



**AMERICAN COATINGS**

**SHOW<sup>®</sup>+**  
**CONFERENCE**

**LOGO USAGE GUIDE**

# LOGO DESIGN

All American Coatings Show and Conference logos are composed of the graphic symbol and wordmark. The pairing of these elements form the American Coatings Show, American Coatings Conference, and the combined American Coatings Show and Conference logos.



Use for Show materials only



Use for Conference materials only



# LOGO CONCEPT

The logo illustrates a strong, bold presence vibrant in color and clean sharp lines.



## LOGO TYPEFACES

American Coatings: **Avenir Next Bold** (ALL CAPS)

Show + Conference: **Avenir Next Heavy** (ALL CAPS)

## COLOR PALETTE (HEX #)



# LOGO VARIATIONS

While use of the logos on white is preferable, in situations where a full color display conflicts with the design color scheme, the wordmark may appear in the dark purple branding color (HEX #25265D).

In addition, the entire logo or just the wordmark can be featured reversed out white over a background color.

SAMPLES



Reversed Out Word Mark



Reversed Out Logo

# LOGO GRAPHIC ELEMENT



The color burst image above is the main, supplemental graphic element for the ACS and ACC branding. It can be used in a variety of ways — fully illustrated or with just portions of the graphic highlighted.

The color burst should be used as a background image. The designer can position the ACS and ACC logos or text on top of the color burst image in multiple ways.

Below, are examples of how the color burst can be featured with AC logos and text.  
Note: Logo and text opacity can vary, but must remain readable.



Color burst with logo  
at 100% opacity



Color burst with logo  
at 86% opacity



Color burst with logo and  
text at 92% opacity



Color burst with text only at 100% opacity

# LOGO + AC MEDIA/ACA/VINCENTZ LOGOS

## Logo Color Limitations:

**ACA Media logo** should appear in blue if used on a white/light background. Use all-white version if featured on dark background or color burst. Exception: Only use the two-color logo on AC Media letterhead and envelopes.

**ACA logo** can appear in full color or all white if featured on dark background or color burst.

**Vincentz logo** can appear in yellow/black; or yellow/white or all white if featured on dark background or color burst.

**Placement Requirements:** When the color burst branding element is used, the logistical details such as meeting dates and location should be featured below the ACS/ACC/ACS+ACC logos followed by the AC Media logo (1st), ACA logo (2nd), and Vincentz logo (3rd) proportionally sized. **(Note: AC Media logo must be bottom aligned with the ACA and Vincentz logos.)**

In cases where the color burst branding element is not used, the designer has the option of placing the AC Media, ACA, and Vincentz logos directly below the meeting logistics **or** near the bottom margin.

## SAMPLES



White ACA Media, ACA,  
and Vincentz Logos



White ACA Media and ACA Logos  
Vincentz Yellow/White Logo



Dark Blue ACA Media Logo,  
Full Color ACA Logo, and  
Yellow/Black Vincentz Logo

# LOGO + COLLABORATION TAGLINE

When used, the collaboration tagline should read:

"Hosted by AC Media in collaboration with American Coatings Association and Vincentz Network."

*(Only exception: When the tagline relates to Call for Papers materials, the tagline should read, "American Coatings Association in collaboration with Vincentz Network.")*

## SAMPLE



# BODY TEXT GUIDELINES

## Print Publications (*text font families*):

### AVENIR

Light  
*Light Oblique*  
Roman  
*Oblique*  
Book  
*Book Oblique*  
Medium  
*Medium Oblique*  
Heavy  
*Heavy Oblique*  
Black  
*Black Oblique*

### AVENIR NEXT

Ultra Light  
*Ultra Light Italic*  
Regular  
*Italic*  
Medium  
*Medium Italic*  
Demi Bold  
*Demi Bold Italic*  
Bold  
*Bold Italic*  
Heavy  
*Heavy Italic*

**Print Font Note:** In rare instances where a small, discreet font size is necessary, the Avenir Next Condensed font family can be used (i.e., disclaimer text and photo credits).

**Digital Pieces:** In cases where the Avenir/Avenir Next font families are not available, the Arial font family can be used for all text.

## General Body Text Notes:

**Spacing**—There are no text leading restrictions; standard design rules should be followed.

**Kerning**—Kerning should not be loosened, however text can be tightened up to -25.

**Size**—There are no text size restrictions; standard design rules should be followed.



# LOGO MISUSE + ALTERATIONS

To protect the intellectual property of the event, the appropriate marks should be retained in their accurate position. The registration marks (®) should not be omitted.

The identity elements should always be used in the configurations outlined in this guide and should not be combined with other fonts and elements. Below are examples of **improper uses** of the ACS and ACC logo.



Do not re-create the logo with any other typeface.



Do not distort, squeeze, or stretch the signature elements.



Do not outline the symbol.



Do not alter or rearrange the colors when using the full color logo.

For questions, contact ACA's graphic design team:

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