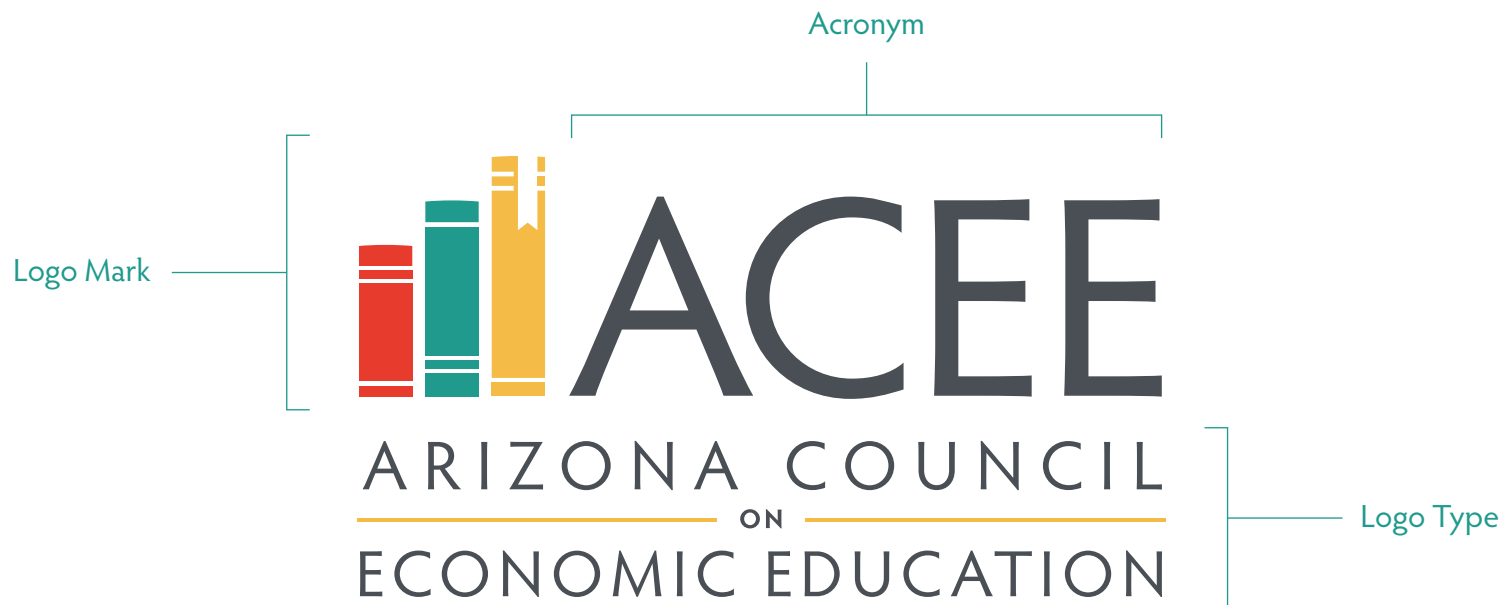




Logo Usage Guide

Version 0.2

LOGO STRUCTURE



LOGO CLEAR SPACE

To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it. It is an integral part of the design and ensures the logo can be seen clearly, uncluttered by other logos, symbols, artwork or text.

A minimum of 1X of clear space should be applied in every case. No more than 1X should be applied to prevent the logo from floating in any given space.



LOGO VERSIONS

The ACEE logo has two basic builds that are approved for use. A stacked version and a horizontal version. Both of these have their reason for being. For example, while a stacked logo could look better on letterhead, a horizontal version might be better suited as the main logo on the website.



STACKED

Alternatively, the **logo mark and acronym** can also be used as a standalone logo, keeping in mind that the name of the organization should be used in the same piece of communication to add proper context to the mark.



HORIZONTAL

The right design environment calls for the right color swatch. To help with the ease of color correction, we've included some helpful ASE color swatch files you can load into any design program to ensure proper color usage across all programs.

COLOR

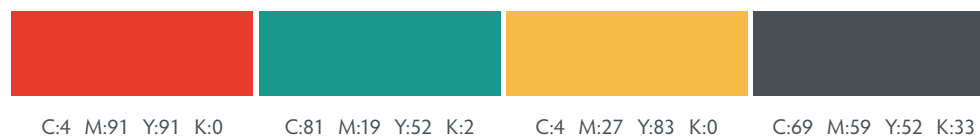
PANTONE C



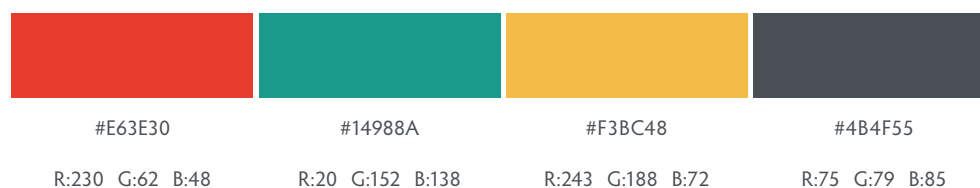
PANTONE U



CMYK



RGB



COLOR

REVERSED OUT

The logo can be used in environments where the background is dark. A reversed out version of the logo with white type should be used.



1 COLOR VERSION

The logo can be used as a 1 color variation if needed. It's recommended that the full color logos are used primarily, but when needed, please ensure proper contrast is applied to the logo and, if possible, approved logo colors are applied.



1 COLOR BLACK



1 COLOR RED



1 COLOR WHITE

TYPOGRAPHY

The ACEE logo uses a single typeface for both the acronym and the logo type. Hypatia Sans Pro is a modern and sophisticated font that has a hint of classic appeal. When used in all caps, the logo provides a balanced and established feel.



ARIZONA COUNCIL
ON
ECONOMIC EDUCATION

HYPATIA SANS PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ' ? " ! " (%) [#] { @ } / & \ < - + = > ® © \$ € £ ¥ ¢ ; , . *

INCORRECT LOGO USAGE



Do not rotate the logo.



Do not squish or stretch.



Do not alter, reverse or deviate from the primary color palette.



Do not substitute or alter the typeface in any way.



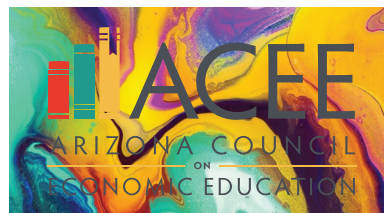
Do not use a single color treatment other than those outlined in this document.



Do not add drop shadows or any other text effects.



Do not resize or rearrange any of the logo's components.



Do not place logo on busy backgrounds or backgrounds without proper contrast.



Do not place any elements within the required logo clear space.

LOGO INCORPORATION

The ACEE logo is integrated into program logos for ACEE-owned initiatives. For programs delivered in collaboration with partners, a version with “Presented by ACEE” or “Powered by ACEE” is available.

These options allow each program to maintain its unique identity while clearly connecting it to ACEE's larger family of offerings.

For official program logos, please contact programs@azecon.org.

PRIMARY



HORIZONTAL

