

POWER OF ASSOCIATIONS

logo mini guide

the power of associations logo guidelines

WHAT THIS LOGO REPRESENTS: This logo represents a messaging and communications platform created to tell the association industry's story and help policymakers, the media and other outside audiences better understand what associations do and how the public benefits.

The Power of Associations logo consists of an icon, wordmark, and tagline. It is available in EPS, PNG and SVG formats. EPS is suggested for all print applications. SVG is highly recommended for digital and web applications. If SVG is not accepted, please use the high resolution PNG version. All 3 file formats preserve background transparency.

NOTE

The Power of Associations logo has been submitted for trademark. Once awarded, new logos will be provided and any existing non-trademarked logos will need to be updated.



file name:

PowerOfAssociationsLogo_K



file name*:

PowerOfAssociationsLogo_KO

**black box is not included in logo file*

1.5"



minimum size

Print applications = 1.5" wide
Digital applications = 150 pixels wide

THE POWER OF
ASSOCIATIONS
PURPOSE. COMMUNITY. IMPACT.

Do not use
without the icon



Do not use over patterns or
colors that impede legibility



Do not alter any colors of the logo.
Use only the all black or all white
logos provided



minimum clear space

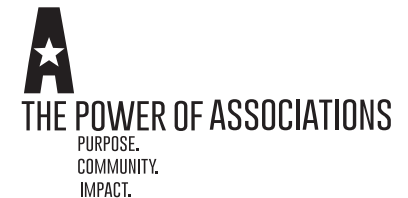
The height of the A from the wordmark
is the unit used to measure the
minimum clear space acceptable



Do not use without the
logotype and tagline



Do not change the order
of the words of the tagline



Do not alter the
composition of the logo

contacts

For creative notes, questions or approval, please contact:

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For asset questions or delivery of files, please contact:

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