

Logo Usage & Guidelines

Overview

The Arizona's Children Association logo serves as an introduction to the organization, and is a visible reminder of its commitment to the welfare of children and families across Arizona. Basic specifications and guidelines for properly applying the AzCA brand to various printed and interactive materials are provided here. These guidelines should be combined with careful judgments based on good design principles and effective communications practices.

Logo

The AzCA logo is intended to be a unifying element among all the association's marketing and advertising materials. The typography, size and relationship between the symbol and the name have been carefully designed, and it is important that they be maintained in reproduction. The AzCA logo is fixed in terms of appearance. The words "Arizona's Children Association" are part of the logo and may not be removed for any reason. In order to gain maximum visibility, the AzCA logo should always appear with the minimum area of clear space around the logo. It is essential that it remains free of all taglines and identities.

Please do not:

- Alter the logos in any way
- Redesign, redraw, animate, or alter the proportions of the logo
- Rotate or render it three-dimensionally
- Add new elements to the logo

Apply 1/4 of the width of the logo as a base for clear space.



(This logo to be used in color only)

Who May Use These Logos?

Corporate and Foundation Partners are invited to use our logo to publicize their financial support of our organization. To request permission to use the logo in printed format or for online purposes, and for different file formats of the logo, contact marketing@arizonaschildren.org.

AzCA Colors & Color Bar

R: 130 G: 198 B: 237 Pantone 283	R: 174 G: 9 B: 65 Pantone 1945	R: 93 G: 56 B: 136 Pantone 526	R: 74 G: 134 B: 55 Pantone 363	R: 230 G: 116 B: 30 Pantone 717
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