



ARKANSAS  
**community** foundation

Smart Giving to Improve Communities

## Logo Style Guide

### *Projecting a Unified Image*

Arkansas Community Foundation's organizational identity is extremely important for name recognition, visual identification and for projecting a unified and positive image for all products and services. With that in mind, the following rules have been approved and established by the ARCF Central Office Staff and State Board.



PMS 361



PMS 375



PMS 114

#### LOGO COLOR CHOICES



bright blue



magenta



purple

#### COMPLIMENTARY COLOR CHOICES

### Rules for Using the ARCF Logo

1. The logo that was made public in August of 2013 (example above) will be used on all ARCF publications; advertising; signage; posters; binders; clothing; and advertising specialties such as pencils, notebooks, coffee mugs, etc.
2. The logo colors are PMS 361 green, PMS 375 green and PMS 114 yellow.
3. The logo can be used in black as a solid (example A) or with gray scale - 25%, 50% or 70% black on lighter elements (example B).
4. The logo may be reversed out in white on backgrounds of black or PMS 361 green.
5. Complimentary colors should be chosen from the color choices at the top of the right column for web use and clothing or promotional items. Black may be used as well, although only with a reversed logo as shown below.

A



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B



25% black

50% black

70% black

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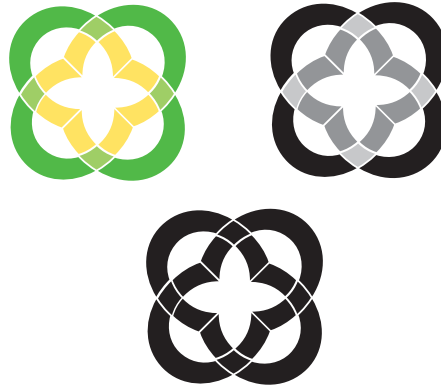
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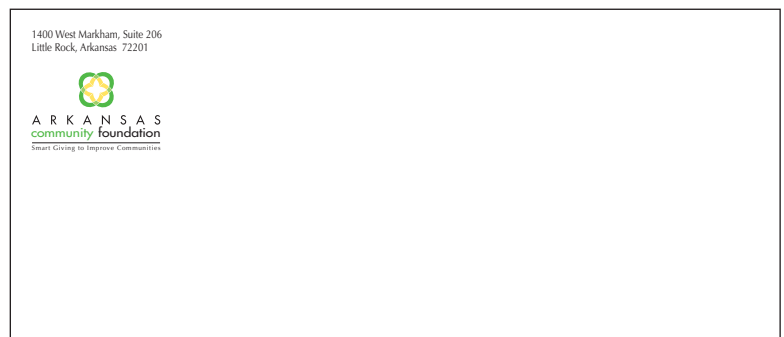
#### Rules of Logo Use continued

6. The logo bug is shown at right. Use of the logo bug without the logo type is only permitted on promotional items, secondary signage or as a graphic element to enhance the design of a piece. All other uses must be approved by ARCF Central Office Staff.

7. Examples of authorized stationery layouts are shown below. Suggested fonts for use on correspondence are Palatino, Palatino Bold, Palatino Italics and Palatino Bold Italics.



letterhead



#10 envelope



2-sided business card

Questions? Please call 501-372-1116.



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#### Elements of the Logo

8. The logo is comprised of 3 parts. The logo bug, logo type and tag line. Tag line should always accompany the logo unless space is restricted on a specialty item such as t-shirt, ink pen, etc. The tag line may be used with the logo bug alone in limited instances such as shown below right (t-shirt back). The use of the ruled line below the logo type is necessary if the tag line is in use.



9. **AFFILIATE LOGO:** The affiliate logo is slightly different from the main ARCF logo. Each Affiliate has an individual logo. An example is shown below. Each affiliate has received a CD-ROM with their individual logos included. All rules pertaining to usage of these logos are contained in this document in items 1-8.



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**HOT SPRINGS AREA**

Smart Giving to Improve Communities



t-shirt back

#### TECHNICAL SPECIFICATIONS FOR VENDORS

Paper stock used in production of all ARCF materials:

Classic Crest Solar White

24# Smooth Writing

#10 Envelopes

80# cover weight for business cards

100# cover weight for notecards

Fonts used in production of the LOGO:

Arkansas: Futura Medium

community foundation: Futura Medium

tag line: Optima Roman

Affiliate name: Century Gothic Regular

**FOR QUESTIONS PLEASE CALL: 501-372-1116**