

GRAPHIC STANDARDS GUIDELINES



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LETTER FROM THE DIRECTOR

Letter from the Director

To effectively stand out as an organization dedicated to the FCS community, we have developed a new icon and wordmark for AAFCS. The icon has been designed to capture the essence of our heritage while signaling our growth into the contemporary organization that AAFCS has become today.

The manual that follows provides guidelines for the use of the new icon and wordmark. Through consistent use of these tools, we will project the professionalism of our organization and lay the foundation for effective communication long-term, both internally and externally.

We hope that you will incorporate these guidelines into every use of the icon and wordmark. Together, we can convey the role of AAFCS and the value it adds for FCS professionals, individuals, families, and communities.

Sincerely,

A handwritten signature in black ink that reads "Carolyn W. Jackson". The signature is written in a cursive, flowing style.

Carolyn W. Jackson, CFCS
Executive Director

INTRODUCTION



The AAFCS symbol is a combination of icon and wordmark. The icon captures the organization's heritage, the Betty Lamp. This stylized version of the lamp focuses upon the flame and its ability to illuminate the work of FCS professionals. The wordmark clearly identifies the organization. The wordmark's use of color reflects the color use in the icon, linking the two and creating a unified statement.

LOGO DESIGN

NATIONAL



The national icon and wordmark should be used in conjunction with each other. Variations from the approved form of the icon and wordmark will tend to dilute the effectiveness of the overall system. It is important to keep the icon and wordmark free of surrounding shapes and conflicting design or typographic elements. Therefore, a white space should be reserved around the icon and wordmark with each use.

See page 4 for specific guidelines.

The AAFCS logo and FAMILY CONSUMER SCIENCES are set in TRAJAN Regular. AMERICAN ASSOCIATION OF are set in HELVETICA Light. The logo should be reproduced from available logo files.

LOGO DESIGN

MEMBER



All previous National icon and wordmark specifications apply to the Member identity. Any questions should be directed to the Senior Communications Manager. This page shows the proper configuration and specifications for the Member icon and wordmark and should not be amended in any way.

LOGO DESIGN

ABBREVIATED | TAGLINE



ABBREVIATED



TAGLINE



All specifications for the Abbreviated Identity should follow the National Identity as seen on page 3A. The word mark AMERICAN ASSOCIATION OF FAMILY & CONSUMER SCIENCES has been removed. AAFCS copy has been lowered for better visual relation with the icon. This arrangement should not be modified.

The Tagline is also used with the Abbreviated version of the logo. The Tagline, "CONNECTING PROFESSIONALS. TOUCHING LIVES," is set in the TRAJAN type font.

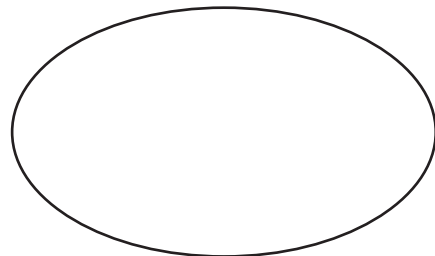
The Tagline can be used separately. (See the back of the business card on page 8A.) If the Tagline is used separately, 'CONNECTING PROFESSIONALS.' should be in the corporate blue

and 'TOUCHING LIVES.' should be in the corporate red or the entire Tagline should be in the corporate blue, as seen above.

See page 3D for specifications on using the Betty Lamp symbol alone.

LOGO DESIGN

BETTY LAMP | PREMIUM ITEMS | DESIGN ELEMENT



This form of the “limited use” identity should only be used on premium items such as jewelry and clothing, or as a design element in marketing pieces.

If questions should arise about the use of the Betty Lamp icon, consult with the Senior Communications Manager.

When considering shapes for logo products and name tags, a rounded-rectangle is the preferred shape. An oval can also be used. (See the shapes above.)

Silver is the preferred color when creating metal pins, name tags, and other logo products.

LOGO DESIGN

AFFILIATES



The Affiliates have their own specific design with a corporate blue bar below the National Identity. The arrangement of the typography and Lamp symbol should not be modified. The Affiliate name should fit on one line, flush left and flush right, with uniform space at each end. See examples on this page.

in black. Any deviation from this should first be approved by the designated Senior Communications Manager. An example would be printing a brochure in the corporate blue. Examples of the “to be printed” layout should be submitted to the Senior Communications Manager for approval before printing.

When the identity cannot be printed in the official corporate colors, the complete identity should be printed

SIZING

MINIMUM SIZE | RECOMMENDED SURROUND | REVERSE

SIZING PRIMARY LOGO



It is critical to consider logo size in its use. If it is too small, it will not reproduce properly. The size shown here, 15/8" (1.625") wide, is the minimum width that can be used. The logo will not print clearly if reproduced smaller and legibility will be impaired.



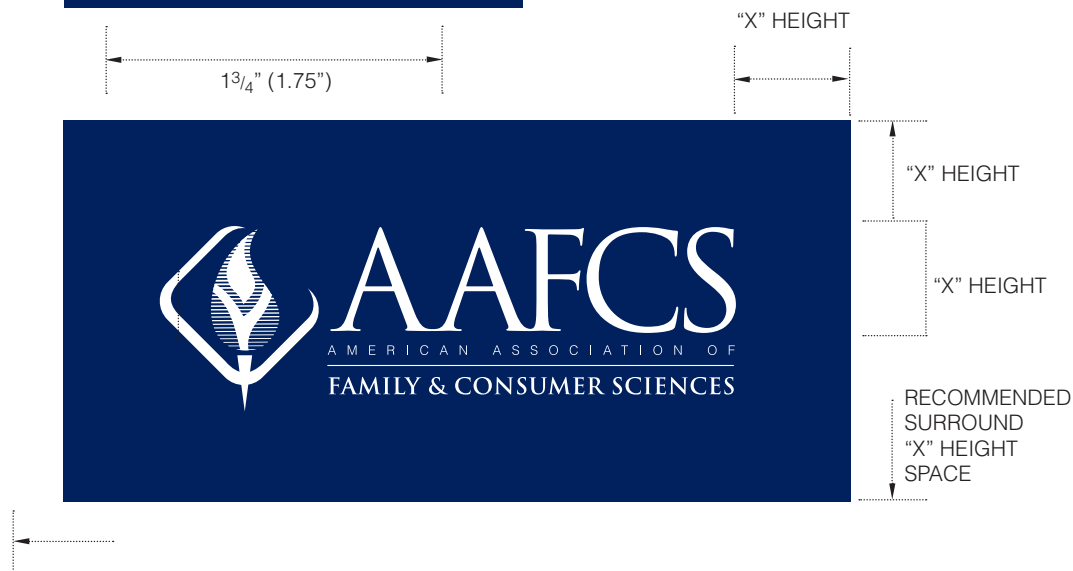
The recommended surround space should always be maintained around the logo as shown on this page. Type and all graphic elements should not intrude into this space. It must remain uncluttered and clean.

The "X" height equals the height of the capital letters "AAFCS". This "X" height space is maintained around the entire logo as shown on this page. This will keep the logo legible in all situations when observing the size limitations indicated above. It is crucial to preserve the integrity of the identity.

REVERSE USAGE | SECONDARY



When reversing the image out of a solid block of color, it should be no less than 13/4" (1.75") wide, so it will print clearly.



CONFIGURATION CONTROL

INCORRECT USE



(BACKGROUND COLOR TOO DARK TO READ)



(CONFLICTING BACKGROUND COLOR. USE LIGHT BACKGROUND COLOR)



(DO NOT STRETCH THE LOGO)



(DO NOT CONDENSE THE LOGO)



(NEVER USE THE WRONG COLORS)



(ALWAYS USE CORPORATE COLORS)

The identity is designed with exacting specifications to create a strong impact. It is important that it be used to those specifications with consistency. This helps build the brand and prevents confusion. Any small changes will subtract from its purpose and effectiveness.

Maintaining the integrity of the icon and wordmark is essential. If in doubt, always follow the guidelines in this manual.

When reproducing the logo, always use logo artwork files supplied by AAFCS.

Distorting the shape of the logo is unacceptable. Do not crowd the logo with other type and graphic elements.

CORPORATE & WEB TYPOGRAPHY

HELVETICA | ARIAL

CORPORATE TYPOGRAPHY

Helvetica Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
\$(.,,:;"'—?!&%*#/)
abcdefghijklmnopqrstuvwxyz

Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
\$(.,,:;"'—?!&%*#/) abcdefg
hijklmnopqrstuvwxyz

The primary font for use with AAFCS printed and marketing materials is the HELVETICA family of type. This classic typeface is one of the most readable typefaces available and creates a very professional impression. HELVETICA Black should be used for headlines. HELVETICA Light should be used for setting text copy. Other weights in HELVETICA family are available and can be used for additional variety when needed.

NOTE: HELVETICA can be used in the text of a letter, magazine or newsletter when the copy needs to be easily readable.

WEB | ALTERNATIVE TYPOGRAPHY

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
\$(.,,:;"'—?!&%*#/)
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
\$(.,,:;"'—?!&%*#/) abcdefg
hijklmnopqrstuvwxyz

For WEB production, the font nearest to HELVETICA is ARIAL Regular and ARIAL Bold.

Use ARIAL if HELVETICA is unavailable.

CORPORATE & WEB TYPOGRAPHY

TRAJAN | TIMES

CORPORATE TYPOGRAPHY

TRAJAN REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
\$(.,:;“”--?!&%*/)

TRAJAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
\$(.,:;“”--?!&%*/)

The TRAJAN type font, an all-capital font, is used exclusively in the corporate name, AAFCS and FAMILY & CONSUMER SCIENCES.

NOTE: TRAJAN is a sophisticated typeface and can be used in titles and headings. It should not be used in the text or body copy because it is an all-caps font.

WEB | TEXT TYPOGRAPHY

Times Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
\$(.,:;“”--?!&%*/)
abcdefghijklmnopqrstuvwxyz

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
\$(.,:;“”--?!&%*/)
abcdefghijklmnopqrstuvwxyz

Text for the WEB should be set in TIMES Regular. Bold can be used for headlines and to draw attention to specific words. Italic can be used for this purpose also.

Use TIMES if TRAJAN is unavailable.

NOTE: TIMES replaces TRAJAN when setting text of body copy in upper and lower case.

CORPORATE COLORS



PANTONE: 2767 U

R: 0
G: 36
B: 93

C: 100
M: 78
Y: 0
K: 54



PANTONE: 208 U

R: 164
G: 0
B: 70

C: 0
M: 100
Y: 36
K: 37

Consistent reproduction of the designated corporate colors is important to maintain the integrity of the Association icon and wordmark.

Use PANTONE® 2767 Blue and PANTONE® 208 Red when the colors to need to be reproduced by suppliers and printers. When producing items using the four-color process, use the CMYK percentage formulas above. When the icon and the word mark cannot be produced

in both corporate colors, always use Black.

When producing signage, other color systems may be used as a reference, such as the NCS® system, or the 3M Scotchcal® System. This will require a “close as” approach.

Note: The colors throughout this manual are for reference only and are not necessarily an exact match

to the PANTONE® Color Formula Guide.

Always refer to the PANTONE MATCHING SYSTEM® (PMS) for accurate color match and do not cross-reference with other systems.

COMPLEMENTARY COLORS

PANTONE: 5855 U

R: 208
G: 202
B: 145

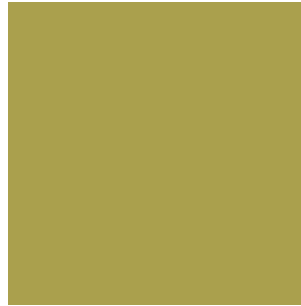
C: 0
M: 0
Y: 31
K: 18



PANTONE: 5835 U

R: 154
G: 142
B: 57

C: 0
M: 2
Y: 67
K: 40



PANTONE: 4525 U

R: 208
G: 187
B: 126

C: 0
M: 7
Y: 39
K: 17



PANTONE: 4505 U

R: 160
G: 131
B: 39

C: 0
M: 15
Y: 78
K: 36



PANTONE: 453 U

R: 211
G: 207
B: 174

C: 14
M: 10
Y: 27
K: 0



PANTONE: 5763 U

R: 96
G: 104
B: 37

C: 16
M: 0
Y: 74
K: 57



The complementary colors listed above coordinate well with the corporate colors, PANTONE® 2767 Blue and PANTONE® 208 Red. This color palette can be used for brochures, banners, and other printed materials.

Use the PANTONE® colors when they need to be reproduced by suppliers and printers. When producing items using the four-color process, use the CMYK

percentage formulas above. When producing signage, other color systems may be used as a reference, such as the NCS® system, or the 3M Scotchcal® System. This will require a “close as” approach.

Silver is the preferred color when creating metal pins, name tags, and other logo products.

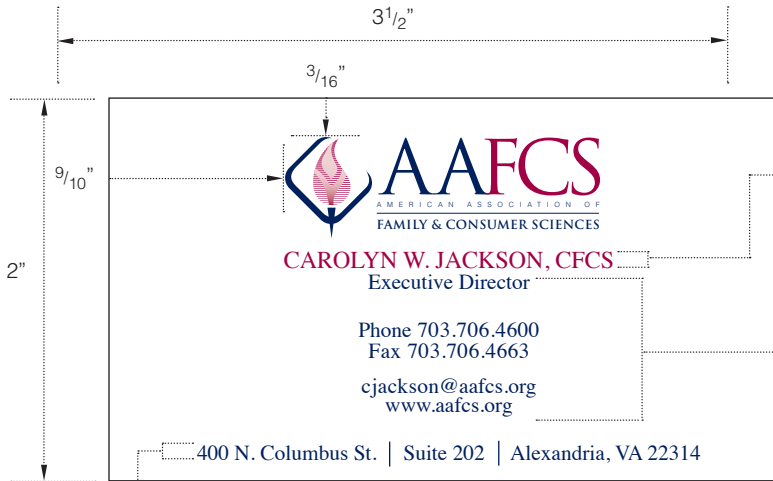
Note: The colors throughout this manual are for reference only and

are not necessarily an exact match to the PANTONE® Color Formula Guide.

Always refer to the PANTONE MATCHING SYSTEM® (PMS) for accurate color match and do not cross-reference with other systems.

STATIONERY

GUIDELINES | BUSINESS CARDS

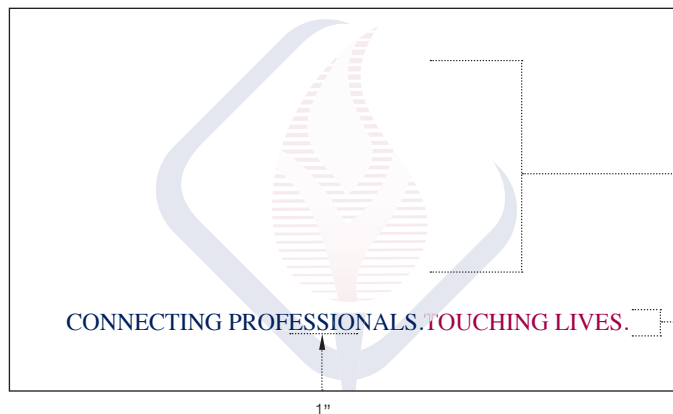


FRONT OF BUSINESS CARD

FONT: TIMES REGULAR
UPPER CASE
9PT TYPE
CENTERED
7PT LEADING BETWEEN LINES
18PT LEADING BETWEEN SUBJECTS

FONT: TIMES REGULAR
UPPER & LOWER CASE
8PT TYPE
CENTERED
7PT LEADING BETWEEN LINES
13PT LEADING BETWEEN SUBJECTS

FONT: TIMES REGULAR
UPPER & LOWER CASE
8PT TYPE
CENTERED
7PT LEADING BETWEEN LINES
18PT LEADING BETWEEN SUBJECTS



BACK OF BUSINESS CARD

GHOST IMAGE:
8% OF SOLID CORPORATE COLORS
CENTERED

FONT: TIMES REGULAR
UPPER CASE
9PT TYPE
CENTERED



AFFILIATE BUSINESS CARD

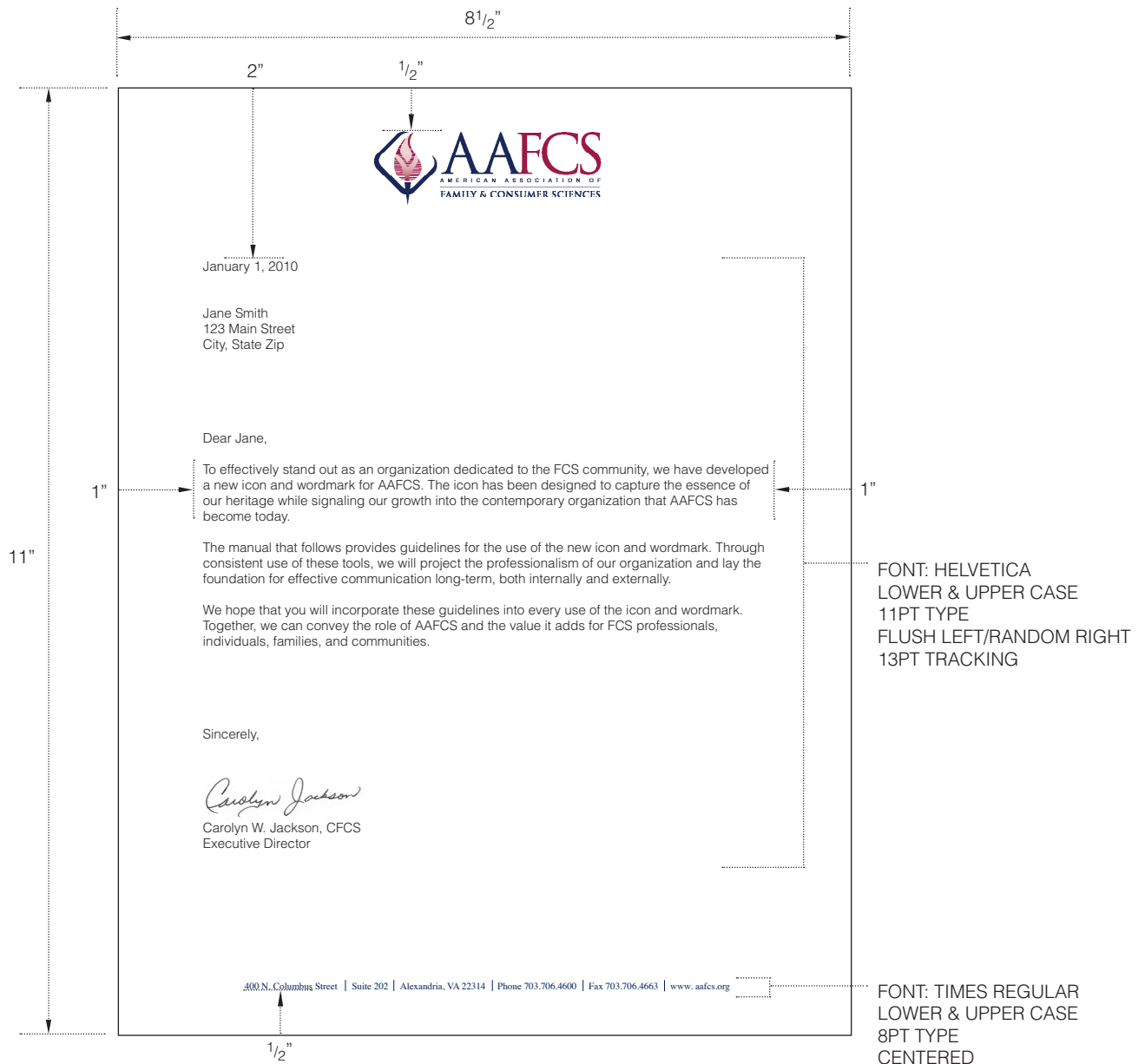
FONT: TIMES REGULAR
UPPER CASE
9PT TYPE
CENTERED
7PT LEADING BETWEEN LINES
18PT LEADING BETWEEN SUBJECTS

FONT: TIMES REGULAR
UPPER & LOWER CASE
8PT TYPE
CENTERED
7PT LEADING BETWEEN LINES
12PT LEADING BETWEEN SUBJECTS

FONT: TIMES REGULAR
UPPER & LOWER CASE
8PT TYPE
CENTERED
7PT LEADING BETWEEN LINES
12PT LEADING BETWEEN SUBJECTS

STATIONERY

GUIDELINES | CORPORATE LETTERHEAD



STATIONERY

GUIDELINES | SECONDARY CORPORATE LETTERHEAD



This letterhead is for special use only. Because it does not contain the return address information, it should not be used for writing letters. It can be used for bulletins, news releases, fact sheets, and internal reports.

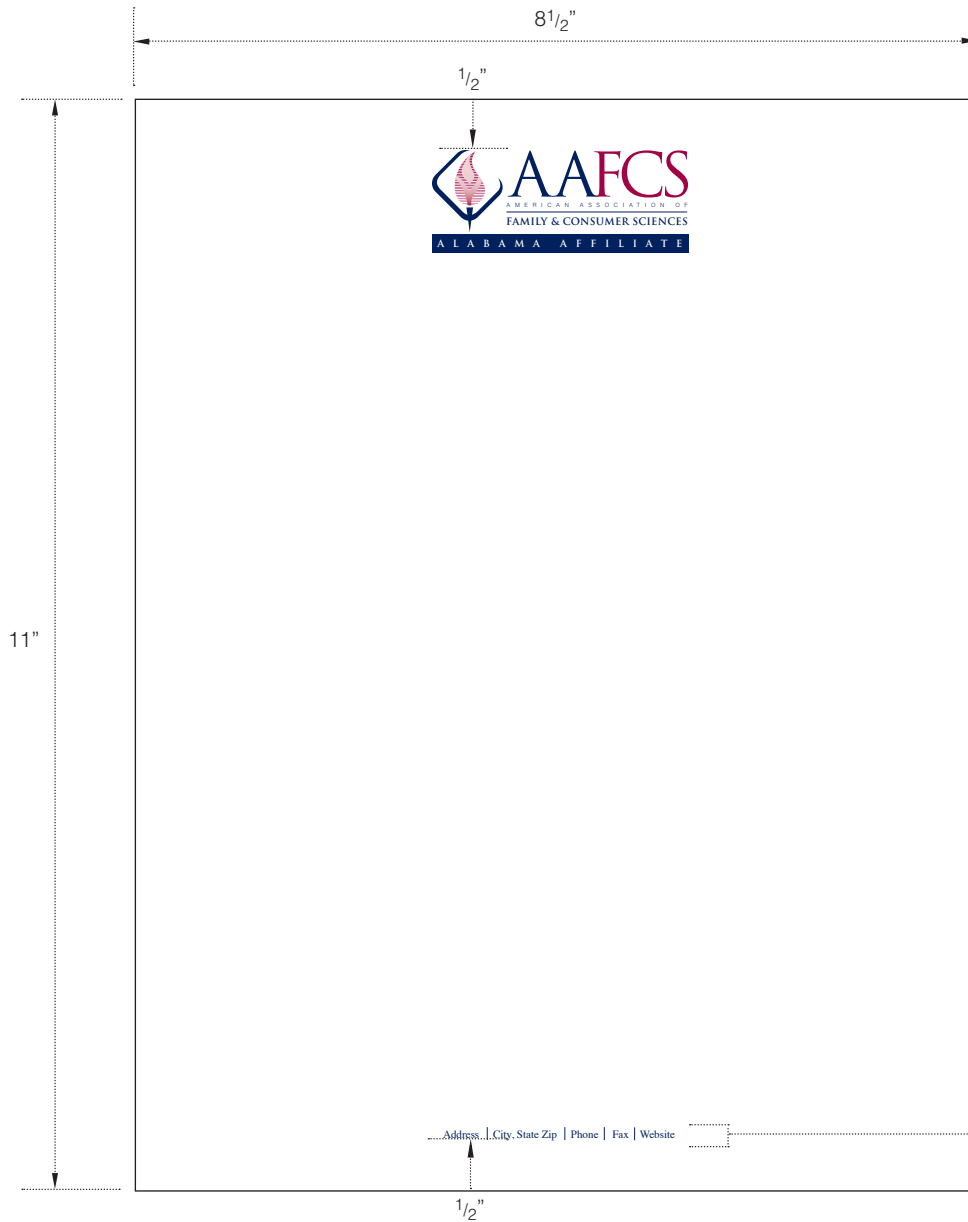
CONNECTING PROFESSIONALS. TOUCHING LIVES, is used to encourage the role of AAFCS.

If any questions should arise concerning its use, please contact the Senior Communications Manager.

A ghost image of the Betty Lamp is placed in the background to help differentiate it from the Corporate Stationery and to help build the AAFCS brand. The tagline,

STATIONERY

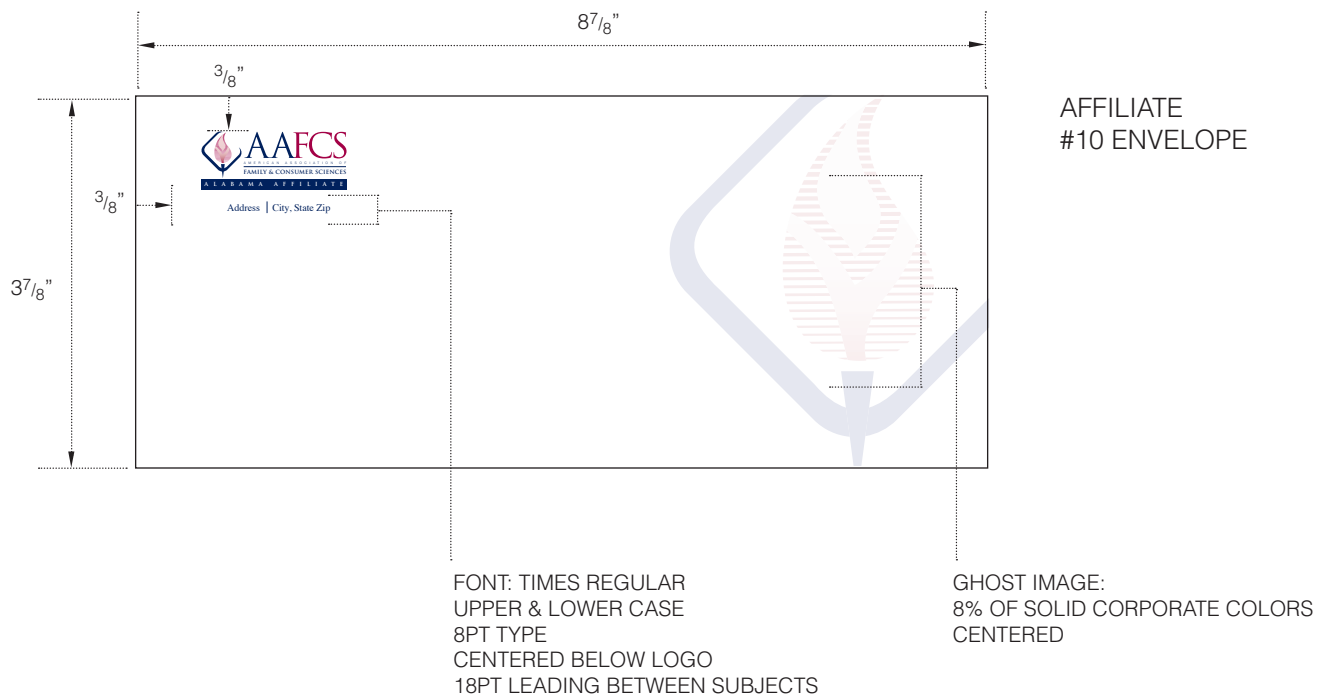
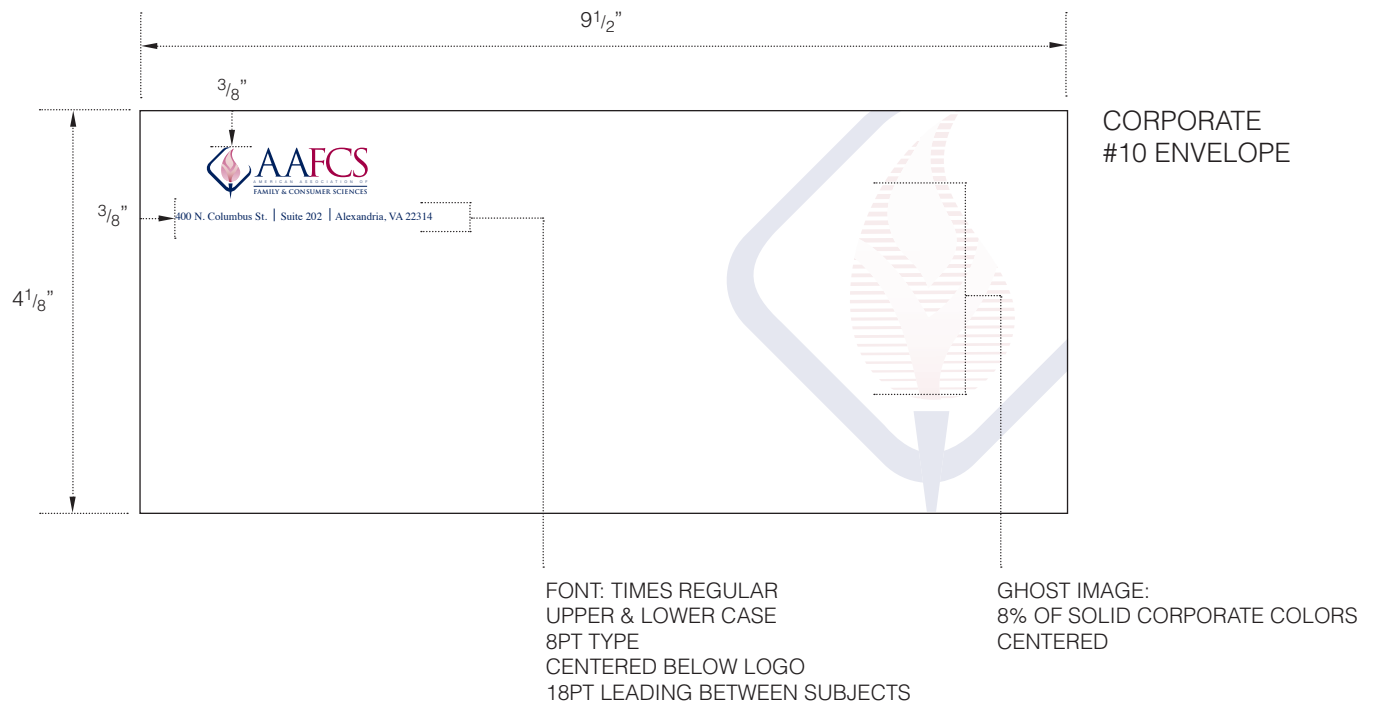
GUIDELINES | AFFILIATE LETTERHEAD



FONT: TIMES REGULAR
LOWER & UPPER CASE
8PT TYPE
CENTERED

STATIONERY

GUIDELINES | ENVELOPES | #10



CONCLUSION

Your cooperation in implementing all Graphic Standards Guidelines will help establish AAFCS with a consistent and powerful identity. Following these guidelines will help strengthen the efforts of the entire organization in building a more recognizable and effective nationwide association.

Thank you for your continued contribution to the goals of AAFCS and all of its members.