

Logo Standards

This guide was developed to provide the foundation for consistent application of the ACM brand across all touchpoints, including web, print, and environmental. Consistent use helps maintain the integrity of the brand and ensures greater brand recognition in the marketplace.

Logo Fundamentals

(For all versions of logo)

Minimum Size and Proportion

In order to ensure legibility and reproduction quality, a minimum reproducible size limitation has been established for the logo. The ACM logo was developed as a balanced whole and at no time should the shape, configuration, or proportions be altered.



Clear Space

To help establish a strong visual presence, the logo should be surrounded by a generous amount of open space. To ensure optimum legibility and prominence, the amount of clear space surrounding the logo should be no less than the distance demonstrated here. This area should be free of distracting images and typography.

The measurement for x is equivalent to the total height of the text block.



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Incorrect Usage

The examples on this page show unacceptable logo applications. Embellishments, variations or modifications to the logo are incorrect. Any distortions or alterations in the design, however well-meaning, will give the logo a different character, thereby defeating its effectiveness and unifying function.

- ▶ Do not tint the logo colors.
- ▶ Do not scale the logo disproportionately.
- ▶ Do not skew the logo.
- ▶ Do not add elements to the logo.
- ▶ Do not extrude, bevel or dimensionalize the logo.
- ▶ Do not alter the colors of the logo.
- ▶ Do not rearrange the logo elements.
- ▶ Do not resize elements of the logo.
- ▶ Do not place the logo on a high-contrast background.



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Logo Colors



Medium Blue

CMYK: 88 / 56 / 00 / 00

RGB: 69 / 99 / 156

HEX: #45639C

SPOT: PMS 660



Black

CMYK: 00 / 00 / 00 / 100

RGB: 00 / 00 / 00

HEX: #000000

SPOT: PMS Black or PMS Process Black

Logo Fonts



American Center for Mobility

CONNECTED | AUTOMATED | VALIDATED



1 **Trade Gothic Pro Condensed #18** (<http://www.myfonts.com/fonts/linotype/trade-gothic/>)

2 **Avenir Light 35** (<http://www.myfonts.com/fonts/linotype/avenir/>)

