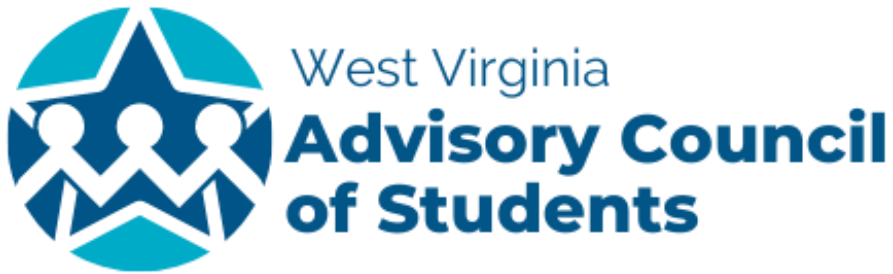# ACS Branding Guidelines Concept 2
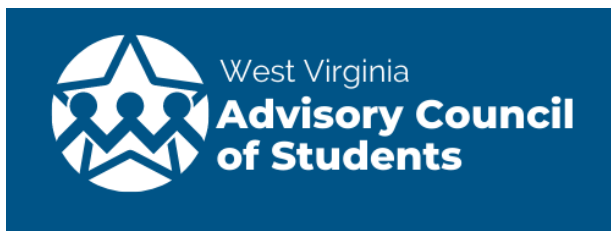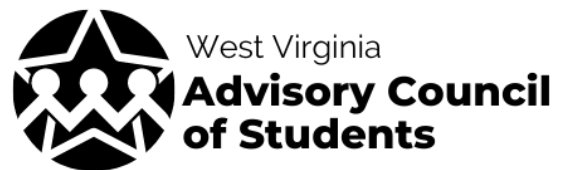## Concept 2 Logo

Acceptable Uses:

Preferred use: Horizontal logo

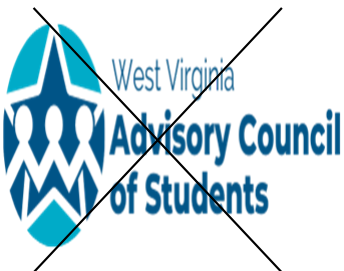Acceptable stacked logo
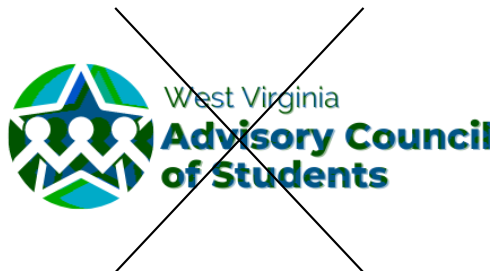

Acceptable white logo

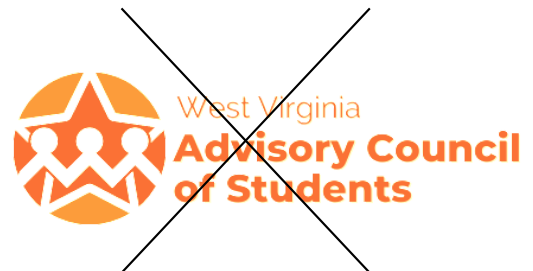

Acceptable black logo

Unacceptable Uses:

Do not "squish" or "stretch" the logo.

Do not apply effects, such as drop shadows or 3D filters.

Do not print the logo in any color scheme, other than those shown in the acceptable use section. Do not "ghost" the logo or use it as a "watermark."

Type and Color

The West Virginia GEAR UP logo includes two typefaces: Raleway and Montserrat (Extra Bold)

Typefaces

Montserrat (Extra Bold)   Raleway   Helvetica

HEADLINES should be presented in either Montserrat (Extra Bold) or Raleway.

Body copy should be presented in Arial or Helvetica. All versions of Arial or Helvetica—including condensed, bold, italicized and light versions—are acceptable for use in setting body copy. Limit your use to two or three versions per document, however, and DO NOT mix condensed and "normal" versions.

Color Guide

PMS: 7692	PMS: 3125	PMS: 368
C=100 M=69 Y=24 K=7	C=95 M=2 Y= 22 K=0	C=59 M=2 Y=100 K=0
R=0 G=84 B=135	R= 0 G=71 B=200	R=118 G=188 B=33
HEX: 005487	HEX: 00abc8	HEX: 76bc21

Although communications and designs may have tints of a color or colors outside the color palette in materials for ACS, please adhere to this color guide in creating your own documents on behalf of ACS.