



**AMERICAN COUNCIL FOR
CONSTRUCTION EDUCATION**
PARTNERSHIP FOR EXCELLENCE

BRAND GUIDELINES

LOGOS & COLOR USAGE



VERTICAL



ACCE STANDALONE



HORIZONTAL



REVERSED



GRAYSCALE

PRIMARY ACCE BLUE

PMS REFLEX BLUE C

Spot Color | professional offset printing only

CMYK | 100, 93, 14, 12
Offset, digital & office printing

RGB | 37, 52, 122
For digital displays/screens only

HEX | #25347a
For web use

SECONDARY ACCE BLUE

PMS 7461 C

Spot Color | professional offset printing only

CMYK | 96, 42, 6, 0
Offset, digital & office printing

RGB | 0, 124, 186
For digital displays/screens only

HEX | #007cba
For web use

FONTS + IMAGES

EXTERNAL HEADLINE USE

INTERSTATE BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INTERSTATE BOLD CONDENSED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUPPORT FONT USE

Trade Gothic Condensed 18
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic Condensed 20
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BO

Adobe Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Do not stretch or distort the logo. Always scale proportionally.



Do not use the color logo on a dark background or change the colors.



Avoid using outdated versions of the logo or other materials when possible. This helps us maintain brand consistency.

Colors may be used with various shades of opacity as long as it maintains enough contrast between type and imagery to ensure legibility.

IMAGE RESOLUTION GUIDE

Proper image resolution is important. Photos that come from the web are generally 72dpi and best for digital applications only. For print, resolution should be greater than 200dpi at 100% physical size.



High-resolution images are crisp and free of artifact when viewed at 100% on a screen or printed at actual size. You should be able to see details clearly.



Low-resolution images are blurry, distorted and/or "pixelated." This is usually due to enlargement or printing at a resolution less than 200dpi. Details are lost.



Some low-res images can be viewed or printed at a smaller physical size to improve quality.

General tips for identifying high quality images:

- File size:** High-quality, high-resolution images have larger file sizes. As a rule of thumb, look for file sizes greater than 1 MB.
- Dimensions:** The larger the pixel dimensions, the larger the image can be displayed without compromising quality. This rule also applies to inches for print.
- Detail:** Are the details in the image sharp and easily distinguishable?
- Don't enlarge images:** Images can be made smaller, but should never be made larger. This will distort the image; you will lose crispness and detail.