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**Please Note:** The family and consumer sciences icons and tagline are owned by the American Association of Family & Consumer Sciences (AAFCS) and can only be used with written permission from AAFCS.

For more information, please contact AAFCS:
- website: www.aafcs.org
- email: pr@aafcs.org
The horizontal version is preferred. The vertical version is secondary.

The FCS wordmark is set in MINION PRO Medium.

The logo should be reproduced from available logo files. The color logos are supplied in 4 color/CMYK process as well as 3 Pantone/PMS ink colors.

FOUR COLOR:

- All type and 1st “person”: Darkest Blue: 100/95/0/15
- 2nd “person”: Teal: 100/30/0/20
- 3rd/tallest “person”: Purple: 78/74/0/12
- 4th/shortest “person”: Blue: 100/82/0/30

3 PANTONE COLORS:

- PMS 2745 C = PURPLE
- PMS 2757 C = BLUE
- PMS 3015 C = TEAL

Wordmark is also BLUE
LOGO DESIGN

BLACK & WHITE: PREFERRED AND SECONDARY VERSIONS

The horizontal version is preferred. The vertical version is secondary.

The FCS wordmark is set in MINION PRO Medium.

The logo should be reproduced from available logo files. The black and white logos are supplied in grayscale.

3 TINTS OF BLACK:
75% BLACK = PURPLE
90% BLACK = BLUE
50% BLACK = TEAL
100% BLACK = Wordmark

SEE PAGE 7 FOR SPECIFIC GUIDELINES ON ICON USAGE AND SIZING.

Preferred Version

Secondary Version
LOGO DESIGN

FOUR COLOR AND PANTONE: PREFERRED AND SECONDARY TAGLINE VERSIONS

The horizontal version is preferred. The vertical version is secondary.

The FCS wordmark is set in MINION PRO Medium. The tagline is set in MINION PRO Semibold Italic.

The logo should be reproduced from available logo files. The color logos are supplied in 4 color/CMYK process as well as 3 Pantone/PMS ink colors.

FOUR COLOR:

All type and 1st “person”: Darkest Blue: 100/95/0/15
2nd “person”: Teal: 100/30/0/20
3rd/tallest “person”: Purple: 78/74/0/12
4th/shortest “person”: Blue: 100/82/0/30

3 PANTONE COLORS:

PMS 2745 C = PURPLE
PMS 2757 C = BLUE
PMS 3015 C = TEAL

Wordmark and Tagline are also BLUE
The horizontal version is preferred. The vertical version is secondary.

The FCS wordmark is set in MINION PRO Medium. The tagline is set in MINION PRO Semibold Italic.

The logo should be reproduced from available logo files. The black and white logos are supplied in grayscale.

3 TINTS OF BLACK:
- 75% BLACK = PURPLE
- 90% BLACK = BLUE
- 50% BLACK = TEAL
- 100% BLACK = Wordmark

SEE PAGE 7 FOR SPECIFIC GUIDELINES ON ICON USAGE AND SIZING.
It is critical to consider logo size in its use. If it is too small, it will not reproduce properly. The size shown here, 2” wide, is the minimum width that can be used. The logo will not print clearly if reproduced smaller and legibility will be impaired.

The recommended surround space should always be maintained around the logo as shown on this page. The “X" height equals the height of the capital letters “FCS.” This “X" height space is maintained around the entire logo as shown on this page. This will keep the logo legible in all situations when observing the size limitations indicated above. It is crucial to preserve the integrity of the identity.

The icon and wordmark should be used in conjunction with each other. Variations from the approved form of the icon and wordmark will tend to dilute the effectiveness of the overall system.

It is important to keep the icon and wordmark free of surrounding shapes and conflicting design or typographic elements. Therefore, a white space should be reserved around the icon and wordmark with each use.

Type and all graphic elements should not intrude into this space. It must remain uncluttered and clean.

The “X” height space is maintained around the entire logo as shown on this page. This will keep the logo legible in all situations when observing the size limitations indicated above. It is crucial to preserve the integrity of the identity.
It is critical to consider logo size in its use. If it is too small, it will not reproduce properly. The size shown here, 1 3/4” tall, is the minimum height that can be used. The logo will not print clearly if reproduced smaller and legibility will be impaired. The recommended surround space should always be maintained around the logo as shown on this page. Type and all graphic elements should not intrude into this space. It must remain uncluttered and clean.

The “X” height equals the height of the capital letters “FCS.” This “X” height space is maintained around the entire logo as shown on this page. This will keep the logo legible in all situations when observing the size limitations indicated above. It is crucial to preserve the integrity of the identity.

This logo cannot be reversed out of a background color due to the gradients in the icon. It should always appear on a white field.
The primary font for use with FCS printed and marketing materials is the MYRIAD PRO family of type. This typeface is one of the most readable typefaces available and creates a very professional impression. MYRIAD PRO Black should be used for headlines. MYRIAD PRO Regular should be used for setting text copy. Other weights in the MYRIAD PRO family are available and can be used for additional variety when needed.

NOTE: MYRIAD PRO can be used in the text of a letter, magazine, or newsletter when the copy needs to be easily readable.

For WEB production, the font nearest to MYRIAD PRO is ARIAL Regular and ARIAL Bold. Use ARIAL if MYRIAD PRO is unavailable.
This demonstrates how the FCS logo can be co-branded on another organization’s website—in this case, the AAFCS website. Note the white background behind the FCS logo and how size guidelines have been followed.
MEMBERS OF AAFCS HAVE MANY OPPORTUNITIES TO:

- Collaborate with family and consumer sciences professionals and students across multiple practice settings and content areas.
- Receive recognition through awards, fellowships, scholarships, and grants.
- Expand their expertise through face-to-face events, webinars, professional journals, online resources, and advocacy tools.

GROW AND ACCOMPLISH MORE WITH AAFCS!

For additional guidance on co-branding, please contact pr@aafcs.org.