1P

S1NGLE PARENT
scholarship fund

LOGO USAGE GUIDELINES

CONTENTS

The designs contained in the Arkansas Single Parent Scholarship Fund Logo suite are critical elements in our organization's marketing and branding program. It is vitally important that each Logo treatment always be used appropriately and only according to the guidelines outlined in this document.

These guidelines are provided to help you determine which Logo format to select for your projects and presentations. The Logo options and guidelines provided in this document should accommodate your needs in the vast majority of cases. However, should you have any questions or concerns about Logo usage after consulting this document, please contact the state office for clarification before continuing with your project.

Electronic files of the Logo designs described in this document are available in ASPSF's online archives and are available from the IT Manager on request.
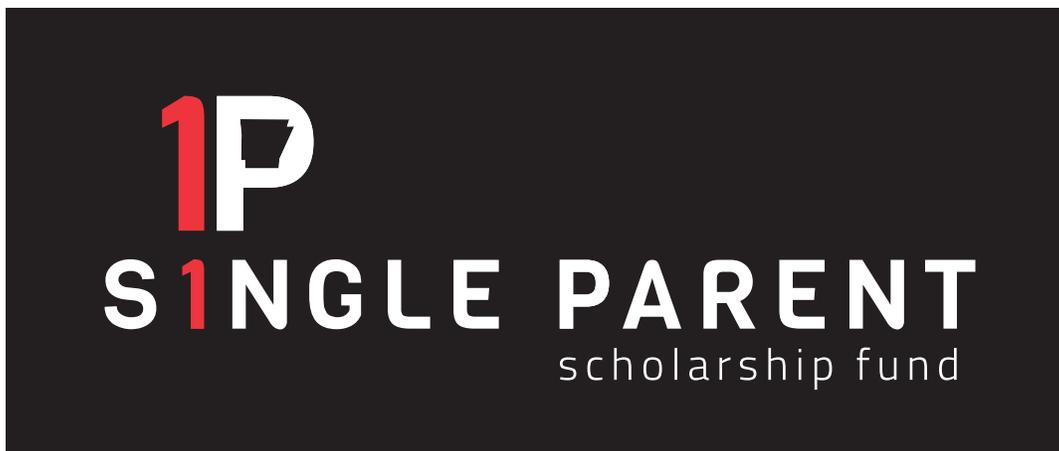
Primary Logo

The sample Logo provided below is the PRIMARY ASPSF Logo format. This format (also known as an "appearance") should be used whenever possible. This includes usage for electronic and print advertising, signage, brochures, letterhead, imprinted items (pens, hats, embroidered shirts, etc.) and Internet and intranet pages.

Exception 1: Color Logo on Black Background
When the organization's Logo must be used on a black background, an alternate primary Logo, seen below, has been approved for use. This Logo is for use only in situations in which the Logo must appear on black backgrounds (such as a black golf shirt or table cloth, for example). The Logo is never used on other colors or on a multi-colored background.

There will be times when full color printing is not possible. For those situations, the following two appearances are approved for use.
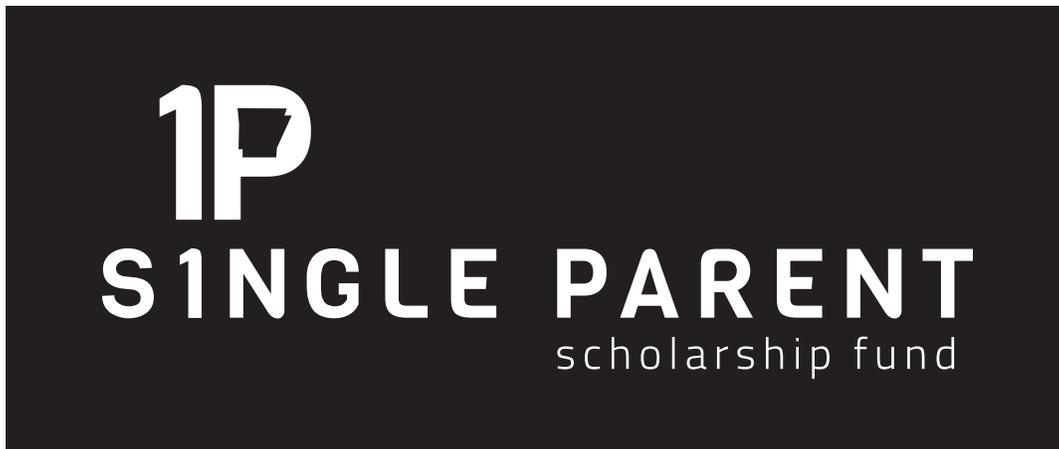
Exception 2: Black Logo
When full color printing of the Logo is not possible, this solid black Logo may be used. Only a white background is acceptable with this Logo appearance.

1P
S1NGLE PARENT
scholarship fund

Exception 3: White Logo on Black
When full color printing of the Logo is not possible, and a black background must be used, this solid white Logo is approved for use.
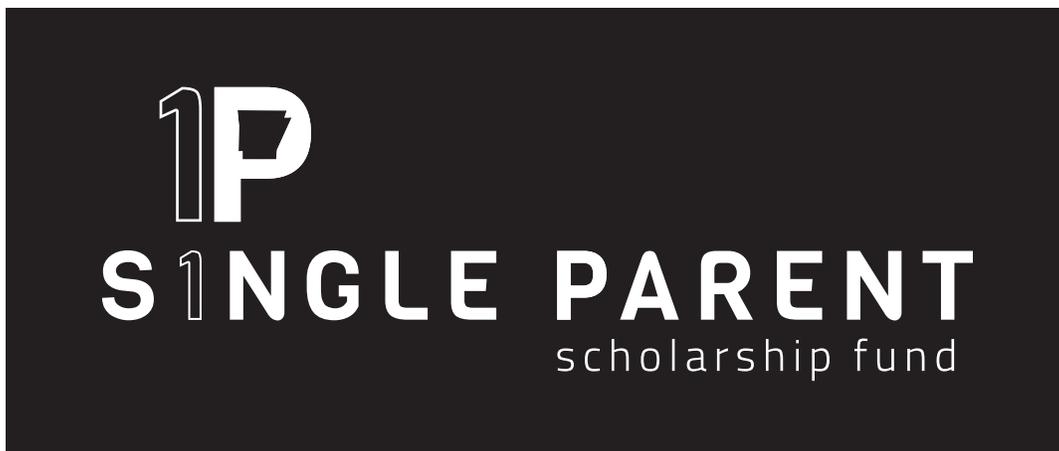
1P
S1NGLE PARENT
scholarship fund

Exception 4: Black + White Logo

When the Logo is to be used in black and white applications, such as newspaper advertising, do not use the color Logo to create a black and white version. A special Logo created just for black and white usage is required. This appearance will be used only in extremely rare circumstances. You should seek approval from the state office before using this version.

Exception 5: Black + White Logo on Black Background

When the organization's primary black and white Logo must be used on a black background, an alternate primary black and white Logo option has been approved for use. As above, this appearance will be used only in extremely rare circumstances. You should seek approval from the state office before using this version.

Secondary Logo Options

Recognizing that the primary Logo may not be suitable for all circumstances, the following SECONDARY appearances are approved for use. The secondary appearances of the Logo should be used only when the primary Logo will not work well within the defined specifications of the object on which it is to appear.

Exception 1: Color Logo on Black Background
When a secondary Logo must be used on a black background, alternate secondary Logo options have been approved for use. These Logo options are for use only in situations in which: a) the primary Logo will not work; and b) the Logo must appear on a black background (such as a black golf shirt or table cloth, for example).

Exception 2: Black Logo

When full color printing of the Logo is not possible, this solid black Logo may be used. Only a white background is acceptable with this Logo appearance.

Exception 3: White Logo on Black Background

When the organization's secondary white Logo must be used on a black background, the following solid white Logo appearance has been approved for use.

Exception 4: Black + White Logo

When a secondary Logo is to be used in a black and white application, such as newspaper advertising, do not use the color Logo to create a black and white version. A special Logo created just for black and white usage is required. It is not anticipated that this appearance will be used often. Persons wishing to use it should seek approval from the state office prior to use.

Exception 5: Black + White Logo on Black Background

When the organization's secondary black and white Logo must be used on a black background, an alternate black and white Logo option has been approved for use. As above, it is not anticipated that this appearance will be used often. Persons wishing to use it should seek approval from the state office prior to use.

Bug Logo Option

In addition to the vertical and horizontal ASPSF Logos, a "Bug" version has also been created for very special circumstances. The Bug may only be used with prior authorization from the state office. Lacking the full text of the primary Logo, the Bug is intended to serve only as a supplement in special cases where ASPSF already has strong branding and an established message.

There may also be real-world limitations which necessitate Bug usage because of legibility issues including small physical size or poor screen resolution.

Examples of proper usage would be lapel pins, name tags, stickers and as a Facebook profile picture.

Grayscale Logo Options

An alternate set of Grayscale Logos has been created for special circumstances. The Grayscale Logos should only be used with authorization from the state office. These Logos are faithful grayscale representations of the color Logo but have reduced legibility and impact compared with the black and white Logos. Special consideration should be given before use to ensure their legibility.
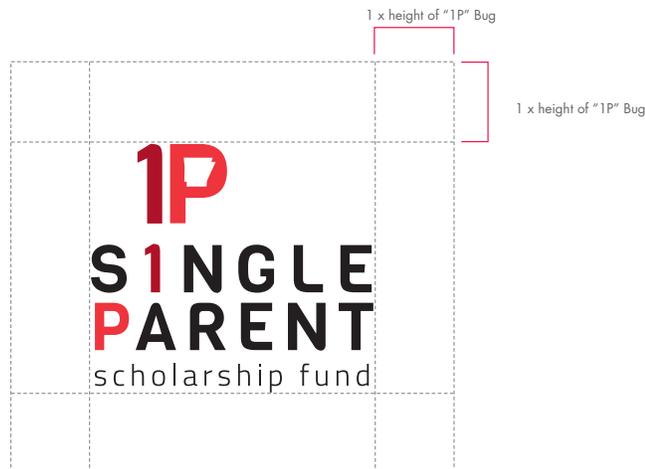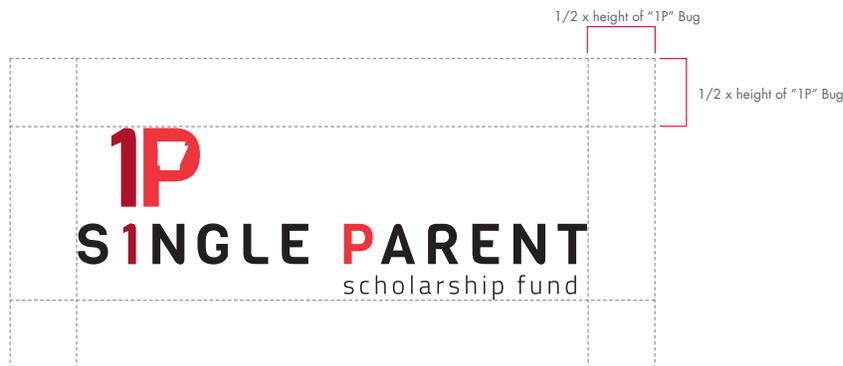
Protected Area

Our organization stands out from the crowd, and so must our Logo. To create maximum impact, it is imperative that the space around each appearance of the Logo be kept free from other text and graphics.

The protected area around the Logo must be *no smaller than* one-half the height of the "1P" Bug in the Logo being used. This area — equal in size on both sides, top, and bottom — must **not** be encroached upon by any other type or graphic elements. This spacing shall be applied without exception anytime that an ASPSF Logo is used.

If utilizing a box around a Logo or a circle around the "1P" Bug, the required amount of white space **must** be incorporated within the lines of the box or circle.

1/2 x height of "1P" Bug

1/2 x height of "1P" Bug

1P
S1NGLE PARENT
scholarship fund

1 x height of "1P" Bug

1 x height of "1P" Bug

1P
S1NGLE
PARENT
scholarship fund

Color Palette

ASPSF Red, ASPSF Burgundy and ASPSF Black comprise the Logo color palette. Spot color printing is the preferred option and should be used as often as possible because only these inks can reproduce the full brightness of the signature colors.

Four-color process printing may be used when spot color reproduction is not available. Many factors can influence accurate color reproduction: press process, paper stock, line screen and ink coverage.

- For good-quality uncoated paper stock, use a line screen of 150 lpi (lines per inch).
- For high-quality brochures or coated art paper, in general 175 lpi or higher is the standard choice.
- For newsprint and silkscreen printing, 85 lpi screen is the normal choice.

The ASPSF Logo can also be reproduced in a single-color environment utlizing 100% black.

The ASPSF Logo can also be reproduced in RGB (Red, Green and Blue) for computer screen display.

The ASPSF Logo can also be reproduced using HTML color for interactive/Web projects.

ASPSF Red

Spot Color
Pantone 185c

Process Color
C:0/M:93/Y:79/K:0

RGB Value
R:228/G:0/B:46

HTML Value
color="#e40026"

ASPSF Burgundy

Spot Color
Pantone 187c

Process Color
C:7/M:100/Y:82/K:26

RGB Value
R:166/G:25/B:46

HTML Value
color="#cc0041"

ASPSF Black

Spot Color
Black

Process Color
C:0/M:0/Y:0/K:100

RGB Value
R:0/G:0/B:0

HTML Value
color="#000000"

Color Palette

The ASPSF Logo can also be reproduced in a single-color environment utlizing these two neutral gray values.

These Logos are faithful grayscale representations of the color Logo, but have reduced legibility and impact compared with the Black + White Logos.

ASPSF Light Gray

Spot Color
Pantone 6c

Process Color
C:0/M:0/Y:0/K:35

RGB Value
R:2166/G:166/B:167

HTML Value
color="#a6a6a7"

ASPSF Medium Gray

Spot Color
Pantone 9c

Process Color
C:0/M:0/Y:0/K:55

RGB Value
R:124/G:124/B:125

HTML Value
color="#7c7c7d"

Incorrect Usage

The following examples illustrate unacceptable uses of the ASPSF Logo. The examples below, however, should not be seen as an exhaustive list. Contact the state office prior to use if you have any questions or any doubt that the Logo treatment you are planning is acceptable.

Don't alter size or position of the "1P" element.

Don't use special effects such as drop shadows, embossing or glows.

Don't alter the color scheme.

When scaling Logo to size, make sure not to alter the proportions. Hold down the shift key on your keyboard while resizing the Logo to maintain the proper proportions automatically.

Don't put textures, graphics or fonts over the Logo.

Don't use screen values of the color palette.

Don't alter size or position of the type element.

Don't use the Logo on any background other than white or black.

Don't use the Logo on busy or multicolored backgrounds.

Don't put the Logo sideways or at an angle.

Typeface

The ASPSF Logo has been created using Titillium Web Light and Viga Regular typefaces utilizing custom horizontal scaling and letter kerning. These elements and their relationship must never be altered in any way.

To ensure the ASPSF Logo maintains strong branding and stands out from the crowd, it is recommended that these fonts NOT be used in conjunction with the ASPSF Logo. Using different but complementary fonts with the Logo will ensure it maintains its uniqueness.

The system fonts Tahoma or Trebuchet, which are standard in Microsoft Word, are approved for text that appears in print pieces or on the Web. You may not, however, use these two fonts within the Logo itself.

Printed pieces containing the ASPSF Logo should use the following approved font pairings:

Pairing 1   **Trebuchet Bold** (headlines)
Lucida Sans Roman (body copy)

Pairing 2   **Tahoma Bold** (headlines)
Arial Regular (body copy)

For more information

The ASPSF Logo Usage Guidelines booklet has been created as a reference for designers and other persons responsible for presenting ASPSF to the public.

If you have questions about any of the information presented here, about possible Logo treatments which are not covered in this booklet, or about other brand identity issues, style selection, or the design/redesign of ASPSF materials, please contact:

CHRIS WOMACK
IT Manager
479.927.1402 ext. 10
cwomak@aspsf.org

RUTHANNE HILL
Executive Director
479.927.1402 ext. 11
rhill@aspsf.org

ARKANSAS SINGLE PARENT SCHOLARSHIP FUND

614 East Emma Avenue, Suite 119

Springdale, AR 72764

479.927.1402

rhill@aspsf.org