Brand
Basics

ACL
Administration for Community Living

*Advancing independence and inclusion of
older adults and people with disabilities*

Contents

Logo

1.1 Logo

The ACL logo is the primary visual representation of our brand and should be included in all formal communications and materials. The ACL logo, tagline, and coordinating program logos use the Futura font family. The ACL tagline is an important part of the brand's identity and should only be reproduced using the Futura font in italics.

The default logo is the version with the tagline. However, there are occasions when it is more suitable to use the logo without the tagline. These situations may include products where space is limited, where the logo appears alongside another agency logo without a tagline), and when the ACL logo appears for a second time or more in a publication, such as interior pages of a report.

The logo is for use by ACL staff. Its use by consultants, contractors, and grantees requires permission.

WITH TAGLINE

WITHOUT TAGLINE

1.2 Safe Margins

When placing the logo next to other visual elements, ensure that there is sufficient white space between the logo and other elements. A minimum clear space equivalent to one segment of ACL's graphic mark should be maintained in all applications.

1.3 Monochrome Versions

In addition to the primary colorization of the logo, the ACL logo may be displayed entirely in white, blue, or black. Be sure there is adequate color contrast between the logo and background. The HHS contrast standard is 4.5:1 or greater, which meets the normal text accessibility requirement of Section 508 of the Rehabilitation Act, and exceeds the large text requirement.

1.4 Logo Mark

The ACL logo consists of a logo mark and a word mark. The logo mark can be used independently in select situations. Acceptable use cases include as an embellishment on interior pages of an ACL report, as a graphic element in an ACL slide deck, and in ACL social media graphics.

PRIMARY USE CASE

ON DARK BACKGROUNDS

ON DARK BACKGROUNDS
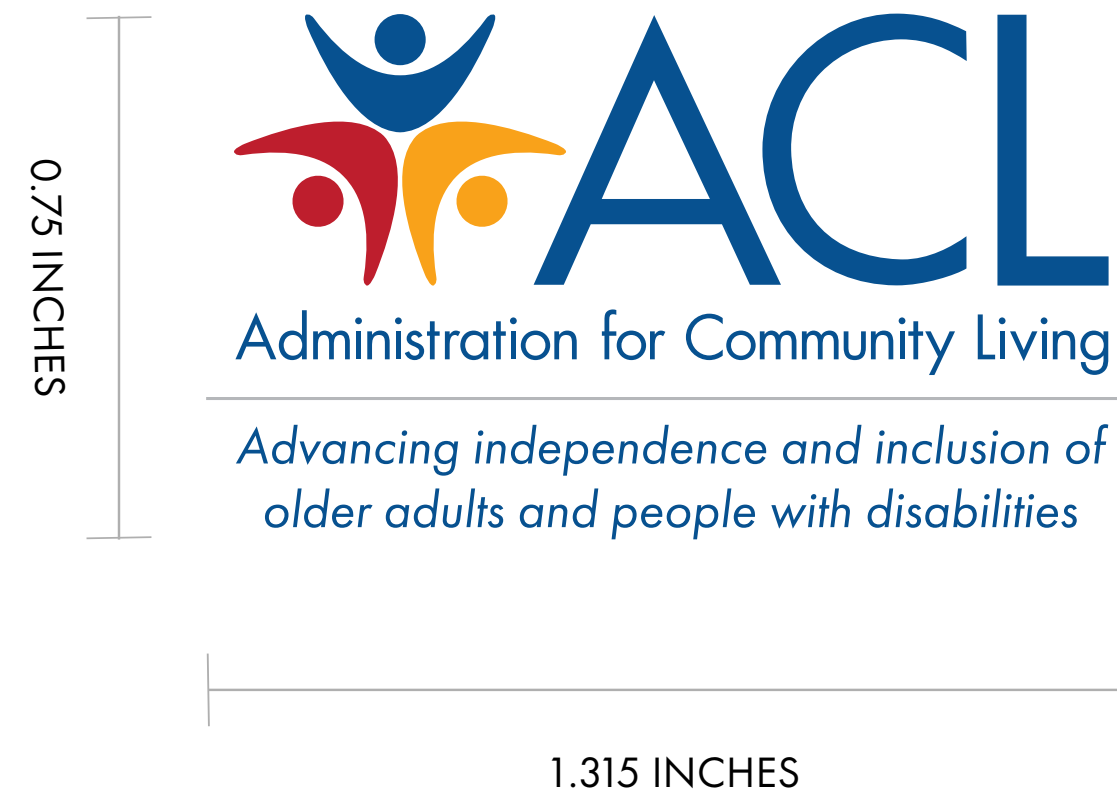
SINGLE COLOR ON LIGHTER BACKGROUNDS

1.5 Minimum Size

The minimum size for the ACL logo is 0.75"
in height. Attention should be paid to
resizing the logo proportionally to avoid
altering its appearance. The minimum size
of the ACL logo mark is 0.35" in height.

Logo with Tagline

0.75 INCHES

1.315 INCHES

Logo sans Tagline

0.5 INCHES

1.215 INCHES

Logo Mark

0.375 INCHES

0.465 INCHES

1.6 Unacceptable Use

The ACL logo may not be altered in any way that is not expressly permitted by this guide.

X   Do not change the font.

X   Do not alter colors.

X   Do not change the aspect ratio.

X   Do not add, remove, or alter elements.
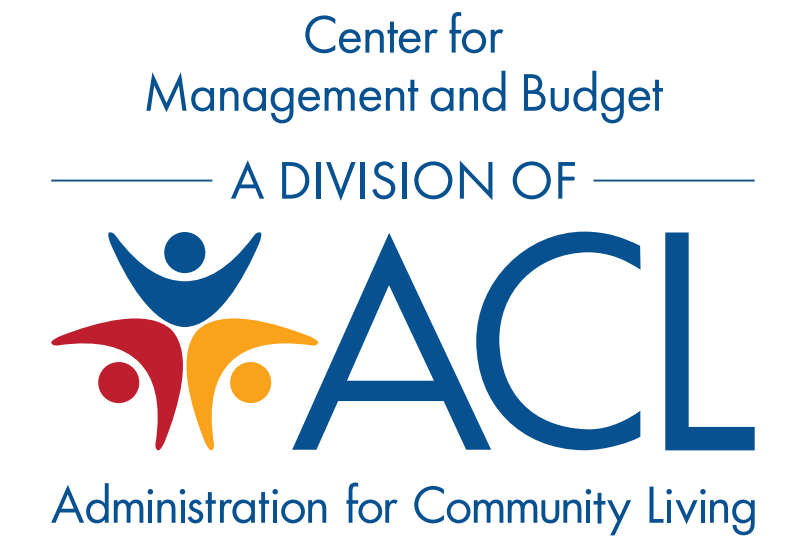
X   Do not use without sufficient contrast.

X   Do not apply a shadow.

Co-branding

2.1 Co-Branding

All guidelines presented earlier in this guide also apply to the co-brand logos.

Administration on Aging
A DIVISION OF
ACL
Administration for Community Living

Administration on Disabilities
A DIVISION OF
ACL
Administration for Community Living

Center for
Innovation and Partnership
A DIVISION OF
ACL
Administration for Community Living

Center for
Policy and Evaluation
A DIVISION OF
ACL
Administration for Community Living

National Institute on
Disability, Independent Living, and
Rehabilitation Research
A DIVISION OF
ACL
Administration for Community Living

Center for
Management and Budget
A DIVISION OF
ACL
Administration for Community Living

Center for
Regional Operations
A DIVISION OF
ACL
Administration for Community Living

Seal

3.1 Seal

The official ACL seal is used for only formal occasions, appearing on public affairs-related materials and important documents deemed appropriate by the ACL leadership. It must not be used as a casual logo, a design feature, or a decorative element.

The seal may only be used by ACL on its official publications. To use the ACL seal, permission must be granted by the Office of External Affairs.

Color System

4.1 Primary Color Palette

The colors of the ACL logo match three colors found in the Pantone Matching System (PMS). For print work, four-color process inks (CMYK or cyan, magenta, yellow, black) are used. For digital display and monitor uses (such as in PowerPoint presentations and for web and mobile devices), three colors (RGB or red, green, blue) are used. Web colors for the logo are based on the RGB color scheme and translated into hexadecimal numbers for html code equivalents.

COLOR CODES

CMYK: 100.76.14.2
RGB: 7.81.144
HEX: #075190

COLOR CODES

CMYK: 17.100.97.7
RGB: 190.30.45
HEX: #BE1E2D

COLOR CODES

CMYK: 0.41.100.0
RGB: 249.162.26
HEX: #F9A21A

4.2 Secondary Color Palette

In certain situations, a complementary accent color can be used alongside ACL's primary colors. Secondary colors should comprise no more than 20% of a given product.

To use other accent colors or request approval to use a higher percentage of accent colors, contact the Office of External Affairs.

COLOR CODES

CMYK: 33.0.5.0
RGB: 159.231.245
HEX: #9FE7F5

COLOR CODES

CMYK: 0.79.100.0
RGB: 241.90.36
HEX: #F15A24

COLOR CODES

CMYK: 89.31.62.13
RGB: 0.121.107
HEX: #00796B

COLOR CODES

CMYK: 65.98.0.0
RGB: 123.31.159
HEX: #7B1F9F

4.3 Monochromatic Palette

A monochromatic palette offers shades that can balance an ACL primary color. These shades work well in charts and graphs, watermarks, and backgrounds.

It is important to use these shades primarily for adding contrast and visual separation in complex visuals. They should be used judiciously as accents and may not be used in place of ACL's main colors.

HEX #075190	100%	HEX #BE1E2D	100%	HEX #F9A21A	100%
HEX #20639B	90%	HEX #C43542	90%	HEX #F9AB31	90%
HEX #3974A6	80%	HEX #CA4B57	80%	HEX #F9B448	80%
HEX #5286B2	70%	HEX #D1626C	70%	HEX #FABD5F	70%
HEX #6A97BC	60%	HEX #D77881	60%	HEX #FBC776	60%
HEX #83A8C7	50%	HEX #DE8E96	50%	HEX #FBD08C	50%
HEX #9CB9D3	40%	HEX #E5A5AB	40%	HEX #FCD9A3	40%
HEX #B4CADD	30%	HEX #EBBBC0	30%	HEX #FDE3BA	30%
HEX #CDDCE9	20%	HEX #F2D2D5	20%	HEX #FEECD1	20%
HEX #E6EDF3	10%	HEX #F8E8EA	10%	HEX #FEF5E8	10%

Typography

5.1 Primary Font

ACL and coordinating program logos use the Futura font family. Branding material intended to coordinate with the ACL logo should use Futura PT fonts when they are available.
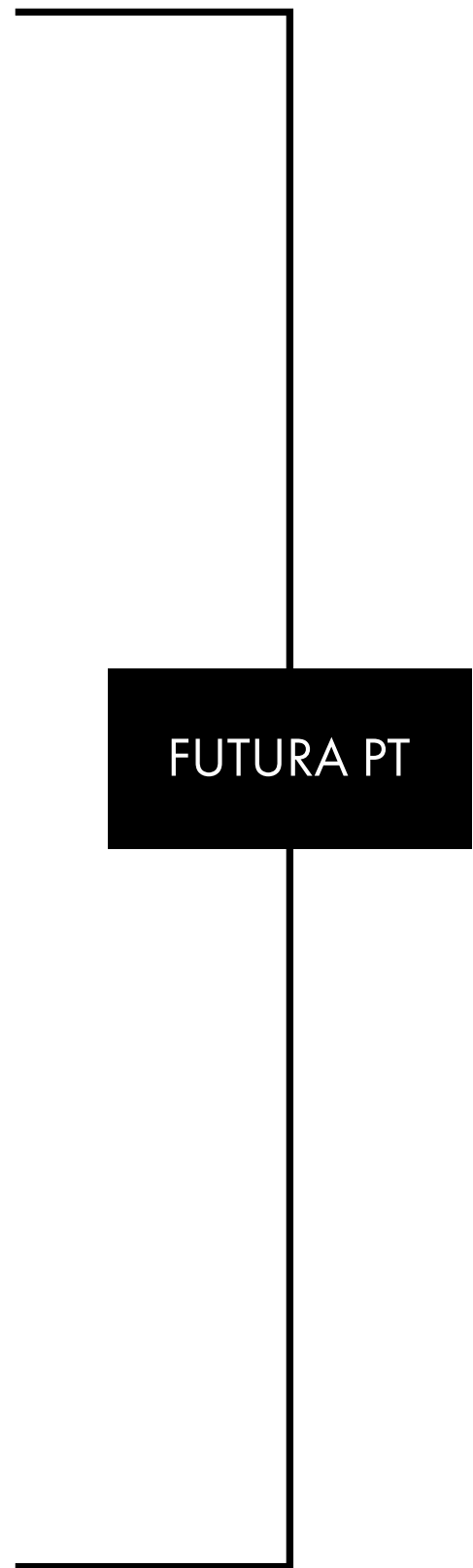
Aa
Futura PT

Light
Book
Medium
Demi
Bold
Heavy

FUTURA PT

5.2 Alternate Font

Futura PT fonts may not always be available for use in documents, presentations, and other digital applications. Arial is the secondary ACL typeface that can be used across communication platforms.

Aa
Arial

Regular

Italic

Bold

Bold Italic

ARIAL