



**AWARD FOR  
ASPIRATIONS  
IN COMPUTING**  
an NCWIT Award

## AWARD FOR ASPIRATIONS IN COMPUTING LOGO GUIDELINES

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The following guidelines provide best practices for using the Award for Aspirations in Computing logo on various promotional projects. Projects may include webpages, flyers, posters, editorials advertisements, and swag (i.e., t-shirts, water bottles, totes, stickers, etc.)

# Color Variations and Usage Recommendations

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## FULL COLOR

This is the primary, full color logo and should be used most frequently, unless projects require different specifications.



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**Pantone 390C**  
**RGB** R=187%, G=220%, B=0%  
**CMYK** C=27%, M=0%, Y=100%, K=3%



**Pantone 5415C**  
**RGB** R=91%, G=127%, B=149%  
**CMYK** C=56%, M=24%, Y=11%, K=34%



**RGB** R=255%, G=255%, B=255%  
**CMYK** C=0%, M=0%, Y=0%, K=0%

## USAGE RECOMMENDATIONS

Use on any webpage

Use on any color print materials, such as:

- flyers/posters
- newspaper/magazine advertisements

Use on swag\* items, such as:

- t-shirts
- water bottles
- magnets
- ribbons

*\*Note: Some printing vendors charge extra for “full color” artwork or do not accept full color artwork.*

## 2-COLOR



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**Pantone 390C**

**RGB** R=187%, G=220%, B=0%

**CMYK** C=27%, M=0%, Y=100%, K=3%



**Pantone 5415C**

**RGB** R=91%, G=127%, B=149%

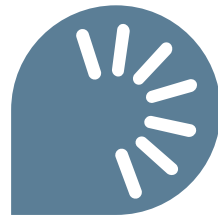
**CMYK** C=56%, M=24%, Y=11%, K=34%

## USAGE RECOMMENDATIONS

Use on swag items where full color artwork is not an acceptable format or for a cost-efficient alternative to full color, such as:

- t-shirts
- water bottles
- magnets
- ribbons

## 1-COLOR (GRAY OR WHITE)



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**Pantone** 5415C

**RGB** R=91%, G=127%, B=149%

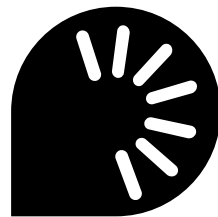
**CMYK** C=56%, M=24%, Y=11%, K=34%

## USAGE RECOMMENDATIONS

Use on swag items where full color artwork is not an acceptable format or for a cost-efficient alternative to full color, such as:

- t-shirts
- water bottles
- magnets
- ribbons

## 1-COLOR (BLACK)



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**RGB** R=0%, G=0%, B=0%

**CMYK** C=0%, M=0%, Y=0%, K=100%

## USAGE RECOMMENDATIONS

Use on non-color print materials, such as:

- flyers, posters
- newspaper/magazine advertisements

# Precautions

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- Do NOT scale the logo to be smaller than 0.6 inches in height.



- Always surround the logo with a minimum of .15 inches of space.



- Do NOT move text from current location within graphic. Treat all elements as one piece, and keep relationships fixed.



- Do NOT change or typeset text.



- Do NOT change or remove elements, including colors, text, or illustrated aspects.



- Do NOT distort the shape of the logo by “stretching” or “squeezing” the design. Always scale logo proportionally by adjusting the width and height simultaneously.



# File Formats

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- EPS (.eps) for use in print, especially for oversized or design (e.g. Adobe Creative Suite) files, and for merchandise impressions requiring a vector file with fonts converted to outlines.
- PNG (.png) for use in print or web, especially best for Microsoft Office applications. However, because of the lack of support for the CMYK color space, and the fact that there can be no color separations, the PNG file is not a good fit in a print production cycle.
- JPEG (.jpg) for typical, everyday use in Word documents or to upload to webpages. These logos will have a white background, so use them accordingly.