128
Y: 0%	B: 255	Y: 0%	B: 255	Y: 0%	B: 255	Y: 54%	B: 128	Y: 100%	B: 0
K: 0%		K: 0%		K: 0%		K: 0%		K: 0%	

BRAND VALUES

Integrity

Commitment to Excellence

Accountability

Inclusivity

Diversity

BRAND PROMISE

Being a trusted ambassador in the SAA Community.

ORGANIZATION

PERSONALITY :

- They are analytical, genial, and social.
- They are authority-challenging: they challenge authority and traditional values to help bring about positive changes.
- And they are philosophical: they are open to and intrigued by new ideas and love to explore them.

NEEDS :

- They are analytical, genial, and social.

VALUES :

- They consider helping others and independence to guide a large part of what they do.
- They think it is essential to take care of the people around them. And they like to set their own goals to decide how to achieve the best.

IMAGE CHOICES

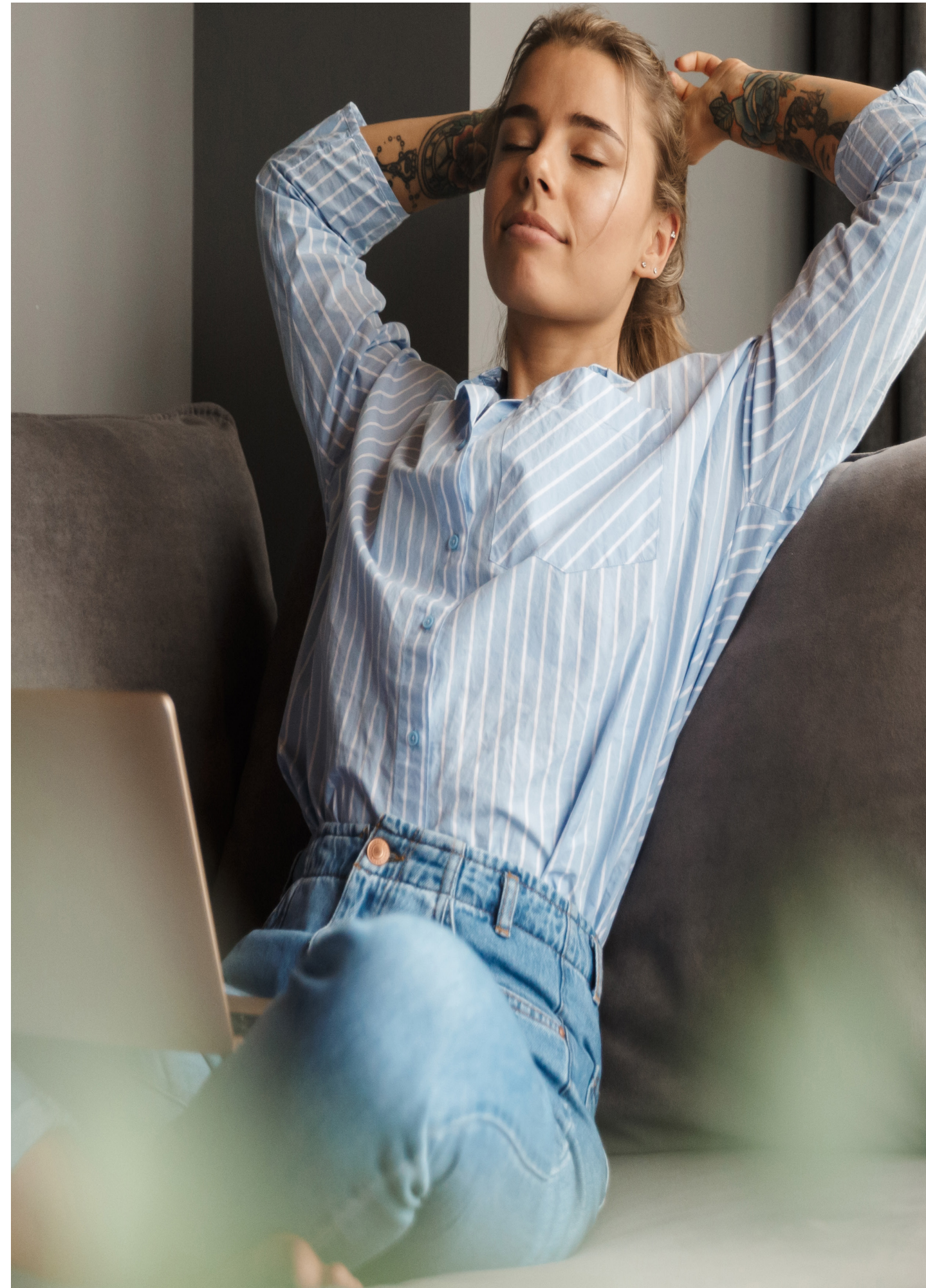
CHOOSE IMAGERY THAT EVOKES:

Mindfulness | Learning | Support | Lifestyle | Practicality

CORRECT PHOTO USAGE



**Photos that transmit
a sense of trust**



Photos displaying wisdom
note for design: without being
overly medical



Photos showing comfort

INCORRECT PHOTO USAGE



Medical photography



Stereotypical photography
note for design: those that look like staged interactions



Victim and poverty mindset
note for design: that display sadness or pain



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UNACCEPTABLE USAGE



Don't rotate the logo.



Don't distort.



Don't place elements in the logo clear space.



Don't add drop shadows or other text styles.



Don't resize any part or element within the logo. All logo elements should remain proportionate



Don't rearrange or create compositions that are not already provided.



Don't disconnect the brand mark from the brand name.



Don't contain the logo in a box when used on a background.

BRAND TALKING POINTS

SAA recommended content pillars

	WELLBEING	RISING UP	MEDICAL UPDATES
WHAT IT SOUNDS LIKE	Holistic Approach. There is no stone left unturned.	Pain is hard. Yet, life does not have to stop because of it.	Publishing advancements and alternative medicines that give our Audience the full scoop. It is essential that SAA comes across as reputable and includes research to back up all claims.
CONTENT RANGE	From social to emotional. From cultural to physical. From psychological to environmental.	Inspirational stories. Motivational content. Messages of Hope.	Insider info. Latest News. Things to know. Solutions.
ADDITIONAL HASHTAGS AND CONTENT IDEAS THAT RELATE TO THE SAA AUDIENCE	#wellbeingatwork #wellbeingtips #wellnessgoals #wellnessathome #holisticapproach #wholenessisthenewwellness #wellbeingwednesday #wellbeingyourway	#keepcalmand____ #encouragemint #yougotyou #hopefloats #neverstopbelieving #painfreeworld #spreadcalm #livelifebetter #vitalitylife	#healthcaredesign #healthcareprofessionals #healthcareinnovation #healthcareforall #healthcareisahumanright #healthcareexcellence #futureofmedicine #medicalresearch #healthcaretips #healthcareindustry



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