AIDS FOUNDATION CHICAGO

Brand Guide
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This guide will help you understand how to use the branding elements that make up AFC’s look and feel.

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Thank You!
Mission.
AIDS Foundation Chicago mobilizes communities to create equity and justice for people living with and vulnerable to HIV and related chronic diseases.

Vision.
People living with HIV or chronic conditions will thrive, and there will be no new HIV cases.
Brand Values.
People First
Compassion
Accountability
Meaningful Engagement
Justice In Action
Innovation

Brand Elements.
Inspiration
Innovation
Impact
Brand Vision and Strategic Priorities.

AFC strives to build a world in which new HIV infections are rare, and people living with HIV and chronic conditions thrive. AFC achieves its mission through a focus on five strategic priorities, which include:

**Advance health equity.**
We will increase access to high-quality, comprehensive prevention, care and housing services free from stigma.

**Prevent new cases of HIV.**
We will reduce new HIV cases through innovative approaches to prevention, care, housing and education with a focus on most-impacted populations.

**Serve as a collaboration and knowledge center.**
We will be a thought leader and resource center to create and share best practices, innovations, and models.

**Be a bold voice for change.**
We will be a leading voice to transform systems and policies by mobilizing advocates and people living with HIV or chronic conditions.

**Strengthen our organizational excellence.**
We will expand staff and board effectiveness and center our work in racial equity, diversity, and inclusion to achieve greater impact and increase resource development.
Target Audience.

The main audiences that AFC targets through its design and communications work are Community Members and Priority Populations, in particular people living with and vulnerable to HIV and people who are experiencing homelessness.

Priority Populations.

HIV and chronic conditions disproportionately impact certain populations in distinct geographic areas. We can have the greatest impact on the HIV epidemic by focusing our efforts on those most impacted by HIV, based on epidemiological data and unmet need:

Young Black gay and bisexual men
Transgender women of color
Black women living in high-incidence areas
Latino/Latinx gay and bisexual men

Secondary Audiences.

In addition to the primary audiences detailed above, AFC also needs to communicate with secondary audiences, including:

Community Agency Partners
Health Care Systems
Policymakers & Advocates
Logo Design
Logo Evolution.

AIDS Foundation
OF CHICAGO

AIDS FOUNDATION
OF CHICAGO

A FORCE FOR CHANGE SINCE 1985

AIDS FOUNDATION
OF CHICAGO

YEARS OF ACTION

AIDS FOUNDATION
OF CHICAGO
Current Logo.

This is the most recognizable image that the public uses to identify with AFC. Use this logo wherever possible on all public-facing materials, such as:

- Letterheads
- Signs and banners
- Business cards
Imperfection is humanity – it’s our greatest strength, and AFC is embracing the beauty of imperfection through its logo direction. Perfectionism is unachievable and drives discontentment. Perfectionism is a product of white supremacy culture, which must be dismantled to truly embrace racial equity. AFC represents the coming together of people – this process is imperfect; people are imperfect; this is where our power comes from... our collective and individual imperfections.

The imperfect circle is the symbol of AFC’s strength in all its humanity and imperfections. We strive for impact, innovation, inspiration and quality, which we believe runs counter to perfectionism.
Variations.

Below are the currently approved variations of AFC’s logo. **DO NOT** create any variations of AFC’s logo beyond what is detailed below without the express permission and/or involvement of the Communications Department and the Graphic Designer. Variations include changes to the color or typography of the main logo or the addition of patterns, imagery, slogans or additional copy.

See pages 12-13 for additional details on what to do and not to do with AFC’s logo.

Color variants

White on colorblock
Logo Do’s.

The logo should be legible, so the text should be no smaller than 8pts (0.11 in).

When placing the logo, please make sure you give it enough room to “breathe.” Try to leave at least 1/4 of an inch (0.25) around all sides of the logo.

No smaller than seen here (height must be no less than .75 inches)

Leave 1/4 inch space on all sides.

Use the white version of the logo on a dark background to provide contrast with the background.
Logo Don’ts.

Do not stretch or compress the logo. When resizing the logo, hold down the Shift key.

Do not add effects like shadows, dimensions, and gradients to the logo.

Do not rotate the logo.

Do not place the logo on busy backgrounds.

Do not place the logo in a shape or container or add additional design elements.

Do not change the color of the identity elements beyond the approved colors.

Do not rearrange elements of the identity.

Do not alter or replace the typefaces in the identity.

Do not change the scale of elements in the identity.
Colors
Primary Colors.

AFC's brand identity features four colors, along with white, that can be utilized with other harmonious colors to maintain its culture of openness, innovation and inclusivity.

Brilliant Red.

**CMYK:** 21, 100, 100, 15  
**RGB:** 173, 30, 35  
**HEX:** AD1E23  
**PMS:** 5316 U

Lake Green.

**CMYK:** 45, 5, 49, 0  
**RGB:** 145, 196, 153  
**HEX:** 91C499  
**PMS:** 1515 U

Aubergine.

**CMYK:** 59, 98, 42, 42  
**RGB:** 86, 22, 67  
**HEX:** 561542  
**PMS:** 9016 U

Soft White.

**CMYK:** 4, 0, 0, 0  
**RGB:** 240, 246, 247  
**HEX:** F0F6F7  
**PMS:** 115-1 U
Secondary Colors.

Our secondary colors add balance and flexibility to our communications, while keeping the brand fresh for internal and external audiences. They are generally intended to accent our primary palette and to provide design flexibility for certain communications and marketing materials, including ads and social media graphics. They are intended to be used sparingly and as needed.

Brights.

- **CMYK:** 0, 9, 100, 0  
  **RGB:** 255, 201, 21  
  **HEX:** FFC915  
  **PMS:** 5316 U

- **CMYK:** 0, 99, 91, 0  
  **RGB:** 214, 46, 47  
  **HEX:** D62E2F  
  **PMS:** 48-8 U

- **CMYK:** 0, 75, 85, 0, 0  
  **RGB:** 119, 88, 179  
  **HEX:** 7758B3  
  **PMS:** Violet U

- **CMYK:** 0, 67, 0, 0  
  **RGB:** 255 72 176  
  **HEX:** FF48B0  
  **PMS:** 806 U

- **CMYK:** 0, 25, 51, 0, 0  
  **RGB:** 219, 69, 192  
  **HEX:** D745CE  
  **HEX:** D62E2F  
  **HEX:** 48-8 U

- **CMYK:** 0, 100, 51, 46  
  **RGB:** 146, 0, 51  
  **HEX:** 920033  
  **PMS:** 50-16 U

- **CMYK:** 0, 83, 100, 0, 5  
  **RGB:** 101, 66, 138  
  **HEX:** 65428A  
  **PMS:** Medium Purple U

- **CMYK:** 0, 18, 87, 18, 0  
  **RGB:** 207, 72, 133  
  **HEX:** CC4885  
  **PMS:** 233 U

Darks.

- **CMYK:** 0, 29, 83, 0  
  **RGB:** 255, 192, 60  
  **HEX:** FFC03C  
  **PMS:** 122 U

- **CMYK:** 0, 100, 51, 46  
  **RGB:** 146, 0, 51  
  **HEX:** 920033  
  **HEX:** 65428A  
  **PMS:** 50-16 U

- **CMYK:** 0, 83, 100, 0, 5  
  **RGB:** 101, 66, 138  
  **HEX:** 65428A  
  **PMS:** Medium Purple U

- **CMYK:** 0, 18, 87, 18, 0  
  **RGB:** 207, 72, 133  
  **HEX:** CC4885  
  **PMS:** 233 U

- **CMYK:** 83, 100, 0, 5  
  **RGB:** 101, 66, 138  
  **HEX:** 65428A  
  **PMS:** Medium Purple U

- **CMYK:** 100, 89, 0, 4  
  **RGB:** 255, 192, 60  
  **HEX:** FFC03C  
  **HEX:** 65428A  
  **PMS:** 122 U

- **CMYK:** 100, 89, 0, 4  
  **RGB:** 255, 192, 60  
  **HEX:** FFC03C  
  **HEX:** 65428A  
  **PMS:** 122 U

- **CMYK:** 100, 89, 0, 4  
  **RGB:** 255, 192, 60  
  **HEX:** FFC03C  
  **HEX:** 65428A  
  **PMS:** 122 U

- **CMYK:** 100, 89, 0, 4  
  **RGB:** 255, 192, 60  
  **HEX:** FFC03C  
  **HEX:** 65428A  
  **PMS:** 122 U

- **CMYK:** 100, 89, 0, 4  
  **RGB:** 255, 192, 60  
  **HEX:** FFC03C  
  **HEX:** 65428A  
  **PMS:** 122 U
Typefaces
Primary Font.

Intro Black is AFC’s primary font and is the font used in AFC’s logo. It should be used consistently as a header font on all AFC communications. Intro Black in all caps should be used as the main header font, and Intro Black in sentence case at a smaller point size can be used as a subheader. See page 20 for type hierarchy recommendations.

Intro Black Alt is the font used for the logo taglines, which can also be used for a subheader. While all AFC staff will have a license for Intro Black, Intro Black Alt is reserved for Communications Team use in print materials and alternate logos.

These are the fonts that should be recognized with AFC’s brand. Sometimes the main logotype fonts aren’t available or acceptable when putting together important documents. For emails, use a sans-serif font family, and for documents such as grant writing, letters, etc., that is the writer’s preference depending on the guidelines of a specific document.

All fonts should be legible, so text should be no smaller than 8pts.

Intro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Intro Black Alt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789
Secondary Font.

Montserrat is AFC’s secondary font. It is a versatile font with 18 weights. Each weight detailed below also has an italic version. It should be used in conjunction with Intro Black as subheaders and body font. Type hierarchy recommendations are detailed on the next page.

These are the fonts that should be recognized with AFC’s brand. Sometimes the main fonts aren’t available or acceptable when putting together important documents. For emails, use a sans-serif font family, and for documents such as grant writing, letters, etc., that is the writer’s preference depending on the guidelines of a specific document.

All fonts should be legible, so text should be no smaller than 8pts.

Montserrat Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat SemiBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat ExtraLight
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
Type Hierarchy Recommendations.

These are the fonts that should be recognized with AFC’s brand. The following fonts at these sizes and weights have been implemented into AFC’s website, aidschicago.org. These recommendations should generally be implemented consistently across all web and print use, though additional weights of Montserrat may be used as determined by document needs and structure.

All fonts should be legible, so text should be no smaller than 8pts.

Header 1 - INTRO BLACK ALL CAPS, AT LEAST 48 PT

Header 2 - Intro Black Sentence Case, at least 36 pt

Header 3 - Montserrat Bold, at least 28 pt

Header 4 - Montserrat Medium Italic, at least 18 pt

Header 5/Captions - Montserrat Light Italic, at least 17 pt and 20.4 pt Leading

Body Copy - Montserrat Light 12 pt, 14.4 pt Leading
Photography
Photography Examples.

AFC’s photography style is clean, bold, colorful, celebratory and people-first. Choose photos that represent AFC’s priority populations and the communities it serves in natural, relaxed and non-stigmatizing ways. Avoid images that could potentially reinforce negative stereotypes, particularly of communities of color. If possible, use photos taken by AFC staff or at AFC events by contracted photographers. If the available photos do not meet the needs of the design brief, stock photography is acceptable, but be sure to use high-quality stock images that show priority communities in a natural, non-stigmatizing and approachable ways and avoid stock imagery cliches.
Photography Tips.

1. As mentioned, try to use images from AFC’s Flickr account, available here. If you need to use stock photography, use photos from high quality sources. A few resources:
   - Unsplash.com
   - Pexels.com
   - TONL
   - Gender Spectrum Collection

2. Ensure images are sized correctly for their intended use. A list of social media image sizes is available here.

3. Ensure images have the correct resolution for their intended use. 72 DPI/PPI for web and 300 DPI/PPI for print.

4. Ensure you have the right to use imagery, either by purchasing the image license or by using a stock photography site that provide images for free.

5. If the image is of individuals from AFC events or of a client, get in contact with the individual to ensure they are comfortable with AFC using their image in the intended ways.

6. Ensure you have a media release for any individual whose photo is used in design work or marketing materials.