



ARKANSAS
community foundation

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.



PMS 361



PMS 375



PMS 114

LOGO
COLOR CHOICES



bright blue



magenta



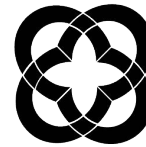
purple

COMPLIMENTARY
COLOR CHOICES

Rules for Using the ARCF Logo

1. The logo that was made public in 2023 (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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Elements of the Logo

6. The logo is comprised of two parts. The logo bug and the logo type.

7. **AFFILIATE LOGO:** The affiliate logo is slightly different from the main ARCF logo. Each Affiliate has an individual logo. An example is shown below.



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

Affiliate name: Century Gothic Regular

FOR QUESTIONS PLEASE CALL: 501-372-1116