



# Clear Communication

The ASHA Brand Guide

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- Our Values** .....3
- Value Proposition**.....4
- Brand Story** .....5
- Tone Of Voice**.....6
- Messaging Matrix**.....7
- The ASHA Logo** .....8
- Brand Architecture** .....15
- Iconography**..... 16
- Brand Colors** .....17
- Typography**.....18
- Photography**.....20
- Applications** .....24



# OUR VALUES

## *Vision & Mission*

Our vision and mission are the driving forces behind everything we, and our members, do.

These principles guide our short- and long-term goals and planning, along with our everyday interactions. Every action taken by ASHA, our staff, and our members should reinforce and uphold these core beliefs.

It is imperative that all communications materials we produce adhere to these same standards. By using our vision and mission as a guide, we can reinforce our beliefs without having to repeat them. Additionally, our communication will become more cohesive over time and across all our media.

### OUR VISION

*Making effective communication,  
a human right, accessible and  
achievable for all.*

### OUR MISSION

Empowering and supporting audiologists, speech-language pathologists, and speech, language, and hearing scientists through:

- advancing science,
- setting standards,
- fostering excellence in professional practice, and
- advocating for members and those they serve.

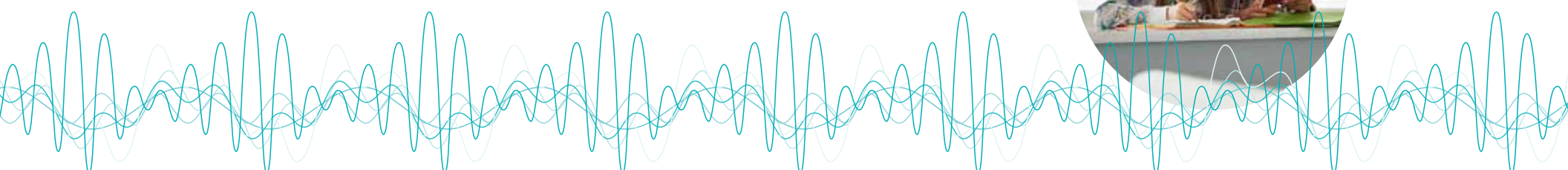
# VALUE PROPOSITION

*What Do We Stand For?*

*We unite two professions—Speech-Language Pathology and Audiology—under the same mission and provide every resource our members need to act as the authority on human communication.*

As the only membership association for speech-language professionals, ASHA offers the best way to connect on a deep level with fellow communication scientists to share knowledge and resources.

With the largest number of hearing sciences members of any association, ASHA provides unparalleled opportunities for professional engagement and development.



# BRAND STORY

## *Setting the Tone*

Life is communication.  
And communication is life.  
From the moment we wake  
to the moment we fall asleep,  
it's ever-present.

Communication moves us.  
Think of a child's first words.  
The roar of a crowd.  
A loved one's voice.

To make communication accessible—  
to make life accessible—  
we make things clear.  
Concise.  
Easy to understand.

Simply said.  
Simply heard.  
Clearly communicated.



# TONE OF VOICE

## *How Do We Sound?*

### Clear

We deliver information with an incredible level of clarity. Anyone should be able to read a passage and immediately grasp its meaning. As the authority on human communication, it's our responsibility to provide easily understandable information.

### Concise

We use the fewest words possible to convey information. This aids with clarity and allows people to grasp our point quickly and easily. It doesn't mean we're short or abrupt; rather, we eliminate the noise of excess words so we can get right to the point.

### Simple

We use simple language whenever possible. Simple does not, however, mean that we reduce the intelligence of our communications. Instead, we think intently about how to relate complex ideas and concepts in a way that most people, even laypeople, can understand.

### Sincere

Although we strive for clear, concise, simple communication, we are never without sincerity. Our dedication to improving human communication always comes through in the language we use.



# MESSAGING MATRIX

## How We Speak to Different Audiences

Although speech-language pathology and audiology are similar professions, as audiences, they can be very different.

For our messaging to resonate with both, we need to make sure we tailor our communications to be as relatable as possible. The matrix to the right provides a few examples of how to accomplish this.

In general, language aimed at an SLP audience can be a bit less formal. Focus on humanity, connections, and the feel-good aspects of the profession. For audiologists, highlight the wealth of knowledge that ASHA provides, along with our commitment to evidence-based practice, and be especially direct and to-the-point.

CENTRAL MESSAGE	TARGETED MESSAGE	EXAMPLE COPY
<p>We unite two professions—Speech-Language Pathology and Audiology—under the same mission and provide every resource our members need to act as the authority on human communication.</p>	<p><b>Speech-Language Pathology</b> As the only membership association for speech-language professionals, ASHA offers the best way to connect on a deep level with fellow communication scientists to share knowledge and resources.</p>	<ul style="list-style-type: none"> <li>• Become a member of ASHA and connect like never before.</li> <li>• Join us at ASHA Convention to network, learn, and enjoy the company of other communication sciences professionals.</li> <li>• Support ASHA’s vision of communication for all by becoming a member today.</li> </ul>
	<p><b>Audiology</b> With the largest number of hearing sciences members of any association, ASHA provides unparalleled opportunities for professional engagement and development.</p>	<ul style="list-style-type: none"> <li>• More benefits. More knowledge. More hearing sciences members than any other association.</li> <li>• ASHA delivers essential, evidence-based resources for all communication sciences professionals.</li> <li>• Explore the latest information from ASHA on evidence-based practice.</li> </ul>

# THE ASHA LOGO

## Primary and Secondary Versions

### Our Primary Logo

The primary ASHA logo is an update of our previous mark. We've revised and modernized the colors and typography to better reflect our forward-thinking organization. It includes both our commonly-used acronym and our fully spelled-out association name.

Its circular shape represents several things: the circular nature of communication, two halves of the same whole, and the joining of two professions under one mission. Additionally, one silhouette is listening, while the other is speaking.

The primary logo should be used on most communications, especially anything that might be viewed by an audience that may not be familiar with the ASHA logo or the association.

### Our Secondary Logo

The secondary logo features just our acronym. This logo can be used on materials that are intended for an internal audience, such as staff or members, that will immediately recognize the ASHA logo mark and acronym with no further exposition needed.



**ASHA**  
American  
Speech-Language-Hearing  
Association

*Primary Logo*



**ASHA**

*Secondary Logo*



# THE ASHA LOGO

## Minimum Clear Space & Size

### Clear Space

Following the guidelines to the right for minimum clearance around the logo will ensure a strong brand identity for ASHA by giving the logo space to stand out. Clear space is relative to the size of each version of the logo and is based on the height of the acronym. If possible, allow more than the minimum clearance around the logo.

### Minimum Size

Avoid using the ASHA logo smaller than the recommended sizes as illustrated to the right. This will ensure clear reproduction and easy readability of the logo.

### Exceptions

In some instances, such as specialty items, the logo may be used at less than the minimum size and with less than minimum clearance. Always obtain permission from the design department before using the logo in this manner.



Minimum Clear Space



Minimum Logo Sizes

# THE ASHA LOGO

## Incorrect Usage



**ASHA**  
American  
Speech-Language-Hearing  
Association

Do not rearrange our logo in any way. Our logo should remain in its current horizontal position at all times.



**ASHA**  
American  
Speech-Language-Hearing  
Association

Do not squeeze our logo. To ensure a strong brand identity, the proportions of our logo should never be changed.



**ASHA**  
American  
Speech-Language-Hearing  
Association

Do not stretch our logo. To ensure a strong brand identity, the proportions of our logo should never be changed.



**ASHA**  
American  
Speech-Language-Hearing  
Association

Do not change the typeface of our logo. Our logo is set in URW Geometric, and approved design files should always be used.



**ASHA**  
American  
Speech-Language-Hearing  
Association

Do not change the size of our logo mark or move it. The relationship of our logo mark to the type lines should never change.



**ASHA**  
American  
Speech-Language-Hearing  
Association

Do not add any effects to our logo. Adding extra effects to the logo will reduce legibility and create an unprofessional appearance.



**ASHA**  
American  
Speech-Language-Hearing  
Association

Do not change the colors in our logo. The colors of the main logo should always remain the same, unless used in black or white for one color.



**ASHA**  
American  
Speech-Language-Hearing  
Association

Do not add a drop shadow to our logo. Adding a drop shadow to the logo will reduce legibility and create an unprofessional appearance.



**ASHA**  
American  
Speech-Language-Hearing  
Association

Do not rotate our logo. Our logo should remain in its original position and orientation at 0° at all times.

# THE ASHA LOGO

## Alternate Colorways

### One Color & Reversed Options

If the logo must be printed in one color only, use the solid black version. The file includes a white background so the silhouettes and waveforms will stand out if it appears on a light background.

The reversed version features positive shapes bound by an outlined circle. This maintains the consistency and integrity of our iconic silhouettes and waveforms.



*One-Color*



*Reversed*

# THE ASHA LOGO

## General Usage Guidelines

### Contrast is Key

Along with minimum sizes and clearance, always consider the background on which the logo is placed.

When our logo appears in ASHA Blue and Dark Gray or in black and white, it should always appear on a white or light background. The opposite is true for the reversed version, which should always appear on a background with enough contrast that the logo is readable.

The logo may be placed on a solid or subtly textured background as long as the guidelines above are followed. Placing the logo on a background that is too busy will reduce its legibility and weaken our brand identity.

Acceptable Use



Unacceptable Use



# THE ASHA LOGO

## *Specialized Versions*

### Speech-Language Pathology & Audiology Logos

For highly-targeted communications, we have developed two logos to speak more directly to our speech-language pathology and audiology members. Each highlights a different half of our primary logo using color and shading and includes a sub-line that identifies the audience.



# THE ASHA LOGO

## Sub-brands, Programs, and Signature Graphics

### Sub-brands

ASHA's sub-brands are defined within the brand architecture as a product or service affiliated with the overall brand that has its own brand name. Each sub-brand has a unique logo that relates back to the primary ASHA logo.

For ASHA, the sub-brand logos are fairly simple, featuring the ASHA mark, a dotted divider, and an acronym plus subline. Sub-brand logos are further differentiated from the main brand and each other by color. See page 15 for an explanation on color.

### Program and Signature Graphics

Program and Signature Graphics are less permanent than the Sub-brands and fall outside the brand architecture. A campaign such as the Value of the C's would fall under this category as a signature graphic, while an effort such as the Minority Student Leadership Program would utilize a program graphic.

The difference between program graphics and signature graphics is that programs use a visual system that adheres closely to the main logo, while signature graphics are one-offs that may be quite different in style. However, signature graphics should always incorporate the main ASHA circle mark to maintain a connection to the association.

### SUB-BRAND EXAMPLES



**PAC**

ASHA Political Action Committee



**CE**

ASHA Continuing Education



**CCC-SLP**

ASHA Certified Speech-Language Pathologist



**APD**

ASHA Professional Development



**CCC-AUD**

ASHA Certified Audiologist



**SIG-1**

ASHA Special Interest Group:  
Language Learning and Education



**CP**

ASHA Corporate Partner

### SIGNATURE GRAPHIC EXAMPLE

### PROGRAM EXAMPLE










**ASHA**

Minority Student Leadership Program

Forthcoming

# BRAND ARCHITECTURE

Work in Progress

Cluster	Advocacy	Analytics	Consumer Services	Credentialing	Learning & Development	Partners	Students
Promise	TBD	TBD	TBD	TBD	TBD	TBD	TBD
Audience	<ul style="list-style-type: none"> <li>Regulators</li> <li>Legislators</li> </ul>	<ul style="list-style-type: none"> <li>Clinicians</li> </ul>	<ul style="list-style-type: none"> <li>Consumers</li> </ul>	<ul style="list-style-type: none"> <li>Members</li> <li>Affiliates</li> </ul>	<ul style="list-style-type: none"> <li>Members</li> </ul>	<ul style="list-style-type: none"> <li>B2B Partners</li> </ul>	<ul style="list-style-type: none"> <li>Students</li> </ul>
Products/ Services		<ul style="list-style-type: none"> <li>NOMS</li> <li>Surveys</li> </ul>	<ul style="list-style-type: none"> <li>Better Hearing and Speech Month (BHSM)</li> <li>ASHA ProFind</li> </ul>	  <ul style="list-style-type: none"> <li>Certificate of Clinical Competence</li> <li>SLP &amp; Audiology Assistants</li> <li>International Affiliates</li> <li>Higher Education Data System</li> </ul>	   <ul style="list-style-type: none"> <li>Leader</li> <li>Leader Blog</li> <li>ASHA Wire</li> <li>ASHA Press</li> <li>Peer-Reviewed Journals</li> <li>Perspectives (SIGs)</li> <li>Leadership Academy</li> <li>ASHA CEUFind</li> <li>CLARC</li> <li>Connect 2017</li> </ul>		<ul style="list-style-type: none"> <li>Minority Student Leadership Program</li> <li>STEP</li> <li>Student Awards</li> <li>ASHA EdFind</li> </ul>

# ICONOGRAPHY

## Examples & Style Guidelines

Following the circular shape of the ASHA logo, iconography features single line-weight illustrations with arcing, circular shapes.

Icons should be representational whenever possible; abstract icons are not ideal.

All icons should appear as white outlines within a colored circle, preferably ASHA Blue. Avoid separating the illustrations from the circles as this will decrease their visual impact and break the strongest link back to the ASHA logo.

Icons should include a text descriptor to ensure clarity of meaning until the new system becomes more well-known.



AUDIOLOGY



SPEECH-LANGUAGE  
PATHOLOGY



STUDENTS



FACULTY



RESEARCH



# BRAND COLORS

## Color Palette & Hierarchy

### Our Color Palette

To the right are technical specifications for all of our brand colors. These were chosen carefully for their various connotations.

ASHA Blue and Dark Gray are the foundation of the palette and feature in all of our logo applications. These should be the most dominant colors in our materials.

The warmth in ASHA Blue conveys the humanity of our vision but still indicates our basis in science and knowledge. ASHA Dark Gray acts as a neutral and balances the brightness of ASHA Blue.

The ASHA Brights bring warmth, vitality, and versatility to our materials. These colors should be used sparingly and with care. It is not recommended to use more than two brights along with ASHA Blue, Dark Gray, and Neutrals.

ASHA Neutrals are shades of the main Dark Gray color and are intended to balance the Brights palette. Light and Pale Gray work especially well as background colors to highlight items such as sidebars.

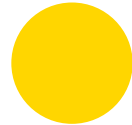


**ASHA BLUE**  
PANTONE 2228 C / 2228 U  
CMYK C: 92-0-34-0  
CMYK U: 90-0-27-0  
RGB: 0-165-189  
HEX: 00A5BD




**ASHA DARK GRAY**  
PANTONE WG8 C / WG8 U  
CMYK C: 17-24-25-49  
CMYK U: 15-20-22-42  
RGB: 140-130-121  
HEX: 8C8279

### ASHA Brights




**ASHA YELLOW**  
PANTONE 116 C / 7404 U  
CMYK C: 0-14-100-0  
CMYK U: 0-10-100-0  
RGB: 255-205-0  
HEX: FFC000




**ASHA RED**  
PANTONE 7417 C / 2347 U  
CMYK C: 1-83-85-0  
CMYK U: 0-70-78-0  
RGB: 224-78-57  
HEX: E04E39



**ASHA DARK BLUE**  
PANTONE 2370 C / 2738 U  
CMYK C: 97-96-0-0  
CMYK U: 81-67-0-0  
RGB: 47-42-149  
HEX: 2F2A95



**ASHA FUCHSIA**  
PANTONE 7648 C / 234 U  
CMYK C: 22-100-0-16  
CMYK U: 23-90-1-6  
RGB: 153-30-102  
HEX: 991E66




**ASHA ORANGE**  
PANTONE 144 C / 2012 U  
CMYK C: 0-51-100-0  
CMYK U: 0-38-100-0  
RGB: 237-139-0  
HEX: ED8B00


### ASHA Neutrals



**ASHA MEDIUM GRAY**  
PANTONE WG5 C / WG5 U  
CMYK C: 11-13-16-32  
CMYK U:  
RGB: 172-163-154  
HEX: ACA39A



**ASHA LIGHT GRAY**  
PANTONE WG1 C / WG1 U  
CMYK C: 3-3-6-7  
CMYK U: 2-3-7-8  
RGB: 215-210-203  
HEX: D7D2CB



**ASHA PALE GRAY**  
PANTONE WG1 C / WG1 U @50%  
CMYK C: 1.5-1.5-3-3.5  
CMYK U: 1-1.5-3.5-4  
RGB: 241-240-237  
HEX: F1F0ED

# TYPOGRAPHY

## Primary & Alternate Families

### Our Primary Typeface

URW Geometric is a functional, strong, and friendly sans serif typeface featuring harmonious shapes for easy legibility. With 10 weights, plus oblique styles for each weight, Geometric is a highly versatile typeface. Its rounded letterforms also complement the circular ASHA logo mark and graphical treatments.

When setting type, make sure to maintain adequate space between lines (leading) without using too much space. Extending the spacing between letters (tracking) should be kept to a minimum and is only suggested for highlighting individual snippets of type, such as a small subhead in all caps.

URW Geometric Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%&@\*(.,#!?)

URW Geometric Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%&@\*(.,#!?)

URW Geometric Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%&@\*(.,#!?)

URW Geometric Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%&@\*(.,#!?)

URW Geometric Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%&@\*(.,#!?)

URW Geometric Semi Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890%&@\*(.,#!?)**

URW Geometric Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890%&@\*(.,#!?)**

URW Geometric Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890%&@\*(.,#!?)**

URW Geometric Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890%&@\*(.,#!?)**

URW Geometric Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890%&@\*(.,#!?)**

# TYPOGRAPHY

## Primary & Alternate Families

### General Guidelines

#### HEADLINES

Both thinner and bolder weights of Geometric work well as headlines at large sizes. When using a bolder weight, use all caps. Thinner weights can be set in title/sentence case or all caps. Headlines should always be in ASHA Blue.

#### SUB-HEADLINES & CALLOUTS

Consider contrast when setting subheads and callouts. With bold headlines, a lighter weight for the subhead creates more interest, and vice versa for thinner headlines. Subheads and callouts can be in any brand color as long as they are easily legible and fit within the general rules for using the ASHA palette.

#### BODY COPY & CAPTIONS

Smaller type, such as body copy and captions, should almost always be set in Geometric Regular. In instances where running body copy is larger than 12pt, Geometric Thin may be used to visually lighten the weight of the blocks of text.

Additionally, small copy in any printed materials should always be 100% black and never a build of CMYK. The only exception to this rule is when printing small copy as a solid Pantone color; in this case, it can be 100% of any color except ASHA Light Gray, Pale Gray, or Yellow.

# ASHA Member Benefits

**Headline:** URW Geometric Extra Light, ASHA Blue

## WELCOME TO ASHA

**Headline:** URW Geometric Heavy, ASHA Blue

*Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Curabitur mollis ultrices ultricies.*

**Callout:** URW Geometric Light Oblique, ASHA Red

### CONSECTETUR ADIPISCING ELIT

**Subhead:** URW Geometric Bold, ASHA Dark Blue, extended tracking

*When URW Geometric is not available or installed, use the alternate typeface Arial.*

Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%&@\*(.,#!?)

**Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Curabitur mollis ultrices ultricies.**

**Subhead:** URW Geometric Extra Bold, ASHA Fuchsia

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur mollis ultrices ultricies. Cras faucibus malesuada scelerisque. Pellentesque condimentum tortor non tempor fringilla.

**Body Copy:** URW Geometric Regular

*Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Curabitur mollis ultrices ultricies.*

**Caption:** URW Geometric Regular Oblique

Arial Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890%&@\*(.,#!?)

# PHOTOGRAPHY

## Style Guidelines

### Photography Style

Photography should showcase both the positive outcomes that our members produce and the various professions themselves. Carefully consider the message of the communications piece, then choose photos that reflect those qualities and appeal to the intended audience.

For instance, a technical brochure aimed at audiologists in private practice would feature more photos in a clinical setting instead of successful outcomes.

Images should feature:

- Relaxed, naturally-posed subjects
- Positive, genuine, candid facial expressions (active smiling isn't necessary)
- Moments of communication, even if only one subject is in the frame or in focus
- Diversity in gender, age, race, ethnicity, etc. of both practitioners and clients
- Diversity in settings, dependent on the intended audience for the piece
- Slightly increased contrast and saturation
- Backlighting or a light/neutral background whenever possible to enhance the focus on the subject(s)
- An interesting or unusual angle or cropping, when possible

Outcomes



Schools



*Please note that all photography throughout this brand guideline document is FPO-only and is solely intended to convey style recommendations. Both stock and custom photography should conform to these guidelines, and the document should be updated with new photography as it become available.*

# PHOTOGRAPHY

## Style Guidelines

Academia/Research



Clinical/Private Practice



Students



# PHOTOGRAPHY

## Do's and Don'ts

### Do:



Backlighting, high contrast and saturation, subjects natural and engaged, diversity, unusual angle



Light/neutral background, high contrast and saturation, genuine expressions, interesting angle



Backlighting, high contrast and saturation, moment of communication, diversity



Backlighting, high contrast and saturation, candidly posed subjects, moment of communication

### Don't:



Dark/cluttered background, low contrast, overly posed subjects



Busy-looking background, stiffly posed subjects, awkward angle and cropping



Low contrast, unhappy and overly posed subjects



Subjects too posed and not genuine/candid

# APPLICATIONS

## Stationery

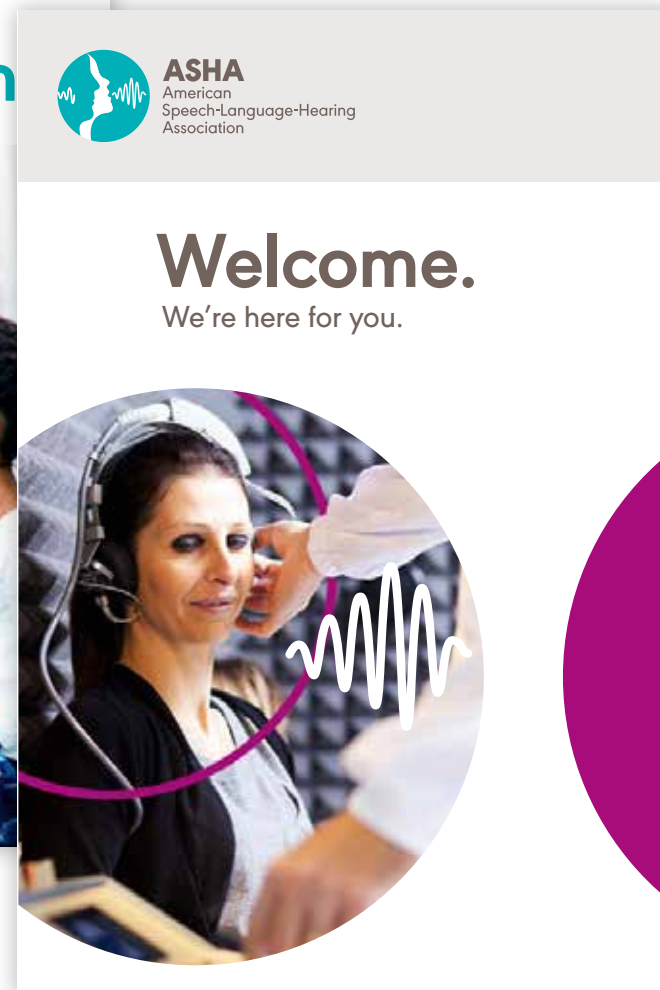
ASHA Stationery is an elegant, simple application of our logo and main brand assets.

We feature our vision on the back side of our business cards, making it a bold part of what is often the first ASHA communications piece people see. It's a message we're proud of, and displaying it so prominently will help reinforce it whenever we hand someone a card.



# APPLICATIONS

## Brochure Cover Examples





# APPLICATIONS

Website Example



**ASHA**  
American  
Speech-Language-Hearing  
Association

Careers Certification Publications Events Advocacy Continuing Education Practice Management Research



AUDIOLOGISTS



SPEECH-LANGUAGE  
PATHOLOGISTS



STUDENTS



FACULTY

## EVENTS

MAY  
3

**Dysphagia in Older Adults**  
Online Conference May 3-15, 2017

MAY  
16

**AAC and Telepractice: Tips and Best Practices**  
Live Online Chat May 16, 2017

## HIGHLIGHTS



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis sodales, leo vitae congue vulputate, mauris massa tempor est, sed fermentum quam enim sed augue. Nulla ut massa viverra, dictum diam eu, aliquam dui.

# APPLICATIONS

## Graphic Elements

Drawing from and expanding on the circle and waveform elements of the ASHA logo results in a wide range of graphic applications. The circular and waveform graphics may be used simply or combined to create more complex solutions.

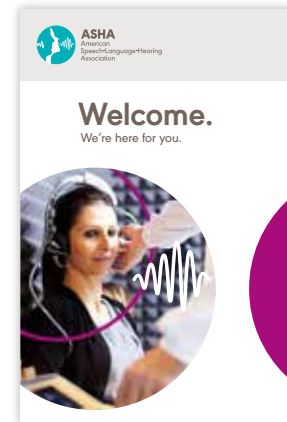
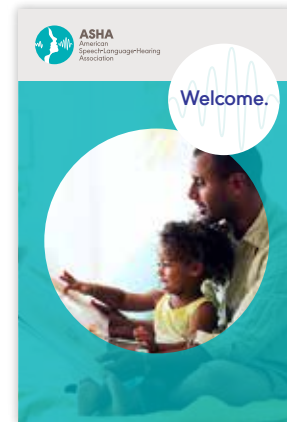
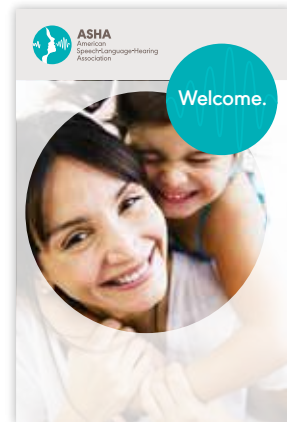
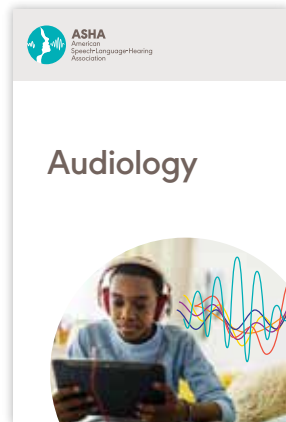
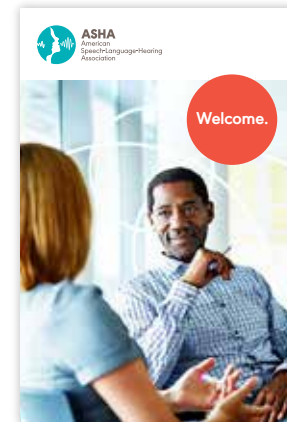
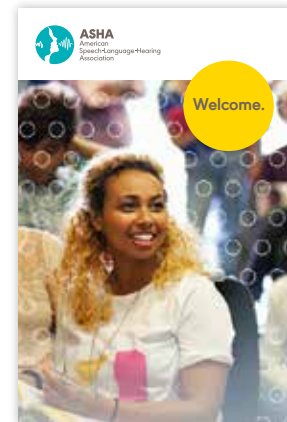
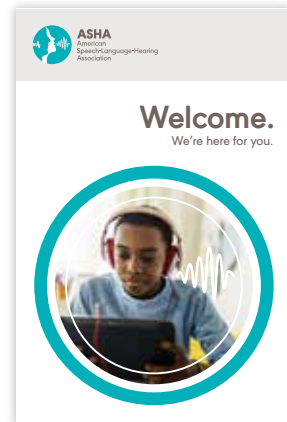
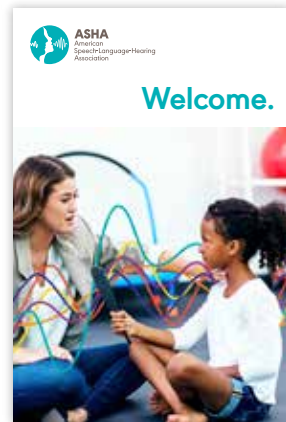
Below are some suggested applications:

### CIRCLES

- Holding shapes for images
- Borders around images
- Hits of secondary colors to emphasize type
- Background graphics and patterns, woven into photos to highlight the subject

### WAVEFORMS

- Multiple lines:
  - 2 weights: regular and thin
  - 2 colorways: multi and teal shades
- Single line:
  - 1 weight
  - Pulled directly from logo
- Integrated into photos to add meaning and interest
- Used to fill excessive white space



# APPLICATIONS

## *Activation Ideas*

### **SOUND BRANDING**

Create a proprietary sound to reinforce the ASHA brand.

### **SOCIAL MEDIA**

Create a campaign to increase awareness of communication disorders and ASHA members' role in treating them; include real-life stories from patients/clients and their care providers.

### **TV/RADIO ADVERTISING**

Run spots featuring uncomfortable silences to show the public what it's like to have a communication disorder and raise awareness.

### **WEBSITE**

Consider reorganizing and rewriting to make information clearer and easier to find; become a resource for the public as well as members.

### **MEMBERSHIP ENGAGEMENT**

Find ways to reconnect with members who have drifted away and reinforce relationships with satisfied members.

### **SEGMENTED COMMUNICATIONS**

Build on the idea of targeted newsletters; what else can ASHA provide that's dynamically suited to its different member professions? Also consider other ways to target similar groups: age/career stage, geographic location, professional setting, etc.

