

Please follow this summary of the ACFR Graphic Standard for standard applications of the ACFR 'corporate' identity for use outside the University. Logos and document templates are held at \\Redwood\public\General Information\ACFR\Publications Info\Graphics Standard

Primary Logo



Permissible Variations

Greyscale



Colour Reversed



Greyscale Reversed



ACFR Colours

	PMS	4C (CMYK)	RGB	Greyscale	Greyscale Rev
	ACFR Dk Blue	—	92, 82, 00, 00	051, 076, 160	100% Black
	ACFR Md Blue	—	73, 57, 00, 00	085, 112, 182	75% Black
	ACFR Lt Blue	—	73, 35, 00, 00	063, 141, 204	50% Black
	ACFR Red	—	00, 98, 80, 00	238, 036, 059	100% Black

Choosing the Right Logo Format for a Traditionally-Printed Item

PMS

Since the ACFR logo will always be printed using CMYK printing a PMS (Pantone Matching System) version has not been produced.

CMYK - Print



Greyscale - Print



Reversals - Print



Note!

If 'double-clicking' an image icon does not 'open' a file to see what it looks like, you simply may not have the program in which the file was originally created.

To see files like these you should INSERT them in a word processing or page layout document from programs like *Word* or *InDesign*.

On a PC, Word may not 'see' a ACFR_4C.tif file.

Four colour process (or CMYK) printing simulates realistic colour by overlaying four 'screens' of cyan, magenta, yellow and black dots.

Files that can separate into these four screens are called: [ACFR_4C.eps](#), [ACFR_4C.tif](#), [ACFR_4C.jpg](#)

Greyscale or single colour printing is used when 2 colour or CMYK printing cannot be used. The ACFR logo does not have a solid black option, because it uses a 'tone' of black in certain elements.

Files for Greyscale are called: [ACFR_GS.eps](#), [ACFR_GS.tif](#), [ACFR_GS.jpg](#)

When the logo must be seen over a solid dark background a 'reversed' logo is used. Given the colour breakdown of the logo, the reversed version uses 'white' (the colour of the paper it's printed on) where Dk Blue normally appears.

Please be sensitive to the background colour!

Files that reverse are: [ACFR_Rev_4C.eps](#), [ACFR_Rev_GS.eps](#), [ACFR_Rev_RGB.emf](#), [ACFR_Rev_GS.emf](#)

RGB – Electronic Files

Used for the Internet, video and all electronic presentations. The CMYK, Greyscale and Reversed formats described above cannot be used for electronic files.

Although they may LOOK the same, their colour MODE is different. Only use RGB files for these applications.

Files in RGB format are called: [ACFR_RGB.emf](#), [ACFR_RGB.jpg](#), [ACFR_RGB.png](#), [ACFR_RGB.wmf](#)

Vector vs. Bitmapped

All .eps files are vector based, resolution-independent files which allow the user to enlarge the logo to any size. Vector based formats should **always** be preferred to bitmapped formats.

Use .emf (Enhanced Metafile) format in MS Office and similar applications.

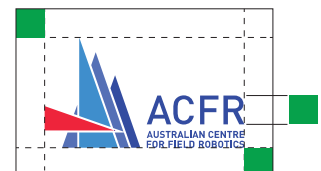
All other files are 'bitmapped' and limited to a maximum physical size which must not be exceeded (i.e. do not enlarge beyond 100%).

Maintaining the Integrity of the Logo

Minimum Size In Print (includes logotype)



Minimum Clear Space



Fonts

The ACFR corporate font is a subset of the DIN family: DIN Regular, DIN Medium, DIN Light and DIN Bold – a sample of DIN Bold is given below.

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxy z 1234567890 { [! @ # \$ % ^ & * _ + = \ : ; ' " < , > . ? / ~ ` } }

For everyday use, Arial is used.

NEVER attempt to redraw or re-colour the ACFR logo. **NEVER** use the logo taken from this document or from a web page.