

ACOF (A COMMUNITY OF FRIENDS) LOGO

This version of the logo should be used in all communications and presentations. It works well at small and large sizes and in a variety of brand colors.



LOGO USAGE

Ensure the logo is legible when using it over a background color.



LOGO USAGE

DO's + DON'Ts

DO:

Use the logo over a background color that makes the logo easy to read.



DON'T:

Don't use the logo over a background color that makes it difficult to read.



Don't use the logo over a background image or pattern that makes it difficult to read.



Don't distort or stretch the logo when you bring it into your document. Hold the "shift" key while resizing the logo to keep its original scale.



FILE TYPES

FILE TYPES FOR WEB/SCREEN:

(Web images, email, PowerPoint, and non-professional printing)

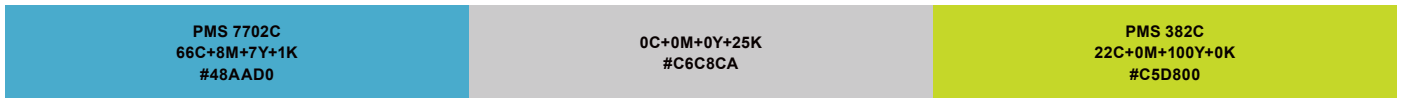
- **JPEG/JPG (.jpg, .jpeg)** - Image quality goes down when the file is made smaller
- **PNG (.png)** - Use when the image has transparency

If you need ACOF logo files for professional printing please email funddevelopment@acof.org

COLOR USAGE



These colors can be used as accent colors or secondary colors.



BRAND FONT

Helvetica Neue is the font family used for all ACOF documents and decks.

If you don't have access to the Helvetica Neue fonts, you can use **Arial** instead.

Helvetica Neue Font Family:

Helvetica Neue Light
Helvetica Neue Light Italic
Helvetica Neue Regular
Helvetica Neue Regular Italic
Helvetica Neue Medium
Helvetica Neue Medium Italic
Helvetica Neue Bold
Helvetica Neue Bold Italic

Arial Font Family:

Arial Regular
Arial Italic
Arial Bold
Arial Bold Italic