

Branding Guidelines



Branding Guidelines

ACL logo

The ACL logo is the primary visual representation of our brand, and should be included in all corporate and marketing communication.



Clear space

To ensure legibility and consistency, a minimum clear space equivalent to the height of the "A" in the Administration for Community Living logo should be maintained in all applications.



Minimum size

The minimum size for the ACL logo is 1/2-inch height. Attention should be paid to resizing the logo proportionally to avoid altering its appearance.



Branding Guidelines

Unacceptable uses

Type substitutions



Color alterations



Distorting shape of logo



Adding or altering elements



Insufficient contrast with background color or elements



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Colors

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.



Pantone (PMS)	CMYK	RGB	Web
7621	C-15 M-100 Y-90 K-10	R-190 G-30 B-45	be1e2d
137	C-0 M-42 Y-100 K-0	R-250 G-162 B-27	f9a21a
7462	C-100 M-77 Y-18 K-0	R-7 G-82 B-145	075190

Fonts

ACL and coordinating program logos use the Futura font family. Branding material intended to coordinate with the ACL logo should use Futura fonts.

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Center branding

The Centers and Administrations that form ACL have their own logos that, while unique, share characteristics of the ACL brand. They use some of the same colors that are found in the ACL color palette and use Futura family fonts. The same ACL branding guidelines outlined on the previous pages also apply to all ACL Center logos.



Branding Guidelines

Co-branding

When it is appropriate to co-brand ACL and its Centers together, the ACL logo should always appear first and the ACL and co-branded Center logo(s) should be the exact same size. For horizontal stacking, the baselines of the acronyms should align. For vertical stacking, the logos should be center aligned. The logos should be separated from each other by the equivalent of the height of the ACL "A" *from acronym to acronym*. This is a slight deviation to the clear space guidelines of a standalone logo, but it is a proper distance for maintaining readability while also working together as a coordinated unit.

Horizontal
Stacking



Vertical
Stacking

