



Graphic Standards for Using the ACENA Name and Logo

(Updated: 30 November 2012)

Approved by Board: 11 December 2012

Association for Conductive Education in North America (ACENA) Logo

This is the corporate name and logo to be used only by ACENA CE Centers that have registered for ACENA CE Center membership and met the criteria laid out for same.

ACENA wants centers to be utilizing the ACENA logo and name in their communication and marketing efforts as doing so adds value to both the center and the North American conductive education movement.

These standards provide centers a quick guide on the appropriate use of the logo and are intended to make using the logo/name simpler and easier.

While the ACENA name and logo are not formally trademarked both "Association for Conductive Education in North America (ACENA)" and its logo are protected in their use through the fact the organization is duly registered 401(c) with the State of Illinois.

As such the ACENA name and logo may not be used by any unauthorized organization (non-registered with ACENA) or individual, unless approved by ACENA. This requirement fulfills two key functions:

- 1 It ensures a standardized, professional portrayal of ACENA to internal and external audiences; and,
- 2 It provides a clear guideline - and tools - for members to easily, accurately and professional utilize the ACENA name and logo.

GENERAL "DOS AND DON'TS"

The ACENA name and logo represents a group of dedicated professionals working to represent the quality practice of conductive education in North America. It is therefore imperative that all applications of the ACENA name and logo also reflect a quality portrayal. The name and logo should not be applied in such a way, or to products, that will reduce the quality of the logo or the professional image of ACENA (e.g., faded color due to poor print quality).

DO:

- Maintain appropriate color standards (see Name and Logo Specifications below)
- Ensure maximum visual impact by using the name and logo with appropriate amounts of protected space around the logo (i.e., ensure the logo stands alone and is not crowded)

DON'T:

- Alter the elements of the logo
- Add decorative or other elements to the logo
- Distort the logo by stretching it
- Place the logo in any questionable places (e.g., backside of pants)



Name and Logo Use Specifications



Color version



Black or one color only version

Minimum size:

Logo height must be no less than 0.5"

Font:

Bauhaus

Logo colors:

Green: PMS #361 (R: 46 G: 177 B: 53)

Blue: PMS # 285 (R: 0 G: 114 B: 207)

Registered ACENA Centers are required to use the ACENA logo and "An ACENA Center" wording on:

Center website Center Facebook/Twitter site	Center brochures Center annual report
--	--



Registered ACENA Centers may also consider use of the ACENA logo and “An ACENA Center” wording on:

<p>Communication Tools Poster Banners Flyer Print Ads (e.g., community papers) Signage Display panels PowerPoint eNews</p> <p>Acknowledgement Materials Certificates Ribbons Medals</p>	<p>Stationary Letterhead Envelope Business card</p> <p>Participant reports</p>
--	---

Logo Revocation

The Association for Conductive Education in North America (ACENA) has the right to revoke the use of the ACENA name and logo according to the terms of individual and center membership applications.