Identity Guidelines

Identity Guidelines

ACP Identity Guideslines / Updated 01-30-2015

Introduction

The foundation of our graphic identity system, the ACP logo represents the most concise visual expression of the ACP brand and an essential asset. It is responsible for communicating the qualities that make ACP unique in all of our brand applications.

As the logo must be presented with consistency and care whenever it appears, the following guidelines have been developed to ensure its correct usage whenever it is reproduced and applied.

Logo

Symbol

Wordmark

Logo

Consisting of the ACP wordmark and the ThinManager symbol, the logo is a unique piece of artwork that has been designed specifically for the ACP brand. Technical and sophisticated, the logo is our primary brand identifier, and it must appear in every ACP communication.

The logo is a key brand asset, and must be respected whenever it is used. Never, under any circumstances, should the logo artwork be altered or re-created. Only use the approved files when reproducing and applying the ACP logo. To help decide which is to be used in an instance, consider

this rule: when speaking of Automation Control Products as a company entity, use the wordmark "ACP" and when speaking of our flagship product, ThinManager, use the logo in its entirety.
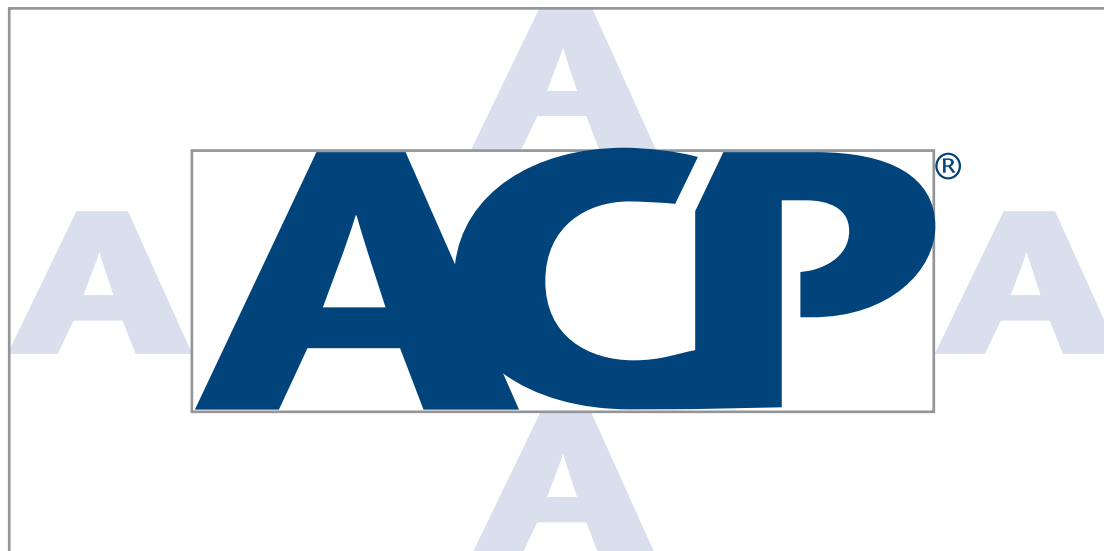
Wordmark clearance and minimum size

The ACP wordmark should always be surrounded by a generous field of clear space to ensure its legibility and impact. This isolates the wordmark and protects it from competing visual elements such as text and supporting graphics. As shown in the exhibit, the absolute minimum amount of clear space that can surround the wordmark in any application is equal to half the size of the "A" in the ACP logo.

The ACP wordmark can be scaled to a variety of sizes. However, at extremely smaller sizes, the readability of the wordmark becomes compromised. To ensure that the wordmark is always legible, it should never be reproduced smaller than .375" in height, as shown in the exhibit above.

.375"

Logo without URL.

.5"

.375"

Logo clearance and minimum size

The ACP logo should always be surrounded by a generous field of clear space to ensure its legibility and impact. This isolates the logo and protects it from competing visual elements such as text and supporting graphics.
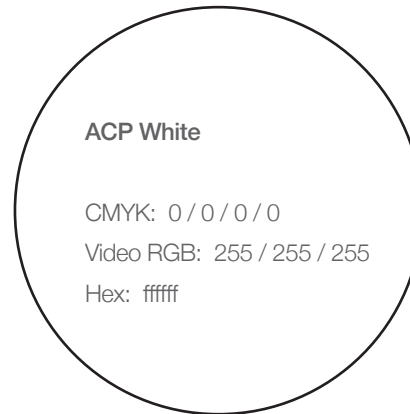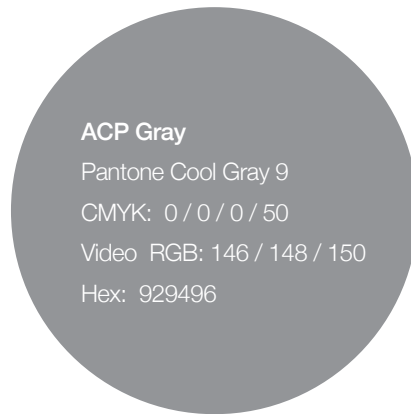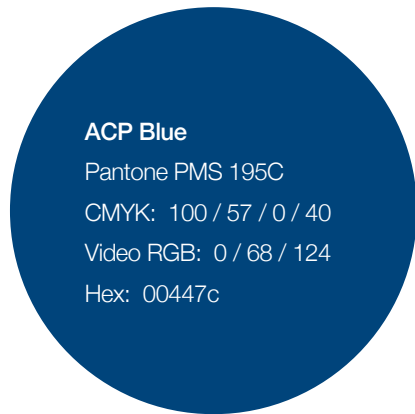
As shown in the exhibit, the absolute minimum

amount of clear space that can surround the logo in any application is equal to half the size of the "A" in the ACP logo.

The ACP logo can be scaled to a variety of sizes. However, at extremely smaller sizes, the readability of the wordmark becomes compromised. To ensure that the logo

is always legible, it should never be reproduced smaller than .5" in height, as shown in the exhibit above. When the URL is not present, the logo should never be reproduced smaller than .375" in height.

ACP Blue

Pantone PMS 195C

CMYK: 100 / 57 / 0 / 40

Video RGB: 0 / 68 / 124

Hex: 00447c

ACP Gray

Pantone Cool Gray 9

CMYK: 0 / 0 / 0 / 50

Video RGB: 146 / 148 / 150

Hex: 929496

ACP White

CMYK: 0 / 0 / 0 / 0

Video RGB: 255 / 255 / 255

Hex: ffffff

ACP Black

CMYK: 0 / 0 / 0 / 100

Video RGB: 0 / 0 / 0

Hex: 000000

Primary color palette

Color is a key component of the ACP visual identity, and the colors of the primary palette were inspired by those found in the ACP logo.
By using these colors consistently across brand communications, they will build recognition for the ACP brand while contributing to a unified look and feel.

The colors of the primary palette can be used for text, color fields, backgrounds, rules and other graphic devices.

The colors throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. PANTONE® is a registered trademark of Pantone, Inc.

Primary color wordmark

Primary color logo

1-color black logo

1-color grayscale logo

Primary solid color logo

Primary ThinManager color logo

Primary ThinManager reversed color logo

Relevance logo

Wordmark & logo color variations

To accommodate a range of reproduction and printing requirements, a number of logo color variations are available for use. Keep in mind that the full-color logo is always preferred for brand communications.

However, the grayscale, one-color black, partial- and full-reverse variations should be used when color reproduction is limited.
The grayscale and one-color black variations are especially effective in media such as newsprint.

The partial-and full-reverse versions should be used when an application necessitates a background that compromises the legibility of the full-color logo.

Primary ACP/ThinManager symbol with wordmark and URL

ThinManager logo

ThinManager logo with URL

Relevance logo

ThinManager Partner logos
* Requirements for use. Contact ACP for details.

Wordmarks and logo variations for website use

We offer a wide range of size and shapes to accommodate your website. Please choose the appropriate wordmark and/or logo above to place in a prominent location on your website.

If you have any questions on how the images need to be placed, feel free to contact our marketing department at acpmkt@thinmanager.com

Never distort the logo.

Never re-typeset the logo

Never re-typeset the logo

Never apply the logo to a background that does NOT provide sufficient contrast.

Never apply the logo over an image.

Never outline the logo.

Never use the ThinManager symbol by itself unless preauthorized to do so.

Never change the color of the logo.

Never change the opacity of the logo.

Logo misuse

Any misuse of the logo artwork diminishes its integrity and that of the ACP brand as a whole.

The exhibits featured here represent some common misuses that must be avoided whenever designing with the logo. Remember that the logo must never,

under any circumstances, be altered or re-created in any way.

Use only the artwork provided.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Typography

Typography is another essential piece of the ACP identity system. The consistent use of the selected typeface families throughout ACP applications adds greatly to a cohesive visual style. The Helvetica font family is a clean, modern and highly legible sans serif. Available in a wide variety of weights and styles, Helvetica is intended for headlines, titles, body copy, captions and primary messaging.

If by some chance that the Helvetica font family is unavailable on a system, use of the Arial font family is permissible. EuroTechnic Extended is a secondary font that may be used in ACP ThinManager branding.

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