



Association for  
Computing Machinery

*Advancing Computing as a Science & Profession*

## ACM Visual Identity Standards



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### *Using the ACM logo and visual identity standards*

Our visual identity is more than just the ACM logo. It's a system of distinctive visual elements with which to create compelling ACM-branded communications.

A strong brand identity system will help ACM become more tangible and relevant to our key audiences by:

- Expressing our vision and positioning
- Creating a focused, consistent impression in the minds of our constituents
- Strengthening the bond between ACM and its stakeholders
- Making our offerings unique and recognizable

Our "branding elements" are the individual components that make up our visual identity. They include our logo, color palette, typography, photography and graphic motifs.

It is our aim to make the ACM brand more recognizable for audiences around the world. Consistent use of our visual identity system will result in strategically appropriate and memorable ACM communications. It is our goal that all ACM-branded communications reinforce our position as an organization dedicated to delivering resources that advance computing as science and a profession.

These visual identity standards give you the tools you need to implement the ACM brand identity as intended.

### ACM Visual Identity Standards

Thank you in advance for adopting these standards. It is all of our responsibility to create a powerful ACM brand – one that will make our marketing and communications materials work harder for us.

If you have any questions regarding these standards, please contact ACM via email at: [mktg@acm.org](mailto:mktg@acm.org)

## 2.00 Basic Elements:

ACM Logo –  
Basic Configuration

ACM Visual Identity Standards

### *Introduction to the ACM logo*

The ACM logo is our most important visual asset and the cornerstone of our identity system.

It embodies our brand promise and supports our core attributes – bold, innovative, technological leadership.

Our logo serves as a visual reminder of the experiences our constituents have with our brand and the services we provide.

The ACM logo has three components:

- The “ACM Diamond” symbol
- The ACM word mark
- The ACM tagline

*“ACM Diamond” symbol*

*ACM word mark*

*ACM logo*



**Association for  
Computing Machinery**

*Advancing Computing as a Science & Profession*

*ACM tagline*

## 2.01 Basic Elements:

ACM Logo –  
Tagline Placements

*Our tagline helps define who we are and makes our mission known to the world. As such, it is important that the tagline appears consistently and on as many pieces of communications as possible.*

### Tagline placement

Our tagline, "Advancing Computing as a Science & Profession," should be synonymous with the ACM name. To make this happen, the tagline should be placed in a consistent position near the ACM logo.

There are two possible tagline alignments:

- Preferred vertical alignment
- Alternate horizontal alignment

**Preferred:** Tagline appears below the "ACM Diamond" symbol and is aligned vertically and flush left with the ACM word mark

**Alternate:** Tagline appears to the right of the ACM logo and aligns with the second line of the ACM word mark

## ACM Visual Identity Standards

### Vertical alignment

The tagline is always aligned flush left with the word mark and below the "ACM Diamond." The preferred distance of the tagline from the bottom of the "ACM Diamond" is half the height of the diamond symbol.

On space-limited applications the tagline may be moved closer to the logo, but never closer than the lowest point of the diamond.

1/2 diamond height =  
distance of preferred  
tagline lockup

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1 diamond width

1 diamond width = minimum distance between  
ACM logo and horizontal tagline placement

## 2.02 Basic Elements:

ACM Logo – Tagline

Size Relationship

ACM Visual Identity Standards

*This page explains the size relationship between the ACM tagline and the ACM logo.*

*Always use master artwork of the ACM logos supplied by ACM.*

### Tagline type face

Always use Myriad Pro Italic when creating the ACM tagline.

### Sizing of tagline

The size of the ACM tagline is directly proportional to the ACM word mark. Set the tagline type at 90% the type size of the ACM word mark.

### Other considerations

- Contact ACM at [mktg@acm.org](mailto:mktg@acm.org) with questions or requests regarding the use of the ACM logo and tagline.
- The ACM logo and tagline are available at:  
<http://www.acm.org/identitystandards>



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*The ACM tagline is sized at 90% of the ACM word mark type size*

## 2.03 Basic Elements:

ACM Logo –  
Primary Full-Color  
Versions

*The full-color ACM logo is the primary, preferred visual expression. It is the purest representation of our organization and should be used as often as possible. There are two versions of the primary full-color logo:*

- *Full-color gradient ACM diamond symbol with a black word mark*
- *Full-color gradient ACM diamond symbol with a white word mark*

### When do I use the full-color logo?

- Use the full-color logo as frequently as possible to maximize recognition and memorability of the ACM brand.
- Where feasible, the full-color logo is always the preferred visual expression of our brand.

### Color

The “ACM Diamond” is reproduced in ACM Blue. The word mark prints either black, ACM Blue or white.

The full-color ACM logo may be reproduced on both a light- and dark-colored background. Please ensure there is proper contrast to maintain proper legibility of the logo.

### ACM Visual Identity Standards

#### Other considerations

- Do not alter the full-color ACM logo artwork in any way.



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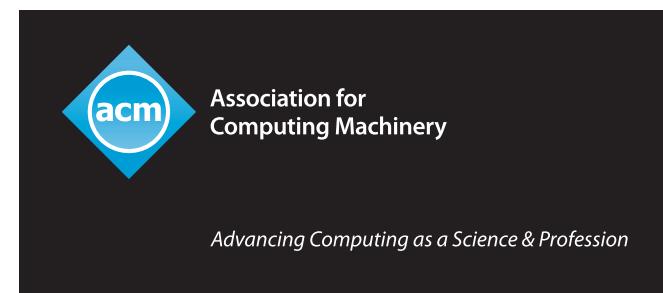
*Advancing Computing as a Science & Profession*

Preferred full-color gradient logo on a white background



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*Advancing Computing as a Science & Profession*



Preferred full-color gradient logo on a black background

## 2.04 Basic Elements:

ACM Logo –  
Secondary One-Color  
Versions

### ACM Visual Identity Standards

*The secondary one-color ACM logos are alternate visual expressions of the ACM brand. There are three versions of the one-color brand mark:*

- *One-color gradient ACM diamond symbol with a ACM Blue word mark*
- *One-color gradient, grayscale ACM diamond symbol with a black word mark*
- *One-color gradient, grayscale ACM diamond symbol with a white word mark*

#### When do I use the one-color logo?

The one-color blue versions of the ACM logo is used when cost or reproduction requirements prevent the use of full-color versions of the logo.

Grayscale versions of the ACM logo are needed when cost or reproduction requirements prevent the use of color versions of the logo such as in newspapers and advertising.

#### Color

The “ACM Diamond” and word mark are produced in ACM Blue or grayscale.

The full-color ACM logo is best reproduced onto light-colored or white backgrounds. Please ensure there is proper contrast to maintain adequate legibility of the logo.

#### Other considerations

- Do not alter the one-color ACM logo artwork in any way.



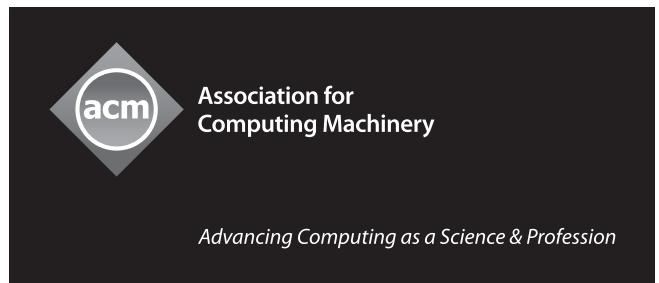
*Advancing Computing as a Science & Profession*

One-color gradient logo on a white background



*Advancing Computing as a Science & Profession*

One-color gradient, grayscale logo on a white background



*Advancing Computing as a Science & Profession*

One-color gradient, grayscale logo on a black background

## 2.05 Basic Elements:

ACM Logo –  
Premium Items –  
Flat Versions

*The flat versions (without gradient) of the ACM logos are alternate visual expressions of the ACM brand. There are five versions of the ACM logos:*

- A: Full-color flat ACM diamond symbol with a black word mark
- B: One-color flat ACM diamond symbol with a ACM Blue word mark
- C: Flat black ACM logo on a white or light background
- D: Full-color flat ACM diamond symbol with a white word mark
- E: Reversed ACM logo on a black or dark background

### When do I use the flat logos?

Flat logos will be used primarily on premium items and merchandise such as t-shirts, hats, calculators, mugs and pens.



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*Advancing Computing as a Science & Profession*

Alternate full-color flat logo on a white background  
(for limited applications only – see above)



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*Advancing Computing as a Science & Profession*

Alternate one-color flat logo on a white background  
(for limited applications only – see above)



Association for  
Computing Machinery

*Advancing Computing as a Science & Profession*

Alternate one-color flat logo on a white background  
(for limited applications only – see above)

The one-color black logo may be used on fax transmittals or photo-copied correspondence.

### Color

- The “ACM Diamond” is reproduced in flat ACM Blue, black or white. The word mark prints either ACM Blue, black or white.

### Other considerations

- Do not alter the flat versions of the ACM logos in any way.



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*Advancing Computing as a Science & Profession*

Alternate full-color flat logo on a black background  
(for limited applications only – see above)



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Computing Machinery

*Advancing Computing as a Science & Profession*

Alternate one-color reversed flat logo on a black background  
(for limited applications only – see above)

*The ACM logo may only appear on backgrounds that do not impede on its legibility. Follow the standards presented on this page as a general guide. Never position the ACM logo in a way where it can not be seen or read instantly.*

#### Flat color backgrounds

The ACM logo requires a background that provides enough contrast to ensure legibility. The positive full-color, one-color and black and white versions of the ACM logo can be placed on colors with a grayscale value no greater than 20% black. Reversed full-color and black and white versions of the ACM logo can be placed on colors with a grayscale value no less than 65% black.

#### Image and graphic backgrounds

The positive full-color and black and white versions of the ACM logo can be placed on imagery and graphic backgrounds that do not hinder legibility and have a grayscale value no greater than 20% black. Reversed full-color and black and white versions of the ACM logo can be placed on imagery and graphic backgrounds that do not hinder legibility and have a grayscale value no less than 65% black.

#### Other considerations

Do not place the ACM logo on any background that reduces legibility.



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20% black

*Advancing Computing as a Science & Profession*

ACM logo on a light-colored background not darker than 20%



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Computing Machinery

65% black

*Advancing Computing as a Science & Profession*

ACM logo on a dark-colored background not lighter than 65%



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Computing Machinery

*Advancing Computing as a Science & Profession*

ACM logo on a light-colored graphic background



Association for  
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*Advancing Computing as a Science & Profession*

ACM logo on a light-colored image background

## 2.07 Basic Elements:

ACM Logo –  
Stand-Alone  
“ACM Diamond”

*The “ACM Diamond” may appear in limited instances without the ACM word mark.*

### **When can I use the “ACM Diamond” as a stand-alone element?**

Although acceptable, this application of the “ACM Diamond” as a stand-alone element is not preferred.

Presentation of the “ACM Diamond” without the word mark is subject to approval from ACM.

The “ACM Diamond” may appear by itself in limited applications such as promotional items, signage, decorative items and online icons, such as “favicons.”

### **Other considerations**

Contact ACM at [mktg@acm.org](mailto:mktg@acm.org) with questions or requests regarding acceptable use of the stand-alone “ACM Diamond”.



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*Preferred: “ACM Diamond” symbol configured with the ACM word mark*



*Acceptable on an approval-only basis: “ACM Diamond” symbol without the ACM word mark*

## 2.08 Basic Elements:

ACM Logo –  
Minimum Size and  
Clear Space

*Clear space and minimum size requirements are rules which help ensure the clear visibility and legibility of a logo. These guides prevent them from being crowded by other graphics or appearing in sizes too small to be legible.*

### What is the minimum size and why is it important?

Minimum size is the smallest the ACM logo may appear. The size has been selected to ensure clarity and legibility of our logo in all applications.

The ACM logo must be no smaller than .5" in height.

### Minimum size requirements



*Advancing Computing as a Science & Profession*

X = height of diamond

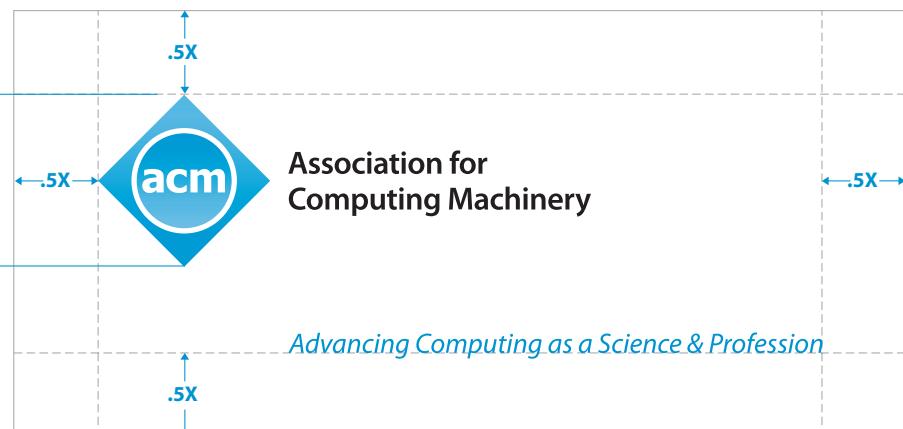
### What is clear space and why is it important?

Clear space is the area surrounding the ACM logo that is free of text or graphics. It ensures the visual integrity of our primary asset.

Use half the height of the "ACM Diamond" to determine the clear space around the logo.

### Other considerations

- Clear space requirements apply to all applications, e.g., advertising, sales literature, print, web and promotional items. An exception may be made on limited-space applications such as business cards where one half of the indicated clear space may be sufficient.
- Always use the measurements provided to determine minimum size.
- Do not size from the examples below.



Minimum clear space requirements

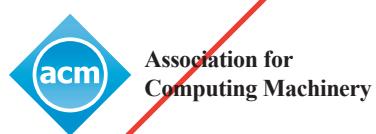
## 2.09 Basic Elements:

### ACM Logo – Improper Usage

*The consistent visual presentation of the ACM logo is vital in preserving the integrity and recognizability of the identity. Using a consistent visual presentation of the logo will help us maximize recall and build our reputation.*

*The following are examples of unauthorized variations of the ACM logo.*

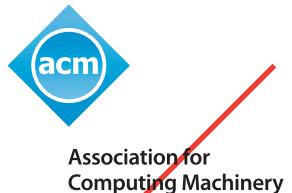
**No component of the ACM logo should be redrawn or altered in any way. Only use authorized digital art released by ACM.**



**Do not** substitute other fonts or typography styles for the ACM word mark



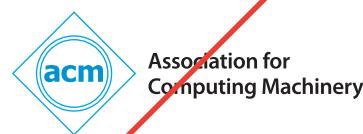
**Do not** change the size relationship between the diamond symbol and the word mark



**Do not** alter the alignment of the word mark with the diamond symbol



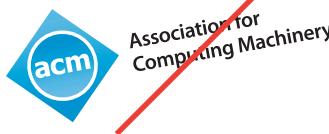
**Do not** use the ACM diamond symbol within headlines or text



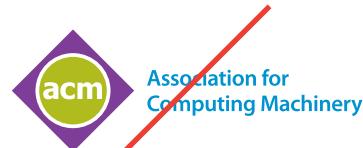
**Do not** outline the logo



**Do not** use drop shadows or other graphic embellishments on the ACM logo



**Do not** reproduce the logo on an angle

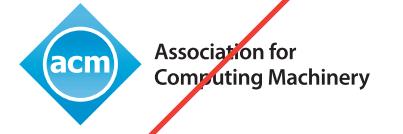


**Do not** reproduce the logo using unauthorized colors

### ACM Visual Identity Standards



**Do not** place the logo over complex imagery or draw a key line around logo



**Do not** alter the gradients within the diamond logo



**Do not** attach type or graphic elements to the logo



**Do not** reproduce the logo on a complex pattern

## 2.10 Basic Elements:

ACM Logo – File Naming Convention

ACM Visual Identity Standards

*The specially created artwork files for the ACM logos follow a specific file naming convention so you can understand the contents of each file and locate them easily.*

### What does a file name consist of?

A file name contains the following information and is separated by underscore lines:

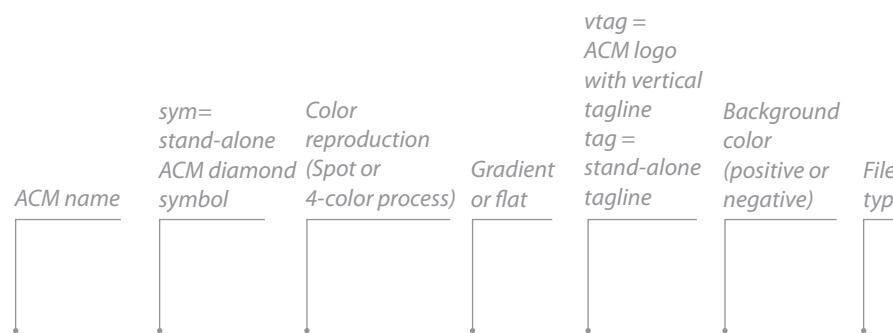
- ACM name
- Stand-alone ACM diamond symbol
- Color reproduction
- Gradient or flat
- Logo with vertical tagline or stand-alone tagline
- Background color
- File type

### Other considerations

- Each part of the file name serves as an abbreviated form of information about the file.
- All file names should consist of lowercase letters and use underscores to separate information, no spaces.

### ACM logo artwork files

- On the following pages (2.11 and 2.12) you will find matrices of the variations of the logos available through ACM at:  
<http://www.acm.org/identity standards>
- Do not use any other artwork for the ACM logos.



**acm\_sym\_2s\_grad\_vtag\_pos.eps**

The file contents description is further clarified by the following letter or letters.  
It indicates colors used to make up the logo artwork.

4c = four-color = The artwork is four-color process (CMYK)

2s = two-color spot = The artwork is two match colors

1s = one-color spot = The artwork is ACM Blue

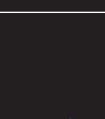
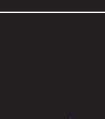
k = black = The artwork is black or grayscale

rgb = The artwork is RGB and for web usage

## 2.11 Basic Elements:

### ACM – Logo Matrix

### ACM Visual Identity Standards

Usage	Logo file name	Positive	Logo file name	Reverse
 4-Process – gradient cyan, magenta, black	Print Communications	 acm_4c_grad_pos.eps	 acm_4c_grad_rev.eps	 Association for Computing Machinery
 2-Spot – gradient PANTONE Process Blue C, black	Stationery, Print Communications	 acm_2s_grad_pos.eps		 Association for Computing Machinery
 1-Spot – gradient PANTONE Process Blue C	Limited-color Print Communications	 acm_1s_grad_pos.eps		 acm_1s_grad_rev.eps
 Black – gradient black	Newsprint, Print Communications, Advertising, Fax Transmittals	 acm_k_grad_pos.eps		 acm_k_grad_rev.eps
 RGB – gradient screen colors	PowerPoint Presentations, Web Sites	 acm_rgb_grad_pos.ai		 acm_rgb_grad_rev.ai
 2-Spot – flat PANTONE Process Blue C, black	Merchandise, Premium Items, Newsprint	 acm_2s_flat_pos.eps		 acm_2s_flat_rev.eps
 1-Spot – flat PANTONE Process Blue C	Merchandise, Premium Items, Newsprint	 acm_1s_flat_pos.eps		 acm_1s_flat_rev.eps
 Black – flat black	Merchandise, Premium Items, Newsprint, Fax Transmittals	 acm_k_flat_pos.eps		 acm_k_flat_rev.eps

## 2.12 Basic Elements:

### ACM Visual Identity Standards

#### ACM – Logo Matrix with Tagline

	Usage	Logo file name	Positive	Logo file name	Reverse
	Print Communications	<b>acm_4c_grad_vtag_pos.eps</b>	 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>	 Association for Computing Machinery <b>acm_4c_grad_vtag_rev.eps</b> <i>Advancing Computing as a Science &amp; Profession</i>	
	Stationery, Print Communications	<b>acm_2s_grad_vtag_pos.eps</b>	 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>		 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>
	Limited-color Print Communications	<b>acm_1s_grad_vtag_pos.eps</b>	 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>	<b>acm_1s_grad_vtag_rev.eps</b>	
	Newsprint, Print Communications, Advertising, Fax Transmittals	<b>acm_k_grad_vtag_pos.eps</b>	 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>	<b>acm_k_grad_vtag_rev.eps</b>	 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>
	PowerPoint Presentations, Web Sites	<b>acm_rgb_grad_vtag_pos.ai</b>	 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>	<b>acm_rgb_grad_vtag_rev.ai</b>	 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>
	Merchandise, Premium Items, Newsprint	<b>acm_2s_flat_vtag_pos.eps</b>	 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>		 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>
	Merchandise, Premium Items, Newsprint	<b>acm_1s_flat_vtag_pos.eps</b>	 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>	<b>acm_1s_flat_vtag_rev.eps</b>	 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>
	Merchandise, Premium Items, Newsprint, Fax Transmittals	<b>acm_k_flat_vtag_pos.eps</b>	 Association for Computing Machinery <i>Advancing Computing as a Science &amp; Profession</i>		 Association for Computing Machinery <b>acm_k_flat_vtag_rev.eps</b> <i>Advancing Computing as a Science &amp; Profession</i>

## 2.13 Basic Elements:

ACM – Logo Matrix  
for Stand-alone Diamond  
Symbol and Tagline

ACM Visual Identity Standards

Usage	Stand-alone ACM diamond symbol file name and artwork	Stand-alone tagline file name and artwork	
 <b>4-Process – gradient</b> cyan, magenta, black	Print Communications <b>acm_sym_4c_grad_pos.eps</b>		<i>Advancing Computing as a Science &amp; Profession</i> <b>acm_4c_tag_pos.eps</b>
 <b>1-Spot – gradient</b> PANTONE Process Blue C	Print Communications Limited-color Print Communications <b>acm_sym_1s_grad_pos.eps</b>		<i>Advancing Computing as a Science &amp; Profession</i> <b>acm_1s_tag_pos.eps</b>
 <b>Black – gradient</b> black	Newsprint, Print Communications, Advertising, Fax Transmittals <b>acm_sym_k_grad_pos.eps</b>		<i>Advancing Computing as a Science &amp; Profession</i> <b>acm_k_tag_pos.eps</b>
 <b>RGB – gradient</b> screen colors	PowerPoint Presentations, Web Sites <b>acm_sym_rgb_grad_pos.ai</b>		<i>Advancing Computing as a Science &amp; Profession</i> <b>acm_rgb_tag_pos.ai</b>
 <b>1-Spot – flat</b> PANTONE Process Blue C	Merchandise, Premium Items, Newsprint <b>acm_sym_1s_flat_pos.eps</b>		
 <b>Black – flat</b> black	Merchandise, Premium Items, Newsprint <b>acm_sym_k_flat_pos.eps</b>		
 <b>Black – flat – reversed</b> black	Merchandise, Premium Items, Newsprint <b>acm_sym_k_flat_rev.eps</b>		<i>Advancing Computing as a Science &amp; Profession</i> <b>acm_k_tag_rev.eps</b>

## 2.14 Basic Elements:

ACM Branding Elements –  
Color Palette

*Color facilitates quick recognition and enhances the memorability of the identity system. Like other identity elements, color requires consistent application to contribute to an integrated system.*

*There are two color palettes found in the ACM visual identity system, primary and secondary. The primary color palette is comprised of colors used in the logo, as well as the backgrounds on which it is staged. The secondary color palette has been selected to complement the primary palette. Those colors are used as accents to add interest to your communications.*

*Do not reproduce the ACM logo using the secondary color palette.*

The colors of our primary palette have been selected for their ability to convey our distinct attributes – bold, innovative technology leading. Using the colors consistently in all your communications will strengthen brand recognition and distinguish our services in the marketplace.

The ACM color palette includes a distinctive range of colors and is an essential part of the visual identity system. These colors may not be substituted.

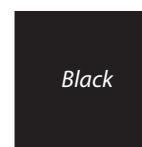
### Other considerations

The colors shown on this page and throughout this manual are not intended to match the PANTONE® Color Standards. PANTONE is a registered trademark of PANTONE, Inc.

*The ACM primary color palette is used for the logo colors as well within communications*



ACM Blue



Black



White

PANTONE Process Blue C  
C100, M10, Y0, K10  
R1, G130, B172

Black  
C0, M0, Y0, K100  
R0, G0, B0

White  
C0, M0, Y0, K0  
R255, G255, B255



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**Do not** reproduce the ACM logo using the secondary colors shown below

*The ACM secondary color palette is used as accents to add interest to your communications*



ACM  
Yellow



ACM  
Orange



ACM  
Red



ACM  
Light Blue



ACM  
Green



ACM  
Purple



ACM  
Dark Blue

PANTONE 116C  
C0, M16, Y100, K0  
R255, G214, B0

PANTONE 138C  
C0, M42, Y100, K1  
R252, G146, B0

PANTONE Red 032C  
C0, M90, Y86, K0  
R253, G27, B20

PANTONE 297C  
C49, M1, Y0, K0  
R131, G206, B226

PANTONE 383C  
C20, M0, Y100, K19  
R166, G188, B9

PANTONE 259C  
C55, M100, Y0, K15  
R101, G1, B107

PANTONE 294C  
C100, M58, Y0, K21  
R9, G53, B122

## 2.15 Basic Elements:

ACM Branding Elements –  
Typography

*Typography is a basic graphic ingredient equal in importance to any other visual element in the identity system.*

*Examples of usage include the ACM logotype, headlines and text in advertising, brochures, stationery, forms and any other printed communications.*

Myriad Pro is a typeface selected specifically for use on ACM communications. It is a modern and bold typeface that visually represents the leading edge qualities of ACM.

There are several different weights and styles of Myriad Pro to accommodate our broad range of application requirements.

Myriad Pro can be purchased through online type sources, including <http://www.adobe.com>.

**While Myriad Pro is preferred, Arial or Helvetica may be used if Myriad Pro is not available.**

### **When do I use the Myriad typeface?**

Use it on all marketing communications and covers of materials including print collateral, advertising and direct mail.

The only applications that may use an alternate face are digital applications and within correspondence. In those instances, Arial or Helvetica may be used as an alternative.

Questions regarding the use of typefaces should be addressed to ACM via email at: [mktg@acm.org](mailto:mktg@acm.org).

#### **Myriad Pro Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### **Myriad Pro Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### **Myriad Pro SemiBold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### **Myriad Pro SemiBold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### **Myriad Pro Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### **Myriad Pro Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## 2.16 Basic Elements:

ACM Branding Elements –  
Photography

*One of the most powerful ways to present ourselves is through the content and style of the images in our communications. The innovative spark and strong underlying community that ACM enables is the basis for selecting imagery.*

ACM photography should represent the positive, emotional benefits of the brand. Images may range from those depicting community-building to those exemplifying innovation.

This page shows examples of acceptable imagery to create a visual style that will help differentiate ACM, give our communications impact, and make a memorable impression.

Examples for “Community” imagery



Examples for “Innovation” imagery



## 3.00 Print Literature

ACM Grid System and Graphic Motif

*The ACM graphic motif is inspired by the "ACM Diamond" symbol in the ACM logo.*

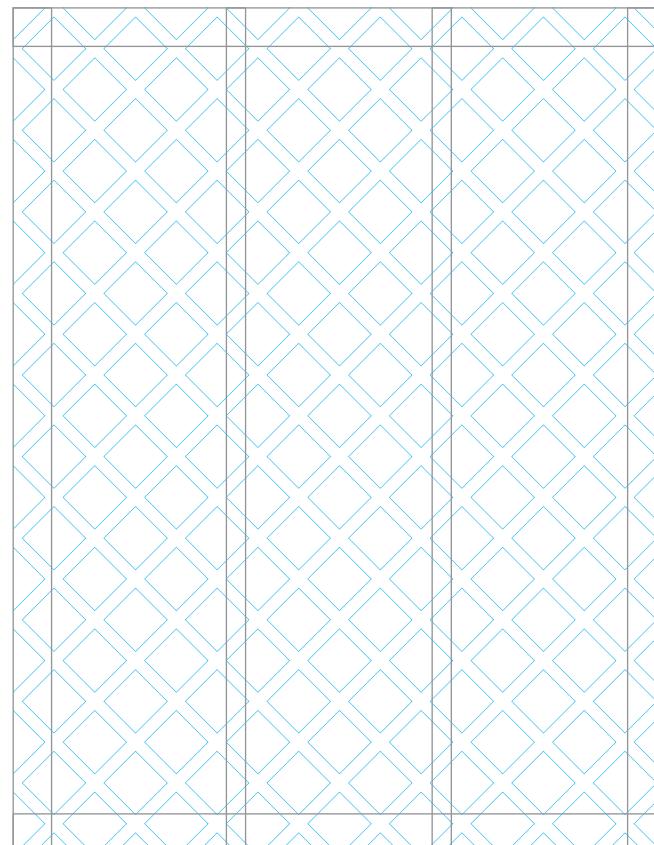
*The motif extends the visual language of our brand, helping us to create a distinct and consistent ACM visual presence across all our marketing and communications.*

*The examples shown on this page illustrate the use of the grid system. The blue diamonds of the grid or gray lines of the text columns never print.*



### How to use the graphic motif

Use a variety of diamond sizes that are aligned with the grid, containing ACM imagery or colors from our color palette. Allow for sufficient white or light colored space surrounding the diamonds. This will create a clear and not too "overcrowded" look.



Grid is shown at 40% of actual size

## ACM Visual Identity Standards

### Application

A variety of applications based on the diamond grid have been specifically created for ACM communications. Refer to the following pages for guidance in correctly applying the diagonal grid.

Template artwork for the diagonal grid and select print literature formats are available at:  
<http://www.acm.org/identitystandards>



The 20th IEEE/ACM International Conference on  
Automated Software Engineering

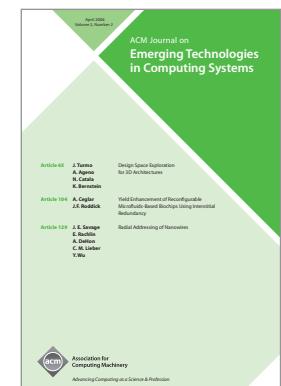
Long Beach, California, USA  
November 2-11, 2007

Sponsored By:

IEEE Computer Society  
ACM SIGART  
SIGPLAN  
SIGART

Institute of Software Research,  
University of California, Irvine  
University of Southern California  
City University, London  
University of Bristol  
University of Information  
and Computer Sciences

ISRN  
Software Engineering  
bren:school  
ISRN



Publication covers are shown at 20% of actual size

## 3.01 Print Literature

8.5" x 11" Brochure Covers

*Our 8.5" x 11" brochure format results in a common and recognizable look from one piece to the next. It helps us achieve our goal of creating consistency across all ACM communications.*



Brochure covers are shown at 20% of actual size

### Dimensions

- 8.5" x 11" folded

### Print process

- Offset lithography

### ACM logo

- Preferred full-color gradient ACM logo on a white or light background

- Do not alter the logo artwork or brochure format in any way.

### ACM Visual Identity Standards

### Typography

- Myriad Pro is used for all headlines and body copy.

### Artwork

- *Logo file names:*  
acm\_4c\_grad\_vtag\_neg.eps  
acm\_4c\_grad\_vtag\_pos.eps



Brochure cover is shown at 40% of actual size

## 3.02 Print Literature

4" x 9" and 3.625" x 8.5"

Vertical and Horizontal

Brochure Covers

*Our 4" x 9" and 3.625" x 8.5"  
brochure formats result in a  
common and recognizable  
look from one piece to the next.  
It helps us achieve our goal of  
creating consistency across all  
ACM communications.*



Brochure covers are shown at 40% of actual size

### Sample Dimensions

- A: 9" x 4" folded
- B: 4" x 9" folded
- C: 3.625" x 8.5" folded

### Print process

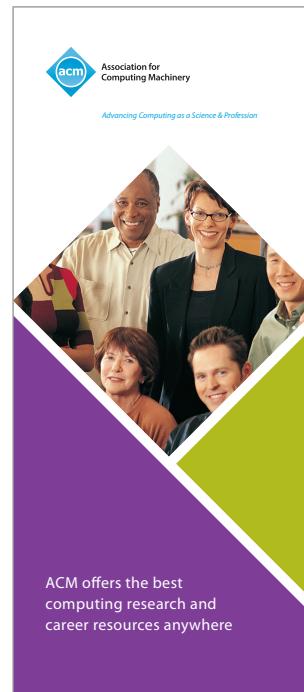
- Offset lithography

### ACM logo

- Preferred full-color gradient ACM logo on a white or light background

- Do not alter the logo artwork or brochure format in any way.

B



## ACM Visual Identity Standards

### Typography

- Myriad Pro is used for all headlines and body copy.

### Artwork

- *Logo file names:*  
acm\_2s\_grad\_vtag\_neg.eps  
acm\_4c\_grad\_vtag\_pos.eps  
acm\_2s\_grad\_vtag\_pos.eps

C



## 3.03 Print Literature

### Proceedings Covers

A standard layout for the proceedings front covers, spines and back covers have been developed.  
Placement for imagery and content have been specified in each template.

Choose color, layout, copy and image variations within this overall format to distinguish one piece from another, but never change the format itself.

#### Dimensions

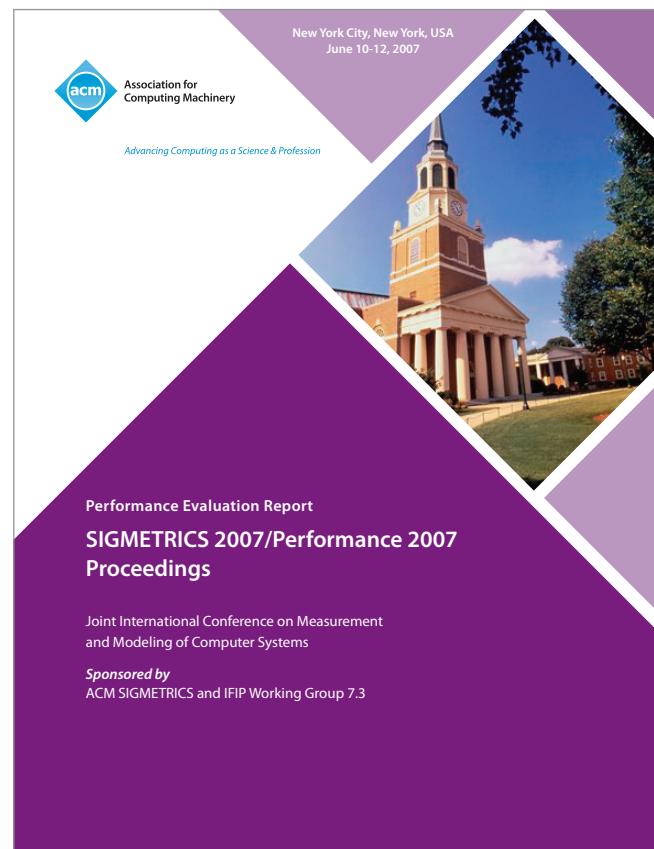
- 8.5" x 11" folded

#### Print process

- Offset lithography

#### ACM logo

- Preferred full-color or 2-color gradient ACM logo on a white or light background
- Do not alter the logo artwork or layout format in any way.



Proceedings cover is shown at 40% of actual size

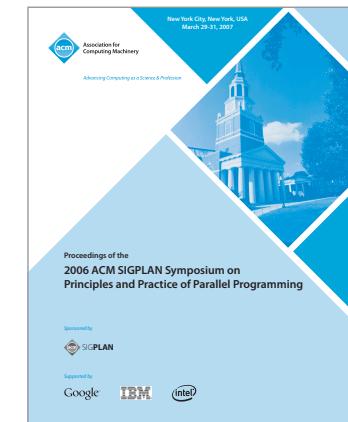
### ACM Visual Identity Standards

#### Typography

- Myriad Pro is used for all headlines and body copy on covers.

#### Artwork

- Proceedings cover template name: acm\_proceedings.qxp
- Logo file names:  
acm\_4c\_grad\_vtag\_pos.eps  
acm\_2s\_grad\_vtag\_pos.eps



Proceedings cover is shown at 20% of actual size

## 3.04 Print Literature

Journal and Transactions  
Covers

A standard cover for *Transactions* and *Journals* has been developed. Type styles and placements have all been specified in the templates.

Choose color, layout, copy and image variations within this overall format to distinguish one piece from another, but never change the format itself.

### Dimensions

- 6" x 10.5" folded

### Print process

- Offset lithography

### ACM logo

- 1-color grayscale ACM logo on a white or light background

- Do not alter the logo artwork or brochure format in any way.

## ACM Visual Identity Standards

### Typography

- Myriad Pro is used for all headlines and body copy.

### Artwork

- *Transactions cover template name:*

acm\_transaction.qxp

- *Logo file name:*

acm\_2s\_grad\_vtag\_b\_pos.eps



Transactions cover is shown at 40% of actual size



Transactions covers are shown at 20% of actual size



## 3.05 Print Literature

### Newsletter Covers

A standard cover for newsletters has been developed. Type styles and placements have all been specified in the templates.

Choose color, layout, copy and image variations within this overall format to distinguish one piece from another, but never change the format itself.

#### Dimensions

- 8.5" x 11" folded

#### Print process

- Offset lithography



Newsletter cover is shown at 40% of actual size

### ACM Visual Identity Standards

#### Typography

- Myriad Pro is used for all headlines and body copy on covers.

#### Artwork

- Newsletter cover file name:

acm\_newsletter.qxp

- Logo file name:

acm\_k\_grad\_vtag\_b\_pos.eps



Newsletter covers are shown at 20% of actual size



### 3.06 Stationery

#### Business Card – Front

#### ACM Visual Identity Standards

##### Dimension

- 3.5"- x 2"

• A: Business card – Standard US

• B: An alternate business card layout  
has been developed for names  
exceeding 22 characters.

##### Print process and paper stock

- Offset lithography
- Strathmore Writing, Ultimate White,  
smooth finish, 100 lb. cover

##### ACM logo

- Primary two-color spot logo
- PANTONE Process Blue C and black  
on a white background

##### Artwork

- *Template names:*  
acm\_bc\_A\_us.qxp  
acm\_bc\_B\_us.qxp
- *Logo file name:*  
acm\_2s\_grad\_pos.eps

A



Preferred ACM business card front

Business Cards are shown at actual size.  
All measurements are in inches.

B



Alternate ACM business card for names exceeding 22 characters

## 3.07 Stationery

Business Card – Back

ACM Visual Identity Standards

*The optional business card back carries the business contact information for certain ACM members.*

### Dimension

- 3.5" x 2"

### Print process and paper stock

- Offset lithography
- Strathmore Writing, Ultimate White, smooth finish, 100 lb. cover

### Artwork

- *Template name:*  
acm\_bc\_back\_us.qxp

**Stuart I. Feldman**  
VP, Computer Science  
IBM Research

19 Skyline Drive  
Hawthorne, NY 10532, USA

Tel: +1-914-784-6327 Office  
Fax: +1-914-784-6934  
sif@us.ibm.com  
[www.ibm.com/research/compsci](http://www.ibm.com/research/compsci)

*Optional business card back*

*Business Card is shown at actual size.  
All measurements are in inches.*

## 3.08 Stationery

### Letterhead

### ACM Visual Identity Standards

#### Dimension

- 8.5" x 11"

#### Print process and paper stock

- Offset lithography
- Strathmore Writing, Ultimate White, smooth finish, 24 lb. writing

#### ACM logo and file names

- Primary two-color spot logo
- PANTONE Process Blue C and black on a white background

#### Artwork

- *Template name:*  
acm\_lh\_us.qxp
- *Logo file name:*  
acm\_2s\_grad\_pos.eps



Letterhead is shown at 40% of actual size.  
All measurements are in inches.

Standard letterhead

## 3.09 Stationery

#10 US Envelopes

### ACM Visual Identity Standards

#### Dimension

- 9.5" x 4.125" converted

#### Print process and paper stock

- Offset lithography
- Strathmore Writing, Ultimate White, smooth finish, 24 lb. writing

#### ACM logo and file names

- Primary two-color spot logo
- PANTONE Process Blue C and black on a white background

#### Artwork

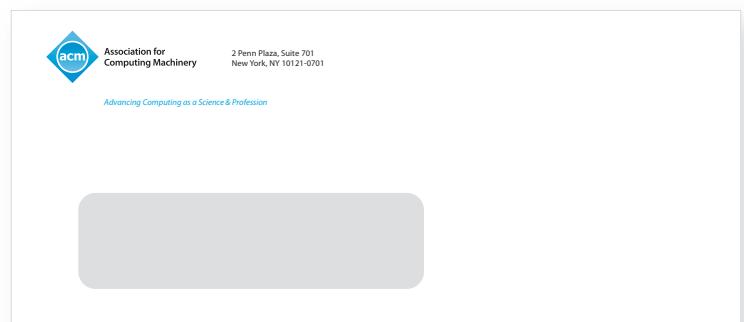
- *Template name:*  
acm\_env\_no10\_us.qxp

- *Logo file name:*  
acm\_2s\_grad\_pos.eps



Standard #10 US envelope

Envelopes are shown at 40% of actual size.  
All measurements are in inches.



Standard #10 US window envelope

## 3.10 Stationery

#10 International  
Envelopes

### ACM Visual Identity Standards

#### Dimension

- 9.5" x 4.125" converted

#### Print process and paper stock

- Offset lithography
- Strathmore Writing, Ultimate White, smooth finish, 24 lb. writing

#### ACM logo

- Primary two-color spot logo
- PANTONE Process Blue C and black on a white background

#### Artwork

- *Template name:*  
acm\_env\_no10\_intl.qxp
- *Logo file name:*  
acm\_2s\_grad\_pos.eps



Standard international envelope

Envelopes are shown at 40% of actual size.  
All measurements are in inches.



Standard international window envelope

### 3.11 Stationery

12" x 9" Envelope

### ACM Visual Identity Standards

#### Dimension

- 12" x 9" converted

#### Print process and paper stock

- Offset lithography
- Strathmore Writing, Ultimate White, smooth finish, 24 lb. writing

#### ACM logo and file names

- Primary two-color spot logo
- PANTONE Process Blue C and black on a white background

#### Artwork

- *Template name:*  
acm\_env\_12x9\_us.qxp

- *Logo file name:*  
acm\_2s\_grad\_pos.eps



Association for  
Computing Machinery

2 Penn Plaza, Suite 701  
New York, NY 10121-0701

*Advancing Computing as a Science & Profession*

*Envelope is shown at 40% of actual size.  
All measurements are in inches.*

12" x 9" envelope

### 3.12 Stationery

13" x 10" Envelope

### ACM Visual Identity Standards

#### Dimension

- 13" x 10" converted

#### Print process and paper stock

- Offset lithography
- Strathmore Writing, Ultimate White, smooth finish, 24 lb. writing

#### ACM logo and file names

- Primary two-color spot logo
- PANTONE Process Blue C and black on a white background

#### Artwork

- *Template name:*  
acm\_env\_13x10\_us.qxp

- *Logo file name:*  
acm\_2s\_grad\_pos.eps



Association for  
Computing Machinery

2 Penn Plaza, Suite 701  
New York, NY 10121-0701

*Advancing Computing as a Science & Profession*

*Envelope is shown at 40% of actual size.  
All measurements are in inches.*

13" x 10" envelope

### 3.13 Stationery

#### Mailing Label

##### Dimension

- 5.875" x 4.125"

##### Print process and paper stock

- Offset lithography
- Strathmore Writing, Ultimate White, smooth finish, label stock

##### ACM Visual Identity Standards

##### ACM logo and file names

- Primary two-color spot logo
- PANTONE Process Blue C and black on a white background

##### Artwork

- *Template name:* acm\_ml\_us.qxp
- *Logo file name:* acm\_2s\_grad\_pos.eps



*Mailing label*

*Mailing label is shown at 40% of actual size.  
All measurements are in inches.*

## 3.14 Conference Materials

## Literature

## Literature

ACM logo

- Preferred full-color or 2-color gradient ACM logo on a white or light background.

## Calls for Papers

## *Sample B&W Call for Papers with Graphics*

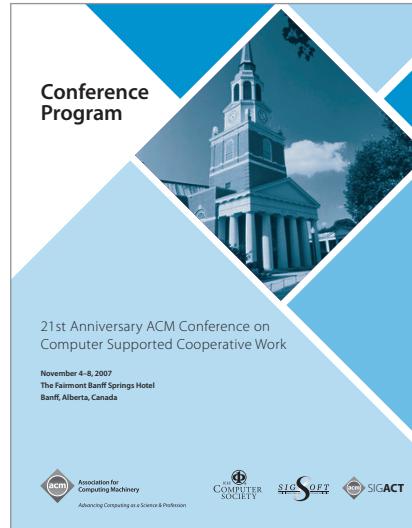
*Sample B&W Call for Papers, Plain*

ACM Visual Identity Standards

- **Typography**

Myriad pro is used for all headlines and body copy on covers.

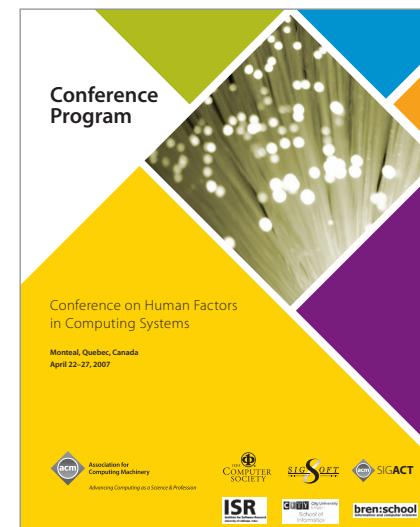
## **Conference/Advance Program Covers**



21st Anniversary ACM Conference on

November 4-8, 2007  
The Fairmont Banff Springs Hotel  
Banff, Alberta, Canada

## *Sample Conference Program Cover, 2-Colo*



# Conference Program

## *Sample Conference Program Cover, 4-Color*

### *Sample 4-Color Call for Papers with Graphics*

### *Sample 4-Color Call for Papers, Plain*

### 3.15 Conference Materials

#### Signage

#### ACM Visual Identity Standards

##### ACM logo

- Preferred full-color or 2-color gradient ACM logo on a white or light background.
- Do not alter the logo artwork or layout format in any way.

##### Typography

- Myriad Pro is used for all body copy.



Banner is shown at 8% of actual size



Badge is shown at 50% of actual size



Poster is shown at 10% of actual size

### 3.16 Other

#### Premiums

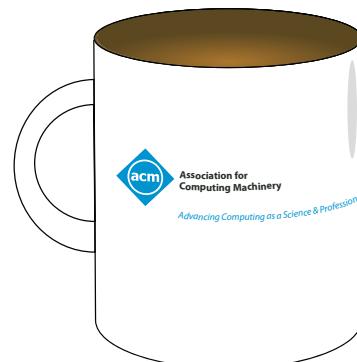
#### ACM Visual Identity Standards

##### ACM logo

- Flat ACM logo
- Do not alter the logo artwork or layout format in any way.



Sample T-Shirt



Sample Coffee Mug



Sample Hat



Sample Totes, Single and Multi-Sponsor



### 3.17 Other

CDs

### ACM Visual Identity Standards

#### ACM logo

- Preferred full-color or 2-color gradient ACM logo on a white or light background.
- Do not alter the logo artwork or layout format in any way.

#### Typography

- Myriad Pro is used for all body copy.



Disks are shown at 90% of actual size

