Americares Brand Guide

In September 2016, Americares adopted a new visual identity that includes an icon and logotype. Below, please find the basic guidelines to using and maintaining Americares visual brand.

Logo Usage

The full-color horizontal logo should be used whenever possible. Use the white version on colored or dark back-grounds. Use the vertical stacked version when the horizontal logo does not fill the space. The size of the letter "a" can be used to ensure the logo has adequate space on all sides. Always scale the logo proportionately when resiz-ing. Do not alter colors, transparency or alignment.

Typography

The typographical system consists of Block Berthold, Din Round and Arial. Refer to the table below for specific usage.

	Headings, signage, advertising	Sub headings, pull-quotes, excerpts	Body copy, digital	Body copy, letters and business communications	PowerPoint presentations
Block Berthold	●				
DIN Round		●			
Arial			●	●	●

Typographic Rule: The word "Americares" will always have a capitalized letter when written in common text.

Color Guide

The primary colors will be used most frequently on all communications and marketing materials. All secondary colors can be used alongside the primary colors as accents in the design.

	Primary Palette					Secondary Palette				
RGB	0,97,174	240,67,35	252,184,49	148,151,156	41,46,54	124,183,213	1,157,120	247,137,31	150,6,34	230,230,230
CMYK	93,65,0,0	0,90,100,0	0,31,92,0	45,35,33,1	77,68,57,58	50,14,8,0	50,14,8,0	0,56,99,0	26,100,92,25	8,6,7,0
HEX	#0562af	#ef4123	#fcb831	#94979c	#282d35	#7cb7d5	#019d78	#f7891f	#960622	#c6c6c6
PANTONE	2935 C 2936 U	Bright Red C, U	7409 C 7406 U	Cool Grey 7 C, 8 U	433 C Black 6 U	7458 C 2905 U	7724 C 340 U	715 C 130 U	7427 C 1797 U	420 C 7541 U

Tagline Usage

"Health is on the way." is the official tagline of Americares. The tagline expresses Americares focus on health, action and delivery. Maintaining the integrity of the tagline reinforces our message. Use official versions of the tagline, logo and workmark without altering the design, colors or wording.

The tagline lockup presents our tagline with our logo. Both use the typeface Block Berthold. Do not add the tagline by typing it. Use the tagline in its entirety. The tagline must:

· Always be used in a lockup with Americares logo; and

· Always include the TM; and
  Include the legal line: Health Is On The Way is a trademark of Tandigm, LLC.

The legal line can be anywhere on the same page as the tagline, and can be in any print size as long as it is legible. The tagline/logo combination works well as a sign-off on the back of print materials such as brochures, reports, proposals, invitations and publications.