

ACC Logo Usage Guidelines

THE ACC LOGO

The Association of Corporate Counsel (ACC) logo is the foundation of its brand, designed for use on all graphic communications, whether print or electronic. The logo helps to unify all communications from ACC and its related organizations and provides a consistent, coordinated and professional image that is easily recognized by outside audiences. The following guidelines apply to all ACC corporate, chapter, and committee logos, and should be adhered to for any and all uses. The logotype and logomark must always be used in the approved format configurations. Do not recreate the signature by scanning, typesetting or redrawing any portion. Always use the original electronic artwork files exactly as they are provided.

Use of the ACC logo requires preapproval by ACC. Electronic artwork files of the ACC signature can be obtained from ACC by calling +1 202.293.4103 ext. 331 or via email to woodfork@acc.com. Please describe how you intend to use the logo and if you were referred by another ACC contact for permission to use the ACC logo.



Logo Elements

- The arced-A and the association's name are the two elements that make up the ACC corporate logo. These elements should always appear together.
- If resizing is necessary, the logo must be scaled in direct proportion to the original and all words must be legible. The logo should never be smaller than the size at which the arc is .5 inches wide. The logo, tagline, and address line type should never be smaller than 8 pt. with 10 pt. leading (the space between lines of type).
- When possible, use the logo in its positive format. When using the logo on a dark background, use the reverse version. Do not change the color of the red swash in either positive or negative applications.
- When resizing the logo, do not change the proportions of the stamp, the relationships between the mark and the logotype or the area of isolation. (Logo should be re-sized by pulling from the outer corners of the image, not from the sides, which will distort the image)
- The logo is available in a variety of formats based on your needs, including: .eps (Infinitely scalable-print applications); .tif (High quality print usage); .jpg (Web/email usage); Positive; Reverse; Reverse with Color
- The ACC Signature Colors (PMS 193 and Black) shown here are just approximations of the true color, since the only way to accurately display PMS colors is to print using the actual PMS colors. (Refer to a current Pantone Matching System swatch book for the true hue, chroma and saturation of these colors.)

Positive



Chapter Logos



Reverse



Reverse with Color



COLOR EQUIVALENTS

Pantone Spot Color	PMS 193
Process	C17 M100 Y76 K7
RGB	R192 G20 B60
HEX	#C0143C

SIGNATURE MISUSE

It is very important that the ACC signature be presented accurately and consistently every time it is applied. Our ability to legally protect the signature is dependent on accurate signature presentation. These examples demonstrate some of the more likely misuses of the signature. It is imperative that you avoid these common violations.

DO NOT scan or recreate the signature or allow it to be reproduced in low resolution or poor quality.



DO NOT allow the signature to become distorted.



DO NOT display the signature on a background that provides inadequate contrast.



DO NOT create new unapproved signature formats.



NEVER attempt to recreate the signature by typesetting any portion of the logotype. The logotype is a manipulated version of Adobe Optima and cannot be matched through standard typesetting.



DO NOT reproduce the signature on an overly busy background.

