



Accreditation Commission  
for Audiology Education

ACCREDITED

# GRAPHIC STANDARD STYLE GUIDE

# Table of Contents

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Introduction \_\_\_\_\_ 1

Branding Elements \_\_\_\_\_

    Logos \_\_\_\_\_ 2

    Logo Colors \_\_\_\_\_ 3

    Legibility \_\_\_\_\_ 4

    Proper Usage \_\_\_\_\_ 5

## Introduction

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The Accreditation Commission for Audiology Education (ACAE) wishes to provide all ACAE accredited programs with tools and resources to promote their accreditation status, including a logo to be used on your university website or other digital and print communications and materials.

# Branding Elements

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## Logo

The ACAE accredited logo has been specially designed and should only be reproduced from master artwork provided by the Communications Department.



## Preferred Logo Usage



# Branding Elements

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## Logo Colors

The official colors for ACAE Accredited are:



### Pantone® 485 (Red)

This is the preferred official color and should be used on the majority of ACAE materials.

Hex#-ef3829



### Gray (80% Black)

This is used in the bar behind the accredited text.

Hex#-333333



### Black

This color is used in the outlines of the mark as well as the text.

Hex#-000000

**NOTE:** The full color logo is preferred.

However, if a single color brand needs to be used, make sure you choose the logo that shows the branding with the most contrast—either all black on light background or all white on a dark background.



## Legibility

### Clear Space

To protect the legibility of the logo, a clear area should be left around it. No other text or image should be placed within this area. The ACAE logo should never be combined with another logo.

The clear space is defined by the height of the capital letter “a” in the word “acae.”



### Size Requirements

To protect the legibility of the logo, the stacked version should not be produced smaller than a minimal size of 1” high.

## Proper Usage

Only ACAE accredited programs are allowed to use this logo.

## Improper Usage

Used correctly, the ACAE accredited logo helps to solidify your organization's mission. With that in mind, here are some examples of ways NOT to use our logo.

- Placing within body copy or as a read-through configuration
- Stretching, skewing, rotating, or flipping
- Changing typeface of the logotype
- Adjusted proportional relationship of icon and logotype
- Used as a design element
- The icon can't only be used and the text removed
- The logo can not be updated with any other colors, icons, or additional text.

**NOTE:** ACAE logo usage does not apply to those in developing status.

