

# Brand Identity

---

## ABILITY CENTRAL LOGO

The Ability Central logo instantly identifies the organization on all communications. The logo consists of the stylized “A” framed by the name “Ability Central,” and tag line, “Sharing ideas, improving access.”

The Ability Central logo should always appear in a consistent manner, utilizing proper layout and colors as specified in these guidelines. It should be displayed clearly and in a prominent location, independent of other elements.



**ISOLATION ZONE**

The Ability Central logo should be surrounded by ample space and kept clear of other elements. The “isolation zone” around the logo is determined by the height of the name lockup as indicated in the figure below.

Any other elements used should appear far enough away, outside of the isolation zone, so that they appear independent. Any other element that appears within this isolation zone is not acceptable.



**MINIMUM LOGO SIZE**

The Ability Central logo should always be presented at a size that is easily readable. It is recommended that the size of the logo not fall below the size shown here: with the book emblem no smaller than 3/8 inch in height (width is kept proportional).



**LOGO FORMATS**

The Ability Central logo can be used in any of the following combinations. Please note that the CMYK version is the preferred option whenever possible.

Use of the one-color version is restricted to applications where one color choice is required, such as screenprinted or embroidered promotional materials. Use of the black only and reversed versions are restricted to black and white printed material only. There is no PMS version of the logo, due to the print constraints of the color gradient.

**FIGURE 1**  
**CMYK**



**FIGURE 2**  
**ONE-COLOR**



**FIGURE 3**  
**BLACK-ONLY**



**FIGURE 4**  
**REVERSED**



## PROHIBITED ALTERATIONS

The Ability Central logo should always be displayed in correct, consistent form whenever used. This is vital to the brand identity and its recognition in the community. Alterations to the logo are strictly prohibited. Use the specific logo files provided to ensure that they are displayed in correct form.



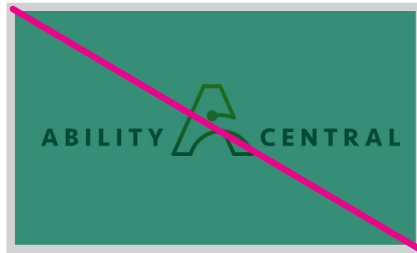
Do not change the configuration



Do not redraw or re-typeset elements



Do not distort or change the shape



Do not place the logo on a color background which makes it unreadable



Do not create new color combinations



Do not place the logo on an image background which makes it unreadable



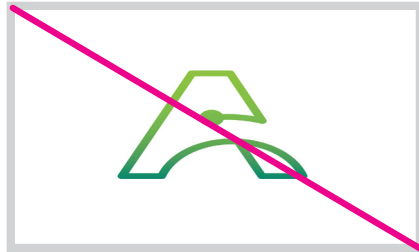
Do not create a container for the logo



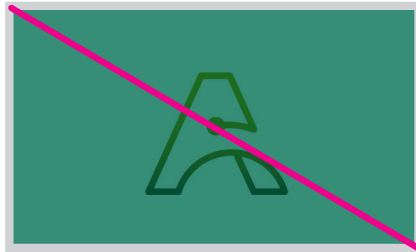
Do not combine the logo with any Ability Central program or department.

## USE OF THE MARK

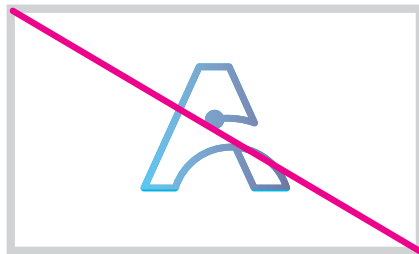
The Ability Central “A” may be used as a separate mark when in need of additional brand support, such as a favicon, social media profile image, or digital app icon. Note: the mark is not a substitute for the logo.



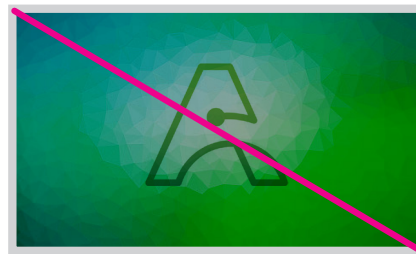
Do not distort or change the shape



Do not place the mark on a color background which makes it unreadable



Do not create new color combinations



Do not place the mark on an image background which makes it unreadable



Do not create a container for the mark



Do not use the mark as a logo for any Ability Central program or department.

## FILE FORMAT DESCRIPTION AND USAGE

File formats can effect the quality of an image so it is important to use the right one. With so many applications and file formats available, it is difficult to decipher which format to use for a specific application. Below are recommendations that will aid in choosing the correct file format to provide optimal quality. Always use the correct file format for your application.

VECTOR GRAPHICS – can be infinitely re-sized without losing image quality and maintains the exact color specifications for consistent reproduction.

File Formats – .ai, .eps

RASTER GRAPHICS – can only be reduced in size to maintain quality. Increasing the size of these graphics will severely reduce the quality.

File Formats – .psd, .tif, .jpg, .png, .gif, .pdf, .wmf

## PREFERRED FORMATS

PRINT APPLICATIONS – For any professional print job always use an Adobe Illustrator .eps. For internal applications a .jpg or .tif can be used instead. Never take a graphic off of the web for use in print materials

DIGITAL APPLICATIONS – A transparent .png is the optimal format for screen applications. A .jpg or .gif can be used as well, but do not always produce consistent results.

ENVIRONMENTAL APPLICATIONS (signage, billboards, etc.) – All environmental applications require an Illustrator .eps file format.