

# Sample Identity Guidelines

These guidelines provide direction for how to properly use ABC Nonprofit's logo. The logo is a key element of our organizational identity. The symbol depicts the letters ABC as one continuous line to signify the importance of collaboration to our mission. The Teal color was selected to bring forward the calm, serene, and sophisticated attributes of our brand personality. The logo is an important aspect of how ABC is perceived. Using our logo consistently will ensure its strength and long-term recognition.

## 2-COLOR LOGO

The preferred usage of the logo is with our two corporate colors. The logomark appears in Teal PMS 3282. The logotype appears in black. The ABC logo consists of the logomark and logotype. These elements must never be separated.



## 1-COLOR LOGO

The logomark and logotype should be Teal PMS 3282 with the logomark screened at 60 percent and the logotype at 100 percent OR the logomark and logotype should be black with the logomark screened at 60 percent and the logotype at 100 percent.



## LOGO SIZE

Please limit use of the ABC logo to these three sizes: 3/4", 1", 1-3/8".



## CLEAR SPACE

The logo must always be clear of any competing visuals. There must be at least half the height (1/2 y) of an entire logo (y) as clear space around the logo. This gives the logo room to be set apart, enhancing readability.



## REVERSING OUR LOGO

Simply reverse to solid white out of solid color backgrounds only. Do not screen or alter in any way.



## OUR COLORS

Color is also a vital component of the ABC identity program. When consistently applied, it will serve to strengthen the communicative impact. Only these colors are approved for use on the logo. The CMYK breakdown shown below should only be used when printing process color.



## UNACCEPTABLE LOGO USAGE

