

LOGO FILE FORMATS

VECTOR EPS FILES (for primary print use)



AACD_AFL_pms.eps



AACD_AFL_cmyk.eps



AACD_AFL_black.eps



AACD_AFL_reversed.eps

JPG FILES : 300 DPI, MAX QUALITY (for secondary print use)



AACD_AFL_cmyk.jpg

GIF FILES : RGB, 72 DPI (for web use)



AACD_AFL_rgb.gif



AACD_AFL_black.gif



AACD_AFL_white.gif

COLOR PALLET



PANTONE 1585 U
C=0 R=255
M=59 G=109
Y=95 B=34
K=0



PANTONE 2935 U
C=100 R=0
M=52 G=91
Y=0 B=187
K=0



PANTONE 431 U
C=45 R=94
M=27 G=106
Y=17 B=113
K=51

FONTS

TAGLINE AND DEPARTMENT DESCRIPTIONS
Font: Helvetica Neue, 57 Condensed
Font Size: 8.5 pt, All Caps
Kerning: Optical
Tracking: 45

TERMS OF USE

- Members should use only the logos provided and should not modify the logo in any way (color, configuration, proportion). The AACD logos are the intellectual property of the AACD and are protected. Don't copy or imitate the AACD's logos including the look and feel, distinctive color combinations, typography or imagery associated with the AACD.
- Do not horizontally or vertically scale the logo.
- Do not use the "AACD" mark without the name.
- Do not change the color, add a stroke or place the logo on a background that can make it difficult to read.
- Do not stack the logo.
- The logo should always look as it is displayed on this guide.

PROHIBITED USE



Never use the logo mark with out the full name of the Academy.



Do not modify the logo in any way (color, configuration, proportion).



Do not copy or imitate the AACD logo in any way (color, configuration, proportion).