AIDS FOUNDATION CHICAGO BRAND GUIDE SUMMARY

There are two official logos: a full color version and a white version. See below for examples. Do not modify or edit the logo in any way, try to recreate the logo or type, and always resize proportionally. When resizing, hold down the shift key to ensure the logo stays proportional. The logo should never be sized smaller than .75" tall to ensure legibility. Stay at least 1/4" from all edges/trim and maintain 1/4" space on all sides of the logo. Avoid placing the logo flush against the edge of your document. When used over an image or background, it is important that the background does not overtake the logo.

Primary Logo

White Logo

Primary Colors

Below are the primary colors of the AIDS Foundation Chicago brand. Secondary colors are available in the full brand guide found here. The color information below represents the exact color values for web and print. PANTONE® (PMS) & CMYK colors are used for print. RGB & HEX values (#) are used for web or any on-screen viewing. Please make sure to use the appropriate color value when applying to print or web/screen.

Brilliant Red.	Aubergine.	Lake Green.	Soft White
CMYK: 21, 100, 100, 15	**CMYK:** 59, 98, 42, 42	**CMYK:** 45, 5, 49, 0	**CMYK:** 4, 0, 0, 0
RGB: 173, 30, 35	**RGB:** 86, 22, 67	**RGB:** 145, 196, 153	**RGB:** 240, 246, 247
HEX: AD1E23	**HEX:** 561542	**HEX:** 91C499	**HEX:** F0F6F7
PMS: 5316 U	**PMS:** 9016 U	**PMS:** 1515 U	**PMS:** 115-1 U

Fonts

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. A license has been purchased for all AFC staff but additional licenses can be purchased here.

Montserrat is AFC's secondary font. It is a versatile font with 18 weights. It should be used in conjunction with Intro Black as subheaders and body font. Type hierarchy recommendations are detailed in the full brand guide here. Montserrat can be downloaded for free here.

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., it is the writer's preference depending on the guidelines of a specific document, though sans-serif fonts are preferred for their legibility. All fonts should be legible, so the text should be no smaller than 8pts.

Questions?

Any questions about correct logo and brand use for AIDS Foundation Chicago can be directed to Ashley Brown, Graphic Designer at abrown@aidschicago.org.