



# Logo Guidelines

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# Logo Anatomy

The AllianceTexas Logo consists of a logomark and a logotype. When applying the official logo, do not separate the two components.

The horizontal and stacked logos should be used in most applications. See the included examples and specifications for guidance on their approved usage.

## LOGO ANATOMY



## HORIZONTAL LOGO



## STACKED LOGO



Never try to replicate the AllianceTexas logo.

# Horizontal Logo Clear Space

This logo is a single piece of artwork comprised of a logotype and a logomark. The logotype should never be used independently of the logomark. When applying the logo, be certain to allow for the specified amount of clear space. The logo should have a clear perimeter no less than the height of the Alliance “A” in the logomark.



## LOGO CLEAR SPACE

Minimum clear space = the height of the Alliance “A.” See Logo Clear Space Guidelines for Digital Applications for additional information.



## MINIMUM LOGO SIZE

Logo must not appear at a width less than 1 inch.

Never try to replicate the AllianceTexas logo.

# Stacked Logo Clear Space

This logo is a single piece of artwork comprised of a logotype and a logomark. The logotype should never be used independently of the logomark. When applying the logo, be certain to allow for the specified amount of clear space. The logo should have a clear perimeter no less than the height of the Alliance “A” in the logomark.



#### LOGO CLEAR SPACE

Minimum clear space = the height of the Alliance “A.” See Logo Clear Space Guidelines for Digital Applications for additional information.



#### MINIMUM LOGO SIZE

Logo must not appear at a width less than .75 inch.

Never try to replicate the AllianceTexas logo.

# Logo Variations

The horizontal and stacked AllianceTexas logos can be used in three versions, including one-color PMS 288C Alliance Blue (preferred usage), one-color black and one-color reversed. Please refer to the examples to the right when using any variation of these logos.

## HORIZONTAL LOGO EXAMPLES



One-color PMS 288C Alliance Blue

**CMYK** 100/80/6/32  
**RGB** 0/45/114  
**HEX** #002D72



One-color black



One-color reversed

## STACKED LOGO EXAMPLES



One-color PMS 288C Alliance Blue

**CMYK** 100/80/6/32  
**RGB** 0/45/114  
**HEX** #002D72



One-color black



One-color reversed

Never use the AllianceTexas logo in a color outside of these three colors.

# Incorrect Logo Usage

The following examples demonstrate how not to use the AllianceTexas logos as they relate to a number of elements, including color, scale, font, size and placement. These rules are designed to preserve the integrity of the company's brand identity. The logos should never appear as a part of another graphic element or word mark, and should never be altered or reproduced in terms of their content, affiliation lines, fonts or other elements. Use only approved files as provided by the AllianceTexas communications team.

## INCORRECT USAGE EXAMPLES



**Do not** alter the logo colors.



**Do not** rotate or display the logo on an angle.



**Do not** alter or change the logo fonts.



**Do not** alter the position of the logo elements.



**Do not** distort or improperly scale the logo.



**Do not** place the logo on non-branded patterns or colors.

Never try to replicate the AllianceTexas logo.

# Logo Clear Space

Digital designs are responsive and scale as the browser size changes. To prevent crowding in digital applications, the AllianceTexas logos require additional clear space.

## HORIZONTAL LOGO



## STACKED LOGO



## SHARED PARAMETERS

Minimum clear space = the height of the Alliance "A" and Texas "A,"  
the width of the Alliance "A" and Texas "A."

Never try to replicate the AllianceTexas logo.

