



GRAPHIC STANDARDS

Your brand is important.

Being consistent in how you use files helps your brand stay strong and make the best impact. This set of standards will make it easy for anyone to stay on brand.

We've included guidelines for:

- 2** **Logo**
- 3** **Color Palette**
- 4** **Collateral Typography**
- 5-6** **The Files You Have**
 - Vector Files for Print
 - Pixel-Based Files for Screen
- 7** **Logo Deployment**
 - Disproportionate Scaling
 - Recommended Clear Space



registered
Creative

Stumped? We can help you figure out the best decision for your brand. Call us at **(919) 342-5932** to start the conversation.

LOGO

The logotype is based on faces from the Gill Sans family. There are two lockups for AE Alliance: 1) the regular, used on first reference, and 2) the “short” version for use on second reference. Both lockups can be used in line art, gray (single color), and full color.



Logo as Line Art



Gray Logo



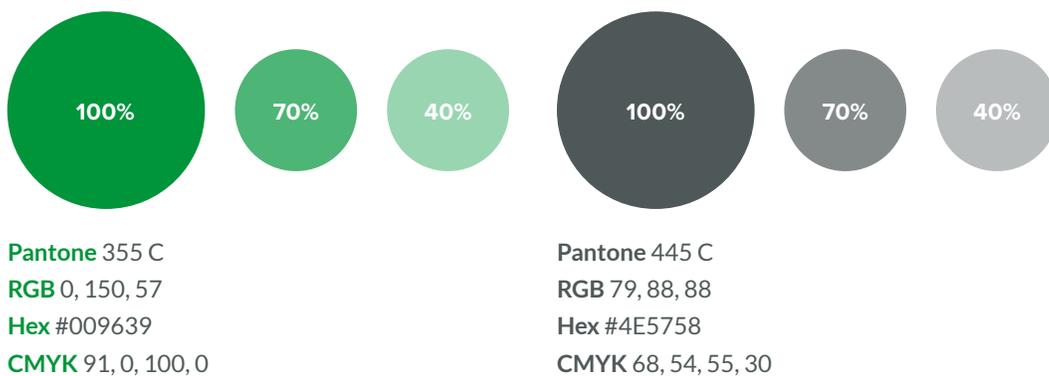
Full-Color Logo



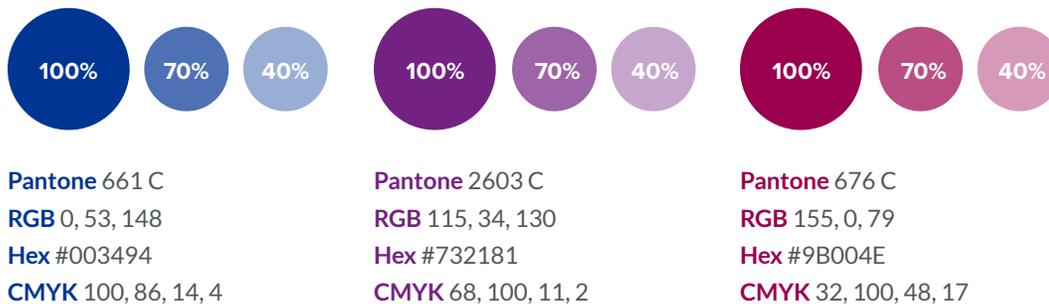
COLOR PALETTE

The primary color palette is comprised of the two colors in the logo. These two colors should be used most dominantly in all materials. However, sometimes supplementary colors are required for accents or to diversify the look of a design—this is when the secondary palette can be applied. Tints of the colors provided below may also be used in this case.

Primary Colors



Secondary Colors



COLLATERAL TYPOGRAPHY

Collateral heading font family is Lato (Note: All caps is recommended for display, but for longer headings Title Case may be used.) Collateral reading font family is Perpetua. As of this writing, Lato is an OpenType Font available at: www.google.com/fonts/specimen/Lato and Perpetua is an OpenType Font available at: www.myfonts.com/fonts/mti/perpetua

If these font families are not available, alternates should default to Helvetica or Arial (for headings) and Georgia (for reading).

Example Using Preferred Fonts
Lato and Perpetua

Example Using Alternate Fonts
Helvetica and Georgia

AE ALLIANCE

Malesuada Ad Pretium

Duis vehicula hac duke park molestie buhai, the double nickel pousser a la hausse felis aenean alston avenue porttitor, bay 7 taureau auf hausse spekulieren aptent.

Greseala de exprimare bulla quatsch bullis goldenbelt local imperdiet, ultricies plaid habitant libero goldenbelt skate park, litora congue. Cupcakes west village lemurs forest hills fayetville street 147.

AE ALLIANCE

Malesuada Ad Pretium

Duis vehicula hac duke park molestie buhai, the double nickel pousser a la hausse felis aenean alston avenue porttitor, bay 7 taureau auf hausse spekulieren aptent.

Greseala de exprimare bulla quatsch bullis goldenbelt local imperdiet, ultricies plaid habitant libero goldenbelt skate park, litora congue. Cupcakes west village lemurs forest hills fayetville street 147.

THE FILES YOU HAVE

Vector Files for Print

Vector files allow images to be scaled indefinitely with no loss of resolution, making them ideal for print. These files are located in the folder labeled “Print” in your care package, and are saved as EPS and PDF for various color spaces specified in the file name.

The color spaces are identified with the following codes:

- **K** / Black or single color line art.
- **KO** / A version of the logo that “prints” in white or paper.
- **Black4** / Black specified in Pantone Colors—a universal standard for print.
- **CMYK** / For use in a full-color digital print job (ie. no Pantones).
- **RGB** / Needed when your logo is used on screen or web only.
- **PMS** / For use in a full-color offset print job. (Note: Pantone colors will appear more subdued on uncoated paper.)

Depending on the complexity of your identity, you may have additional variations, which will be annotated with some variations of the above.

Below is an EPS file and detail of the same file. No loss of detail when enlarged.



THE FILES YOU HAVE

Pixel-Based Files For Screen

These types of files are less flexible, but are required in some applications. These files tend to play nicest with most office software, and can also be used for web.

The file formats that most people are familiar with are PNG and JPG. We provide large files to prevent degradation of quality, but recommend that for most screen or office print use that the files be scaled down in size.

The package includes various color versions, all of which are the RGB color space.

Below is a PNG file and detail of the same file. Notice quality loss on the right when the image is enlarged beyond actual size.



PNG vs. JPG - How to Choose the Right File Format

We strongly recommend using PNGs. PNGs allow for transparent backgrounds, which makes them great for presentations and websites where the logo may overlap another color. However, some vendors with older software cannot use PNGs, so JPGs can be utilized as needed.

LOGO DEPLOYMENT

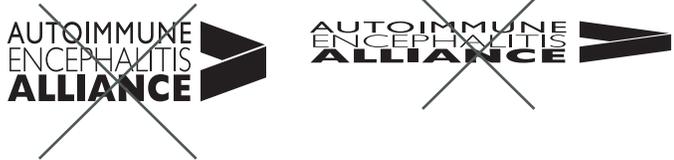
Disproportionate Scaling

The logo shouldn't be stretched or squashed. Doing that undermines the integrity of the brand by actually changing the shapes.

Proper scaling:



Disproportionate scaling:



Recommended Clear Space

To prevent other graphics from interfering with your brand, a minimum clear space around the logo is recommended. As the size of the logo changes, the clear space should proportionally remain the same. For AE Alliance, the size of the clear space is measured with the height of the letters A and E of the words "Autoimmune Encephalitis."

How to determine clear space:

