



PRINT PRODUCTION NOTE:

Colors may vary wildly from different printers — especially desktop printers and on different screens. PDFs viewed in email readers may have unexpected undesirable color shifts and other odd and unintentional renderings. PDFs should be viewed with Adobe Acrobat for the best representation of the design intent.

INTERDISCIPLINARY SPECIAL INTEREST GROUPS

BRAIN INJURY  **INTERDISCIPLINARY SPECIAL INTEREST GROUP**

SPINAL CORD INJURY  **INTERDISCIPLINARY SPECIAL INTEREST GROUP**

STROKE  **INTERDISCIPLINARY SPECIAL INTEREST GROUP**

MEASUREMENT  **INTERDISCIPLINARY SPECIAL INTEREST GROUP**

INTERNATIONAL  **INTERDISCIPLINARY SPECIAL INTEREST GROUP**

NETWORKING GROUPS

NEURODEGENERATIVE DISEASES  **NETWORKING GROUP**

CANCER REHABILITATION  **NETWORKING GROUP**

PEDIATRIC REHABILITATION  **NETWORKING GROUP**

AGING RESEARCH & GERIATRIC REHABILITATION  **NETWORKING GROUP**

MILITARY / VETERANS AFFAIRS  **NETWORKING GROUP**

PHYSICIANS & CLINICIANS  **NETWORKING GROUP**

NEUROPLASTICITY  **NETWORKING GROUP**

HEALTH SERVICES RESEARCH  **NETWORKING GROUP**

TECHNOLOGY  **NETWORKING GROUP**

CAREER DEVELOPMENT  **NETWORKING GROUP**

COMPLEMENTARY INTEGRATIVE REHABILITATION MEDICINE  **NETWORKING GROUP**

PAIN REHABILITATION  **NETWORKING GROUP**

ARTS & NEUROSCIENCE  **NETWORKING GROUP**

LIFESTYLE MEDICINE  **NETWORKING GROUP**

REHABILITATION TREATMENT SPECIFICATION  **NETWORKING GROUP**

LIMB CARE  **NETWORKING GROUP**

ATHLETE DEVELOPMENT & SPORTS REHABILITATION  **NETWORKING GROUP**

BEHAVIORAL HEALTH  **NETWORKING GROUP**



< THE ACRM SIGNATURE BLAST MARK is an integral element of ACRM graphical branding.

Developed in 2013 following the historic rebranding of ACRM and the debut of the lotus logo, the ACRM blast mark evolved out of a neuron shape taken to abstract form.

Subtle yet distinctively used in the ACRM ISIG icons, the blast mark denotes alarm / injury / signaling something wrong while at the same time — the firework-like aspect of the symbol CELEBRATES the potential of optimal outcomes through interdisciplinary rehabilitation research.

The icon symbolizes these common attributes across the diverse family parts within the whole ACRM family.

The blast mark is incorporated into ACRM community group logos when feasible — aiding the feel of family, consistency, similar look & feel, professionalism, and optimism.

Where the blast is not infused in a community group logo (Geriatric, Early Career, etc) the blast may be used as an additional visual element when possible in collateral (flyers, web page, emails).



The **ACRM lotus icon** is an integral part of the logo. The lotus has a clean, modern look in keeping with the ACRM commitment to cutting-edge research and innovation.

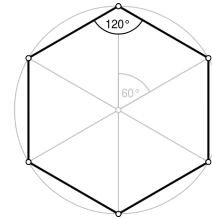
The overlapping petals of the lotus flower, visually communicate the interdisciplinary culture of ACRM. As we dig deeper into the physical attributes and symbolism of the lotus, we find many qualities that aptly represent ACRM.

The seeds of the lotus, like ACRM remain viable for many, many years. The oldest lotus seeds known to exist are 1300 years old. After more than 100 years, ACRM is vibrant and GROWING. The lotus is a symbol of rebirth, rising from dark and muddy waters.

Similarly, the ACRM community works to bring about new beginnings for people affected by disabling conditions.



< HEXAGONS are the preferred shape of ACRM used for many years as visual interest in various ways. Hexagons hold layers of meaning about the composition and mission of ACRM.



OVERLAPPING
HEXAGONS SIGNIFY
TEAMWORK — LIKE
ARMS & ELBOWS
INTERLINKING ONE
ANOTHER.

Hexagonal patterns are prevalent in nature due to their efficiency. In fact, hexagons make the most mathematically efficient architectural designs around.

Constructed of hexagon shapes, beehives are the epitome of community, action and cooperation while the sweet honeycomb is the fruitful result.

ACRM = science + camaraderie + the art of curating — to distill the most meaningful research — for the goal of IMPROVING LIVES. In a similar way, a beehive is the collaboration and hard work of many.

Beehive analogy:

- ACRM = the hive with the nectar (hence the hexagons).
- The nectar = collected by members / researchers (bees).
- ACRM = the hive where the MAGIC happens. (MAGIC = all of the hard work of the “queen bees” — President / Staff / VIP Members (Board, Chairs & all life-long, dedicated ACRM-ers). ACRM brings ALL of the right elements / people together at right times.
- MAGIC = Nectar is converted into ... HONEY. Sweet Honey.
- HONEY IMPROVES LIVES

ACRM = Most passionate members.

ACRM = The hub of rehabilitation research.

ACRM = The membership community of choice for the top rehabilitation researchers in the world.

In addition to the simple, unique set of community group icons, the ACRM family color palette (the **ACRM Rainbow**), helps to project an image that is distinctive, professional, trustworthy, yet progressive and forward-thinking.

The ACRM Rainbow has evolved over the years, holds layers of meaning, and is poised to expand to accommodate future groups into the family.

Centered around “ACRM RED,” the ACRM Rainbow has evolved since its debut in 2013 to incorporate and distinguish ACRM community groups. The ACRM Rainbow infuses the great significance, beauty, and magic of the **INTERPROFESSIONAL** nature that **IS** ACRM — AND, that is **UNIQUE** to ACRM. The Rainbow signifies cooperation, benevolence, sharing, and the message that, “the whole of ACRM is greater than the sum of its parts.” The synergy that the ACRM communities bring to the field of rehabilitation is indeed a beautiful thing — now continually emphasized through ACRM’s graphical branding.

