

AACT Image and Logo Usage Guidelines

updated 2017



Show Your AACT Pride!

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ORGANIZATIONAL IDENTITY

American Association of Community Theatre

This guide is provided to ensure American Association of Community Theatre (AACT) is projected consistently across numerous publications and media. It is essential that AACT is presented consistently as an organization that upholds the highest standards of quality, and projects credibility, respect, and recognition. With this in mind, this document details the proper usage of AACT logos as well as various elements that contribute to the consistency of AACT's identity.

The logo, in various formats for print and web use, is available to download at aact.org > **About AACT** > **Logos**

For questions or special permissions for AACT logo usage contact the AACT office 817-732-3177 or info@aact.org

Name

It is important that the name of the organization be styled consistently.

Acceptable

- American Association of Community Theatre - Note that it is not “theater,” “theatres” or “theaters.”
- AACT – To be used in copy after full name has been written. When written, the AACT abbreviation must be in parentheses upon first mention: (AACT)
- AACT is always written in all capital letters, with the exception of the logo and when used as heading graphics, as on the AACT website.

Example: “American Association of Community Theatre (AACT) provides unparalleled networking opportunities for individuals involved in community theatre. AACT also provides...”

Unacceptable



American Assoc. of Community Theatre
American Assoc. of CT
A.A.C.T.
a.a.c.t.
Amer. Assoc. of Community Theatre
Amer. Assoc. of CT

Letterhead

Only official AACT letterhead, envelopes, and business cards are to be used for AACT business. Please do not use theatre letterhead or create letterhead or business cards. Request letterhead or the letterhead or a business card PDF from the AACT office. If printing from the PDF, it is important to use quality paper: bright white, 24lb or heavier. If printing in black and white, be sure to use the black and white PDF. Letterhead is available in letter size and note (1/2 page) size. AACT note cards may also be requested for thank you notes on behalf of AACT.

LOGO VERSIONS

American Association of Community Theatre

AACT's logo is to be used correctly every time. It is a visual representation of the organization.



Full Color

The AACT full color logo, with the color behind the letters, may be used only in its proper PMS colors (see page 6 for colors). It should never be printed in black. Changing the color of any element is not allowed.



Black and White

Use the black and white version when not printing the logo in color.



Transparent/Reversed

The transparent (white) version may be used when on a dark background. The logo should remain in white. The logo should not become another color.



The logo can be placed on a dark background with white space surrounding the logo on all sides.



Not acceptable

The logo should never be blocked in with a rectangle.



Not acceptable

The AACT logo should be used in full color, black and white, or transparent/white.

The AACT logo should not be printed in any other colors.

LOGO COMPONENTS

American Association of Community Theatre



Full Logo with Name and Tagline

This logo should be used when there is enough room for all components.



Logo and Name, Without Tagline

Use when there is not enough room for the full logo.



Logo with Tagline Only

Use the logo with the tagline only where AACT is well-known and the name is an understood part of the logo.



“Proud Member of” Logo

Member institutions and/or individuals wishing to use the “Proud Member of” logo should adhere to all logo guidelines. The logo may be used on print materials, websites, etc.

The logo should remain large enough to read the words. Reducing past readability is unacceptable usage. The colors of the logo should never be changed to fit an organization’s colors.

Any questions regarding the appropriate use of the logo should be directed to the AACT office.



Logo Size

The logo may appear in various sizes. To ensure its legibility and clarity, the logo should not be changed in size so as to distort or affect readability. Reducing past readability is unacceptable usage.

Logo Proportions

The logo size must always be changed proportionally so that it never appears stretched or misshapened as in these examples.

Not acceptable



Not acceptable



Clear Space

The AACT logo should always be surrounded by a minimum area of clear, open space with no other elements intruding. Clear space does not have to be white, but should be a continuous tone of background color with significant contrast from acceptable logo colors.



Not acceptable



Helping Theatres Thrive

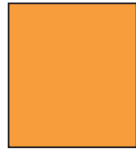
in culpa qui officia deserunt mollit anim id est laborum.

LOGO COLORS

American Association of Community Theatre



The correct colors must always be used when printing the AACT logo.



Pantone Orange 021

Coated Equivalents:

R: 255

G: 88

B: 0

C: 0

M: 68

Y: 100

K: 0

Uncoated Equivalents:

R: 255

G: 115

B: 52

C: 0

M: 45

Y: 86

K: 0

Web Equivalents:

HTML: FF5800



Pantone 2995

R: 0

G: 169

B: 224

C: 87

M: 1

Y: 0

K: 0

R: 0

G: 157

B: 218

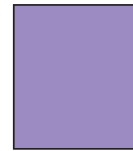
C: 89

M: 0

Y: 1

K: 0

HTML: 00A9E0



Pantone 2655

R: 146

G: 120

B: 209

C: 53

M: 55

Y: 0

K: 0

R: 156

G: 133

B: 211

C: 40

M: 46

Y: 0

K: 0

HTML: 9278D1



Black

R: 30

G: 30

B: 30

C: 0

M: 0

Y: 0

K: 100

R: 85

G: 81

B: 80

C: 0

M: 0

Y: 0

K: 100

HTML: E1E1E

TAGLINE AS A DESIGN ELEMENT

What It Is

The tagline is the mission of AACT. It is used to support the AACT brand, and provides a phrase for members to remember. The tagline is a marketing tool that should be used thoughtfully and carefully to protect the brand it represents.

When To Use

The tagline is part of the logo. Therefore, it does not appear on its own. The proper logo, with tagline, must be used if the design area is large enough to accommodate the logo and tagline. The tagline should not appear by itself as a graphic.