

# Logo Identity Usage Guideline

## Usage: Color

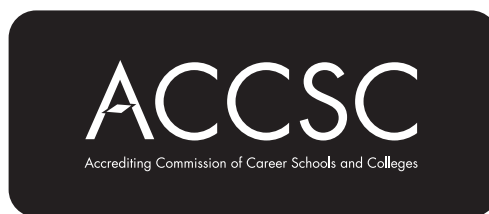
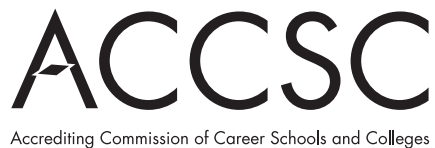
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The corporate color of the new ACCSC logo is as follows:

- Pantone 2728C & Pantone 447C, Pantone 2728U & Pantone 447U
- Process Blue: 96 Cyan, 69 Magenta, 0 Yellow, 0 Black  
Process Gray: 16 Cyan, 0 Magenta, 31 Yellow, 82 Black



The ACCSC logo can also be formatted in black and/or knock-out (white,) as follows:

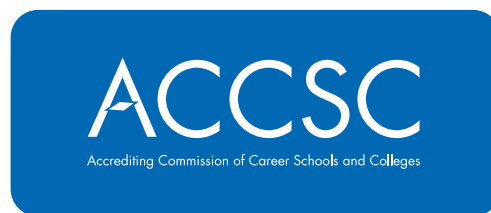


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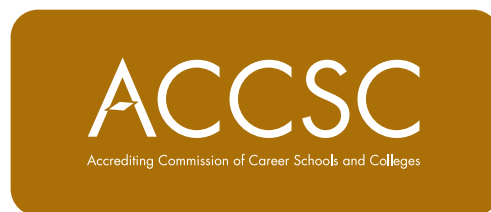
## Usage: Background

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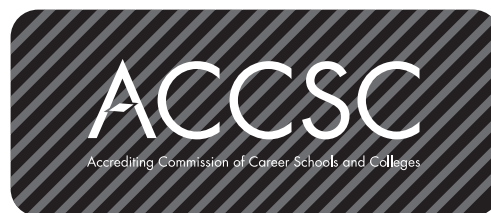
The ACCSC logo can be knocked-out of any solid background, but cannot be overlaid on top of any patterned background.



Acceptable



Acceptable



**Not Acceptable**

# Logo Identity Usage Guideline

## Usage: Typography

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The ACCSC corporate typeface is Futura. The entire family can be used, but do not use additional typefaces. The following formats are available within the Future family:

**Future Heavy**

*Future Heavy Oblique*

**Future Extra Bold**

***Future Extra Bold Oblique***

**Future Bold**

***Future Bold Oblique***

Future Book

*Future Book Oblique*

Future Light

*Future Light Oblique*