



Association for
Computing Machinery

Advancing Computing as a Science & Profession

www.acm.org/styleguide

ACM Visual Identity Standards: Quick Guide

ACM's Visual Identity Standards are more than just the ACM logo. It's a system of distinct visual elements with which to create compelling ACM-branded communications. The branding elements include the ACM logo, color palette, typography, photography, and graphic motifs.

It is our aim to make the ACM brand more recognizable for audiences around the world. A consistently executed identity will help reinforce ACM's reputation and increase its inherent value to both its members and other leaders in the computing community. Our goal is for all ACM-branded communications to reinforce our position as an organization dedicated to delivering resources that advance computing as a science and profession.



Introduction

1.00 Table of Contents

Basic Elements*ACM Logo*

- 2.00 ACM Logo
- 2.01 Tagline Placements
- 2.02 Primary Full-Color and Secondary One-Color Versions
- 2.03 Backgrounds
- 2.04 Premium Items-Flat Versions
- 2.05 Logo Matrix
- 2.06 Logo Matrix with Tagline
- 2.07 Logo Matrix for Stand-alone Diamond Symbol and Tagline

ACM Branding Elements

- 2.08 Color Palette
- 2.09 Typography

Applications*Print Literature*

- 3.00 Grid System and Graphic Motif
- 3.01 Proceedings Covers
- 3.02 Sample Brochure Covers
- 3.03 Newsletter Covers

Conference Materials

- 3.04 Literature
- 3.05 Signage

Other

- 3.06 Premiums
- 3.07 CD's

2.00 Basic Elements:

ACM Logo

Introduction to the ACM logo

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

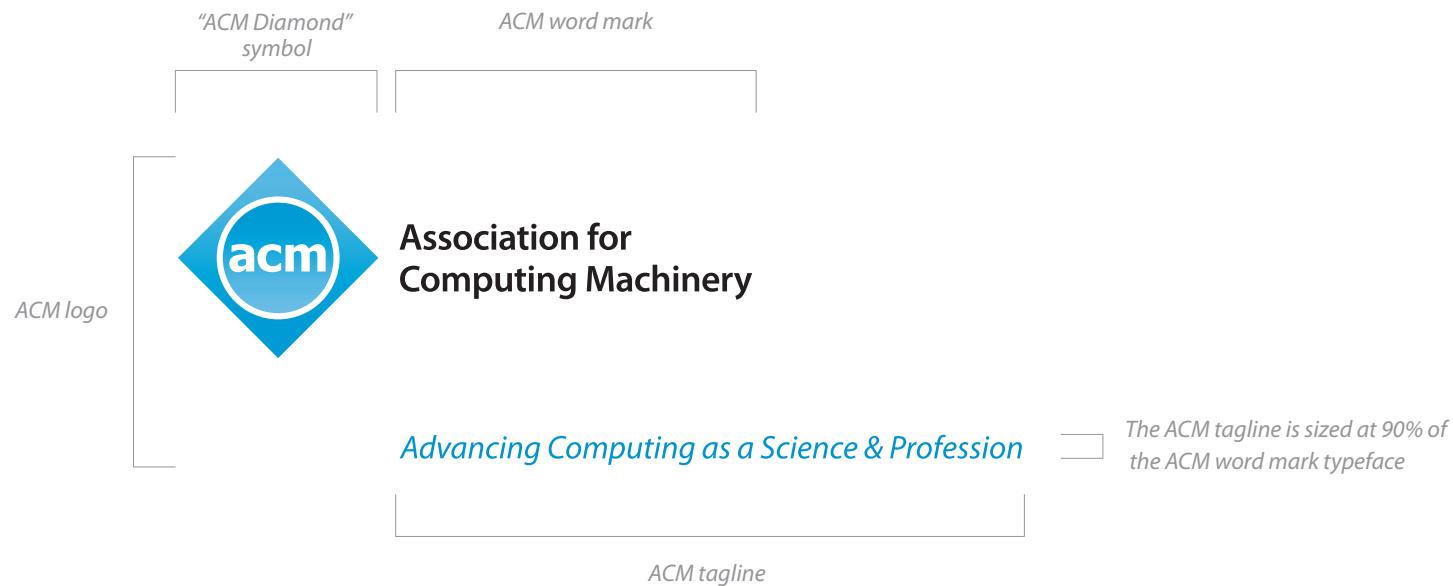
It embodies our brand promise and supports our core attributes – bold, innovative, technological leadership.

ACM Visual Identity Standards

Note: the ACM tagline is sized at 90% of the ACM word mark typeface.

The ACM logo has three components:

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



2.01 Basic Elements:

ACM Logo –
Tagline Placements

ACM Visual Identity Standards

It is important that the tagline appears consistently and on as many pieces of communications as possible.

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

Tagline placement

Our tagline, “Advancing Computing as a Science & Profession,” should be placed in a consistent position near the ACM logo.

There are two possible tagline alignments:

- Preferred vertical alignment
- Alternate horizontal alignment

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.

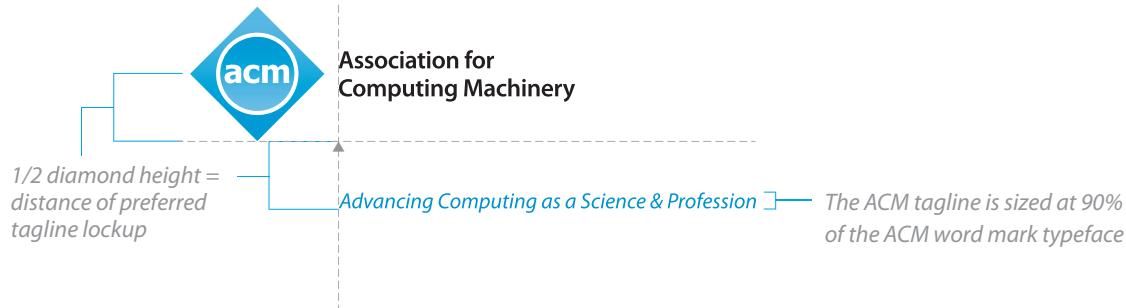
On space-limited applications the tagline may be moved closer to the logo, but never closer than the lowest point of the diamond.

Horizontal alignment

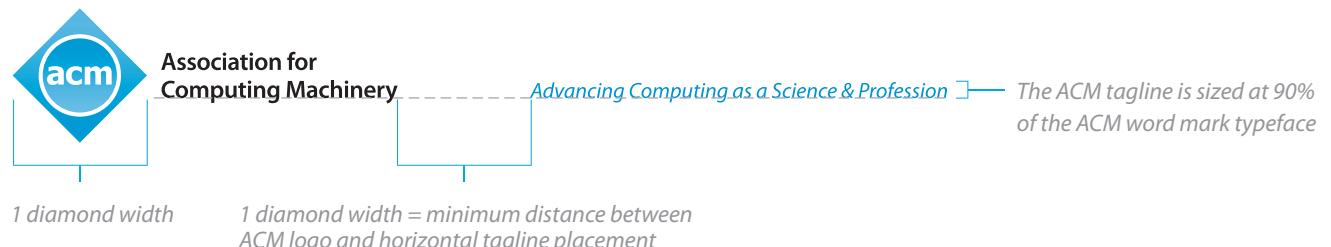
The tagline is always aligned with the baseline of the second line of the word mark. The distance between the ACM logo and the tagline should never be closer than one width of the “ACM Diamond”. More space is preferred.

Other considerations

ACM has one tagline only. Do not create alternative taglines or replace the tagline with promotional messages or the names of products or services.



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



2.02 Basic Elements:

ACM Logo – Primary
Full-Color & Secondary
One-Color Versions

ACM Visual Identity Standards

Primary Full-Color Logos

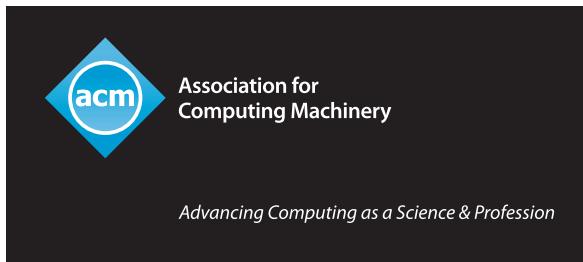
When do I use the full-color logo?

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.



Advancing Computing as a Science & Profession

Preferred full-color gradient logo on a white background



Preferred full-color gradient logo on a black background

Full 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.



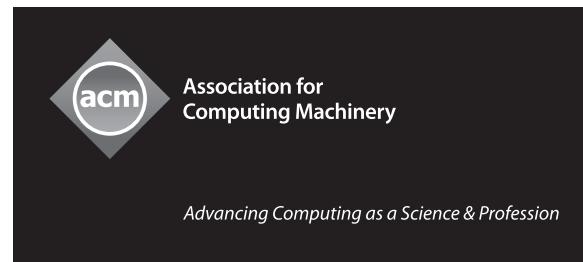
Advancing Computing as a Science & Profession

One-color gradient logo on a white background



Advancing Computing as a Science & Profession

One-color gradient, grayscale logo on a white background



One-color gradient, grayscale logo on a black background

Secondary One-Color Logos

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.

One 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.

2.03 Basic Elements:

ACM Logo – Backgrounds

The ACM logo may only appear on backgrounds that do not impede on its legibility. Never position the ACM logo in a way where it can not be seen or read instantly.

Flat color backgrounds

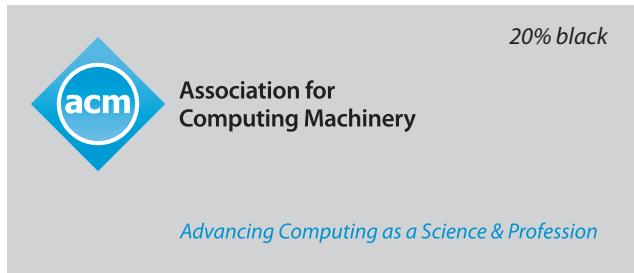
The ACM logo requires a background that provides enough contrast to ensure legibility. The positive full-color, one-color and black and white versions of the ACM logo can be placed on colors with a grayscale value no greater than 20% black. Reversed full-color and black and white versions of the ACM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

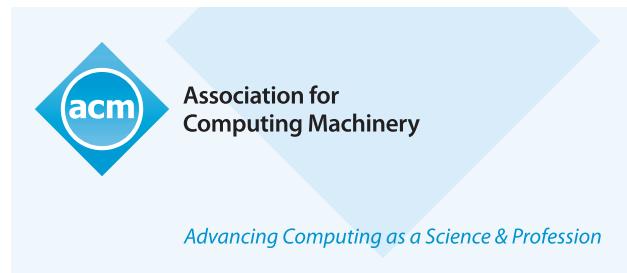
Do not place the ACM logo on any background that reduces legibility.



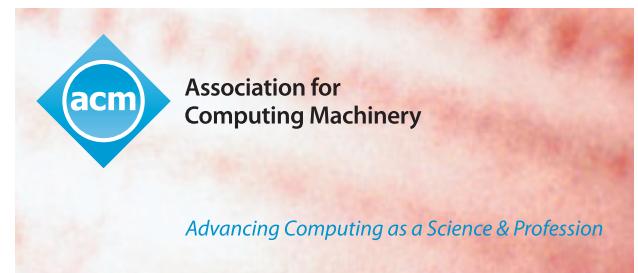
ACM logo on a light-colored background not darker than 20%



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



ACM logo on a light-colored graphic background



ACM logo on a light-colored image background

2.04 Basic Elements:

ACM Logo –
Premium Items –
Flat Versions

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.

The one-color black logo may also be used on fax transmittals or photocopied 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.



Association for
Computing Machinery

Advancing Computing as a Science & Profession

Alternate full-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)



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)



Association for
Computing Machinery

Advancing Computing as a Science & Profession

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



Association for
Computing Machinery

Advancing Computing as a Science & Profession

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

2.05 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	 Association for Computing Machinery	 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	 acm_2s_grad_rev.eps Association for Computing Machinery
 1-Spot – gradient PANTONE Process Blue C	Limited-color Print Communications	 acm_1s_grad_pos.eps	 Association for Computing Machinery	 acm_1s_grad_rev.eps Association for Computing Machinery
 Black – gradient black	Newsprint, Print Communications, Advertising, Fax Transmittals	 acm_k_grad_pos.eps	 Association for Computing Machinery	 acm_k_grad_rev.eps Association for Computing Machinery
 RGB – gradient screen colors	PowerPoint Presentations, Web Sites	 acm_rgb_grad_pos.ai	 Association for Computing Machinery	 acm_rgb_grad_rev.ai Association for Computing Machinery
 2-Spot – flat PANTONE Process Blue C, black	Merchandise, Premium Items, Newsprint	 acm_2s_flat_pos.eps	 Association for Computing Machinery	 acm_2s_flat_rev.eps Association for Computing Machinery
 1-Spot – flat PANTONE Process Blue C	Merchandise, Premium Items, Newsprint	 acm_1s_flat_pos.eps	 Association for Computing Machinery	 acm_1s_flat_rev.eps Association for Computing Machinery
 Black – flat black	Merchandise, Premium Items, Newsprint, Fax Transmittals	 acm_k_flat_pos.eps	 Association for Computing Machinery	 acm_k_flat_rev.eps Association for Computing Machinery

2.06 Basic Elements:

ACM Visual Identity Standards

ACM – Logo Matrix with Tagline

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

2.07 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
 4-Process – gradient cyan, magenta, black	Print Communications  acm_sym_4c_grad_pos.eps	<i>Advancing Computing as a Science & Profession</i>  acm_4c_tag_pos.eps
 1-Spot – gradient PANTONE Process Blue C	Print Communications Limited-color Print Communications  acm_sym_1s_grad_pos.eps	<i>Advancing Computing as a Science & Profession</i>  acm_1s_tag_pos.eps
 Black – gradient black	Newsprint, Print Communications, Advertising, Fax Transmittals  acm_sym_k_grad_pos.eps	<i>Advancing Computing as a Science & Profession</i>  acm_k_tag_pos.eps
 RGB – gradient screen colors	PowerPoint Presentations, Web Sites  acm_sym_rgb_grad_pos.ai	<i>Advancing Computing as a Science & Profession</i>  acm_rgb_tag_pos.ai
 1-Spot – flat PANTONE Process Blue C	Merchandise, Premium Items, Newsprint  acm_sym_1s_flat_pos.eps	
 Black – flat black	Merchandise, Premium Items, Newsprint  acm_sym_k_flat_pos.eps	
 Black – flat – reversed black	Merchandise, Premium Items, Newsprint  acm_sym_k_flat_rev.eps	<i>Advancing Computing as a Science & Profession</i>  acm_k_tag_rev.eps

2.08 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.

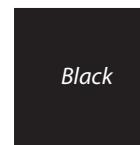
Other considerations

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



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



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

2.09 Basic Elements:

ACM Branding Elements –
Typography

Typography is an important basic graphic ingredient 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.

Questions regarding the use of typefaces should be addressed to ACM via email at: 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

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 helps us to create a consistent visual presence across all our 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.

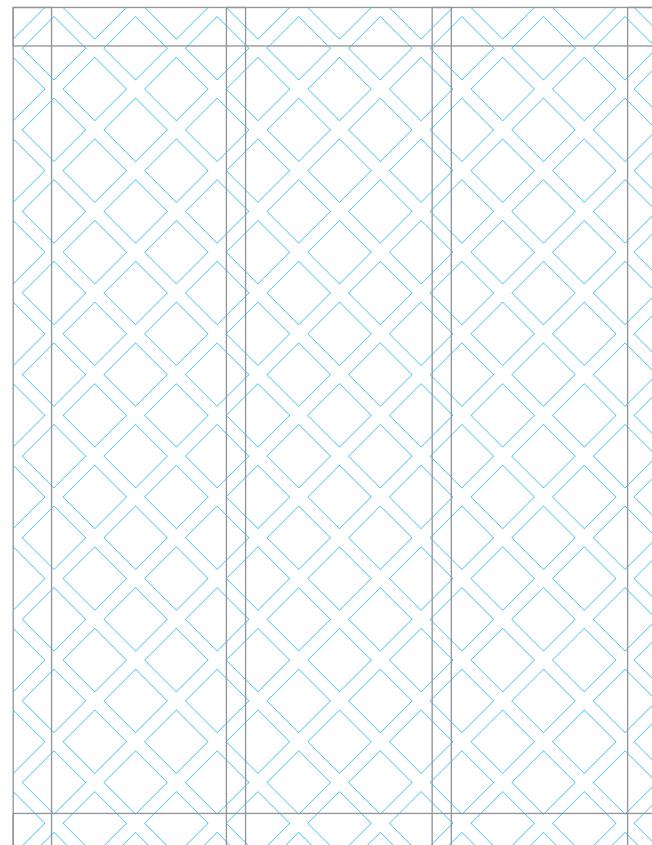


How to use the graphic motif

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.

In addition, the white or light colored space will ensure that the ACM logo and type are placed in an area where they do not interfere with the imagery or colors.

Note: Each diamond must be symmetrical in form.



Grid is shown at 40% of actual size

ACM Visual Identity Standards

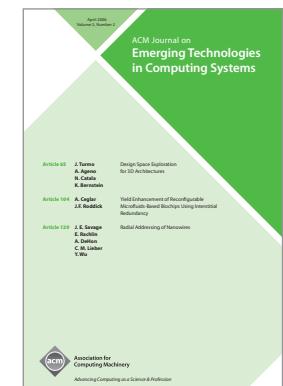
Application

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/styleguide>



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



Publication covers are shown at 20% of actual size

3.01 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

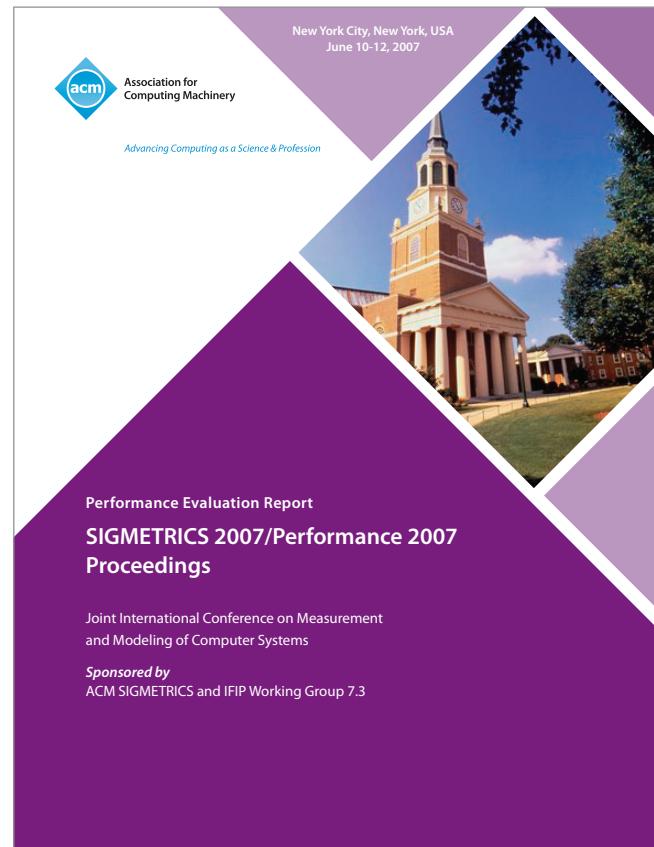
Print process

- 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

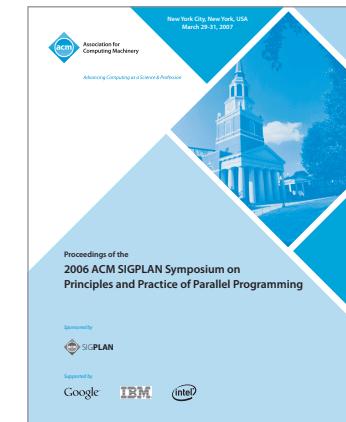
- *Proceedings cover template name:*

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

3.02 Print Literature

Sample Brochure Covers

ACM Visual Identity Standards

ACM logo

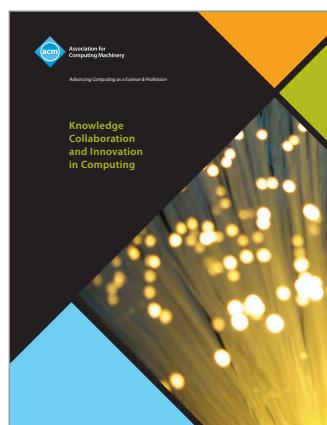
- Preferred full-color gradient ACM logo on a white or light background
- Do not alter the logo artwork or brochure format in any way.

Typography

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



Brochure cover is shown at 40% of actual size



Brochure covers are shown at 20% of actual size



Brochure covers are shown at 40% of actual size



Advancing Computing as a Science & Profession

3.03 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

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 on covers.

Artwork

- *Newsletter cover file name*
acm_newsletter.qxp

- *Logo file name:*
acm_k_grad_vtag_b_pos.eps



Newsletter cover is shown at 40% of actual size



Newsletter covers are shown at 20% of actual size.



Copyright 2007, Association for Computing Machinery

3.04 Conference Materials

Literature

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

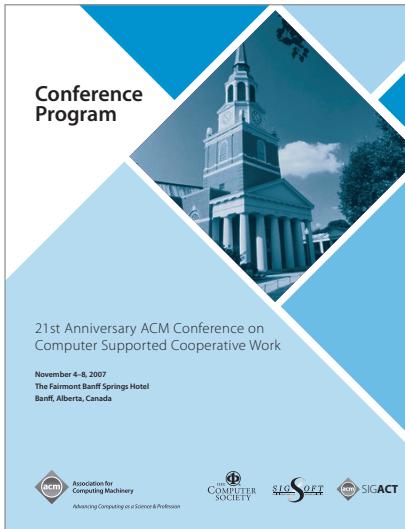
Sample B&W Call for Papers, Plain

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
Computer Supported Cooperative Work

Sample Conference Program Cover, 2-Color

Sample Conference Program Cover, 4-Color

Sample 4-Color Call for Papers with Graphics

Sample 4-Color Call for Papers, Plain

3.05 Conference Materials

Signage

ACM Visual Identity Standards

ACM logo

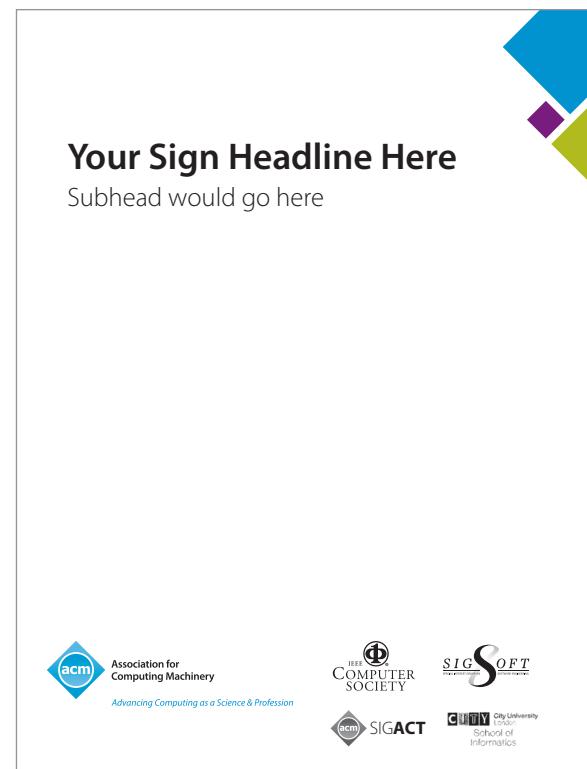
- Preferred full-color or 2-color gradient ACM logo on a white or light background.
- Do not alter the logo artwork or layout format in any way.

Typography

- Myriad Pro is used for all body copy.



Banner is shown at 8% of actual size



Poster is shown at 10% of actual size



Badge is shown at 50% of actual size

3.06 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



3.07 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