Brand Guidelines

rev. 01.2021

action

ADVANCED CARDIAC THERAPIES
IMPROVING OUTCOMES NETWORK

Primary
Color Logo

action

Logo Alternates

action

action

Tagline Logo

Color Tagline Logo

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Greyscale Tagline Logo

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Reversed Tagline Logo

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Clearspace & Minimum Size

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The minimum amount of clear space around the logo is equal to the width of the "a" in "action" at the size in which the logo is being reproduced.
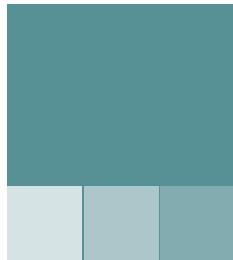
action

1 inch
Minimum print size without tagline

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1.5 inches
Minimum print size with tagline

Please contact an *info@actionlearningnetwork.org* if you have needs that fall outside of these parameters.
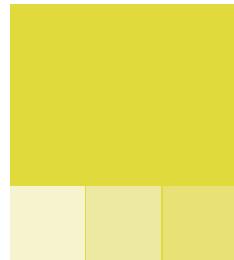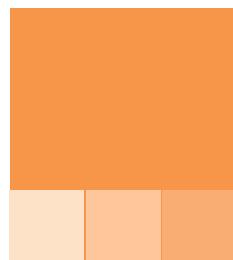
Color Palette
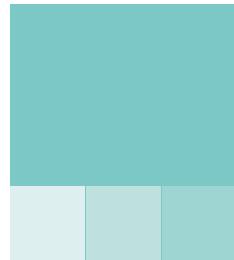
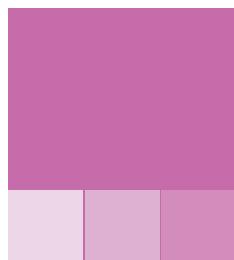**Light Teal**
C50 M2 Y25 K0
R124 G200 B197
#7CC8C5

Dark Teal
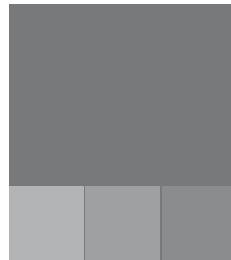C65 M25 Y35 K10
R88 G144 B149
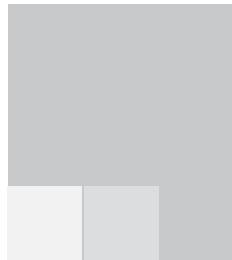#589095

Citron
C15 M5 Y90 K0
R224 G218 B60
#E0DA3C

Orange
C0 M50 Y80 K0
R247 G149 B72
#F79548

Fuchsia
C20 M70 Y0 K0
R199 G107 B171
#C76BAB

Dark Grey
C0M0Y0K65
R119 G120 B123
#777777

Light Grey
C0 M0 Y0 K25
R199 G200 B202
#CCCCCC

Light & Dark Teal, Citron, Orange & Fuchsia may be used at tints of 25%, 50%, 75% & 100%. Tints of Black starting at 5% up to 65% in increments of 10 (5, 15, 25, 35, 45, 55, 65) are also acceptable.

Color Logo Application

(Applies to primary and tagline logos)

Preferred

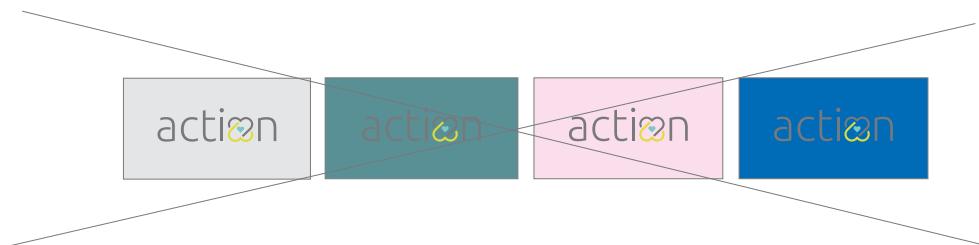White backgrounds are preferred for the color logo.

The logo can appear on very light photo backgrounds as long as the legibility of the logo holds up.

Acceptable usage

NOT acceptable usage

Reversed Logo Application

(Applies to primary and tagline logos)

Preferred

The preferred usage of the reversed (white) logo is on
solid brand color backgrounds.

The reversed logo can appear on black and dark grey backgrounds.
It can also appear in photo clearspaces as long as the legibility of the
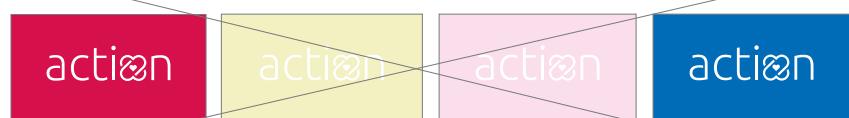logo holds up.

**Acceptable
usage**

**Acceptable
usage**

**NOT
acceptable
usage**

Greyscale Logo Application

(Applies to primary and tagline logos)

action

65% black

25% black

The greyscale logo is designed for use in applications where full color is not possible.

The greyscale logo may only be used on a white background.

In very rare exceptions, a solid one color dark grey logo is available upon request. This logo should only be used in extreme circumstances where print/fabrication limitations require a 1-color logo.

Example: embroidery on white/light surfaces
(if white thread on dark grey fabrics can't be used)

Type

The ACTION brand typeface is Ubuntu. It is available for free to download at *fonts.google.com/specimen/Ubuntu*

Ubuntu Light   abcdef 01234
Ubuntu Light Italic   *abcdef 01234*

Ubuntu Regular   abcdef 01234
Ubuntu Italic   *abcdef 01234*

Ubuntu Medium   **abcdef 01234**
Ubuntu Italic   ***abcdef 01234***

Ubuntu Bold   **abcdef 01234**
Ubuntu Bold Italic   ***abcdef 01234***

Note: This font works on both Mac & PC, but will need to be installed on every computer that you intend to open a file on. For example, if you use it in a presentation, the computer loading the presentation will need the font installed to open it. PDFs are always a safe way to open files with the Ubuntu font.

If you are unable to use Ubuntu, the alternate font is Arial. Arial is **NOT** meant for highly visible brand communications or design projects. It is only meant for documents/presentations when Ubuntu is not available.

Arial Regular   abcdef 01234
Arial Italic   *abcdef 01234*

Arial Bold   **abcdef 01234**
Arial Bold Italic   ***abcdef 01234***