



**acm**  
**branding kit**

fall 2021

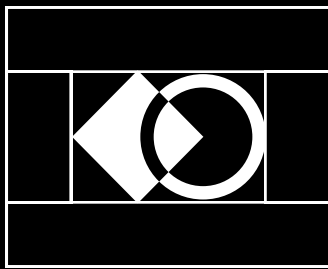


# using the acm brand

This guide is not an end-all be-all to how design is handled. This is simply a documentation to how things are done so far. Feel free to innovate, that's why you're here. This important takeaway is to stay consistent.

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## our logo



brandmark



combination mark

- ✓ do keep proper spacing around our logo, greater than or equal to half the height and width of the diamond.
- ✓ do use the logo in white, gray or black. please reach out to our media team for exceptions!
- ✓ do ensure that the logo correctly contrasts the background it's on.
- ✗ don't crowd the logo or put elements over the logo.
- ✗ don't alter, rotate, stretch or modify the logo or wordmark.
- ✗ don't use outdated versions of the logo.

## here are some examples of misuse...



# our divisions

Our division logos work in the same way that the ACM logo works – the same rules apply. Each division has a gradient to identify with. Again, feel free to get creative with it!



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projects.



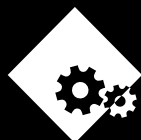
#008CF1



acm  
education.



#00ECEC



acm  
research.



#56E100



#00EAC0



hackutd.  
by acm



#EA5400



#FFC700



acm  
development.



#FC012E



#BF01D3



#9900E1



#5200FF



acm  
community.



#FFB900



#ADFF00



acm  
industry.



#7A7A7A



#C4C4C4



acm  
media.



#E10087



#FFC700



# our typography

Here are some of the different fonts we use. While designing for ACM, its best to stick to one or two san serif fonts and play around with font weights.

While these are the fonts listed, these are not the only fonts you are limited to. Depending on the event or use, exceptions can be made to fit the instance.

**Aa**

**GILROY - BOLD**

Gilroy in bold is the font used for all the divisional and ACM logo wordmarks. Additionally, this font is great for headers on promotional and internal material.

**Aa**

**GILROY - REGULAR**

Gilroy in regular is great for paragraphs in digital media. Accompanied with Gilroy in bold, it's great to help users understand what is a header and what is a paragraph.

**Aa**

**CERA PRO - BOLD**

While Cera Pro in bold is not the primary font that we use, it's the font that is second in command to Gilroy.



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