

GUIDELINES: PRIMARY LOGO COLORS

Primary Logo Colors

The primary color in the ACC logo is a blue built from process colors consisting of 100 percent Cyan, 69 percent Magenta, 8 percent Yellow, and 54 percent Black. The closest spot color to this build is PMS 295.

The ACC logo can also be presented in 100% black.

No other colors can be used to reproduce the ACC logo.

On dark backgrounds, only the type on the right side changes to white. Nothing on the seal portion of the logo changes color.



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C100 M69 Y8 K54
R0 G46 B90
HEX# 002e5a
PMS 295



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Process BLACK
K100
R33 G32 B32
HEX# 212020



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GUIDELINES: SECONDARY COLORS

Secondary Colors

A supporting palette of complimentary colors is shown to the right. These are colors that can be used in art alongside the ACC logo

Neutral/ Corporate



PMS 452
C16 M11 Y45 K25
R170 G167 B126
HEX# aaa77e

Warm



PMS 117
C6 M27 Y100 K12
R200 G164 B31
HEX# c8a41f

Cool



PMS 284
C59 M17 Y0 K0
R129 G172 B220
HEX# 81acdc

Modern



PMS 390
C27 M0 Y100 K3
R196 G205 B45
HEX# c4cd2d

Brights



PMS 143
C0 M32 Y87 K0
R233 G179 B60
HEX# e9b33c



PMS Warm Gray 3
C9 M11 Y13 K20
R190 G185 B179
HEX# beb9b3



PMS 138
C0 M52 Y100 K00
R219 G141 B31
HEX# db8d1f



PMS 3005
C100 M31 Y0 K0
R0 G124 B193
HEX# 007cc1



PMS 320
C96 M0 Y31 K2
R6 G156 B173
HEX# 069cad



PMS 325
C53 M0 Y23 K0
R148 G199 B199
HEX# 94c7c7



PMS Cool Gray 8
C23 M16 Y13 K46
R125 G127 B131
HEX# 7d7f83



PMS 187
C7 M100 Y82 K26
R146 G30 B40
HEX# 921e28



PMS 294
C100 M69 Y7 K30
R30 G64 B114
HEX# 1e4072



PMS 227
C7 M100 Y10 K21
R153 G16 B96
HEX# 991060



PMS 2645
C40 M44 Y0 K0
R157 G144 B192
HEX# 9d90c0

GUIDELINES: SPECIAL LOGO ART FOR IMPRINTS

Imprinting White onto a Dark Background

There are numerous instances where it is necessary to reproduce the ACC logo as a single-color imprint onto a non-paper surface. These items include tote bags, pens and other giveaways, glassware, awards, etc.

In cases where our logo is reproduced on a light-colored background, the black version of the ACC seal or signature logo is acceptable as “camera ready art.” Please remember that the logo can only be reproduced in PMS 295 blue or solid black.

In cases where the ACC seal or signature logo is being imprinted on a dark color surface, special artwork is necessary to provide to the vendor so the white portions of the ACC seal will appear as white ink on a dark surface.

It is not acceptable to “reverse out” the ACC seal so the blue portions of the seal appear as white on an imprinted item.



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This logo art, when printed in white ink on a dark surface



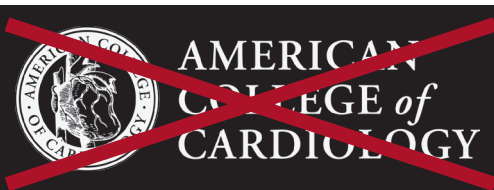
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will appear like this.



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Using a regular logo to imprint white ink on a dark color surface



will yield unacceptable results and should not be used.

Typography

ACC uses 3 primary typefaces to represent itself in its print marketing and communications.

Adobe Garamond Pro is a serif font and the typeface used in our core and sub-brand logos. It can be used in titles, headlines and body copy.

ITC Franklin Gothic Std is a sans-serif font and can be used in headlines and body copy.

Avenir is a sans-serif font that is being added for use in marketing communications and multimedia.

Times may be substituted for Adobe Garamond Pro and **Arial** may be substituted for Franklin Gothic or Avenir with Microsoft Office applications such as stationery correspondence and PowerPoint® presentations.

Adobe Garmond Pro Regular
Adobe Garmond Pro Italic
 Adobe Garmond Pro Semibold
Adobe Garmond Pro Semibold Italic

ITC Franklin Gothic Std Book
ITC Franklin Gothic Std Book Italic
 ITC Franklin Gothic Std Medium
ITC Franklin Gothic Std Medium Italic
 ITC Franklin Gothic Std Demi
ITC Franklin Gothic Std Demi Italic
 ITC Franklin Gothic Std Heavy
ITC Franklin Gothic Std Heavy Italic

ITC Franklin Gothic Std Book Condensed
ITC Franklin Gothic Std Book Condensed Italic
 ITC Franklin Gothic Std Medium Condensed
ITC Franklin Gothic Std Medium Condensed Italic

Avenir Light
Avenir Light Oblique
 Avenir Book
Avenir Book Oblique
 Avenir Roman
Avenir Oblique

ITC Franklin Gothic Std Demi Condensed
ITC Franklin Gothic Std Demi Condensed Italic

ITC Franklin Gothic Std Book Compressed
ITC Franklin Gothic Std Book Compressed Italic
ITC Franklin Gothic Std Demi Compressed
ITC Franklin Gothic Std Demi Compressed Italic

ITC Franklin Gothic Std Book Extra Compressed
 ITC Franklin Gothic Std Demi Extra Compressed

Avenir Medium
Avenir Medium Oblique
Avenir Heavy
Avenir Heavy Oblique
Avenir Black
Avenir Black Oblique

Photographic Style

The use of photography in ACC materials should always reflect the objectives and goals of the College as a professional member organization devoted to the science and advancement of cardiovascular medicine.

Photography should strive to look professional, positive, honest and scientifically accurate. Reliance on images that look overly posed or heavily stylized is discouraged.

Headshots and photos of members and leadership should be professionally photographed. Snapshots and other low-quality images are discouraged.

Illustration Style

Illustrations used in ACC materials should always reflect the objectives and goals of the College as a professional member organization devoted to the science and advancement of cardiovascular medicine.

Illustrations should be appropriate to the content being illustrated, look modern and not dated.

Historical imagery should only be used to complement content with a historical context.

Illustrations that accompany content of a scientific or clinical nature should look modern and scientifically accurate.

Illustrations should be commissioned from professional illustrators whenever possible in order to generate images that will reflect and reinforce the professional standards of the College.