



identity style & usage manual

VIRGINIA SECTION ACS

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

This style guide has been designed to provide consistency regarding the use of the Virginia Section ACS logo. Establishing a strong and instantly recognizable identity for the Virginia Section ACS logo can only be achieved through the consistent application of the logo.

We request that the following guidelines be adhered to at all times when using the Virginia Section ACS logo.

Virginia Section of the American Chemical Society Logo.

VIRGINIA SECTION ACS

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION



PMS

PMS 289

Process

C: 100%

M: 64%

Y: 0%

K: 60%

RGB (Web Only)

R: 0

G: 43

B: 92



PMS 123

C: 0%

M: 19%

Y: 89%

K: 0%

R: 255

G: 206

B: 52



PMS 286

C: 100%

M: 66%

Y: 0%

K: 2%

R: 0

G: 93

B: 170



Black is 100% black.



Black is 50% black.

NOTE: Inks are more likely to darken on uncoated paper.

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

Avenir – Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Avenir – Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Avenir – Black Oblique

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

Two Color, White Background



Three Color, White Background



Two Color, White Background



Three Color, White Background



Two, White Background



Three, White Background



VIRGINIA SECTION ACS

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

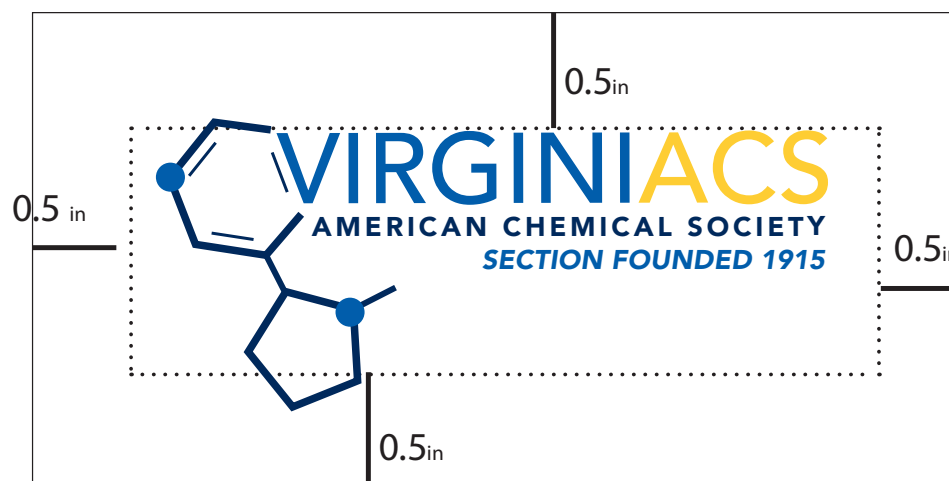
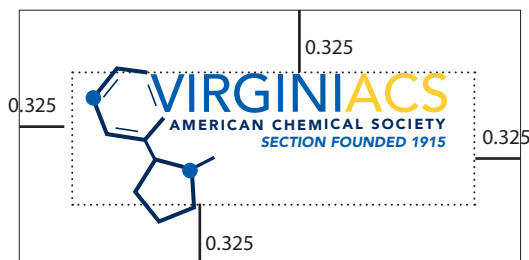
LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

Free space of at least .325 inches must be maintained around all four sides of the logo when the logo is used on stationery (letterhead, envelopes, and business cards) and other similar small size applications. Free space will necessarily increase as the size of the logo increases to larger sizes, such as posters and banners. Please consult Design Lab if you have any questions.



BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

Incorrect Logo Usage

Misuse of the Virginia Section ACS logo devalues its brand. Do not stretch the logo, when a logo is stretched, it is inappropriately distorted (1 & 2). Ensure that you maintain the aspect ratio when enlarging the logo. Do not rotate the logo (3). Do not change the colors in the logo, the logo must not be printed in the colors specified (4). Do not move or remove elements of the logo (5).



(1)



(2)



(3)



(4)



(5)

VIRGINIA SECTION ACS

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

Letterhead 8.5" x 11"

Optional Placement



Business Card 2" by 3.5"

Optional Placement



BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

[FURTHER INFORMATION](#)

For print and web applications of the logo, the following is suggested:

FOR THE WEB

For new browsers, such as Firefox, Chrome, and Internet Explorer 8 or later
PNG files are preferred.

Some PC owners who use Internet Explorer 8 or later sometime report problems
with the transparency support for PNG files.

For older browsers

JPGs are preferred for photographic images.

GIFs are preferred for graphics and graphics with transparent backgrounds.

For printing,
TIFFs are used.

VIRGINIA SECTION ACS

BACKGROUND

COLOR

TYPEFACE

STYLES AND VARIATION

LOGO POSITIONING & SIZE

LOGO USAGE

LOGO APPLICATIONS

FURTHER INFORMATION

Contact

Directors of Design Lab

Wade Lough: loughkw@longwood.edu 434.395.2292

Chris Register: registercm@longwood.edu 434.395.2295

Design Lab will be happy to assist in any future assistance with the logo, including color issues, usages, and application to other items and merchandise. Please contact us when you feel necessary.