



**ALLEGHENY EAST CONFERENCE CORPORATION**  
of Seventh-day Adventists®

## Graphic Identity Standards and Guidelines

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**ALLEGHENY EAST CONFERENCE CORPORATION**  
of Seventh-day Adventists®

How Allegheny East Conference Corporation of Seventh-day Adventists® (AEC) is perceived is in large measure the result of corporate image, public perception, and the totality of communications that shape the mind-set of our members, colleagues, suppliers, or the community at large.

Corporate identity plays a pivotal role in contributing to the image of AEC. It defines global graphics standards for the correct use of AEC's logo, our company's most valuable trademark. The AEC logo is a means of symbolizing and differentiating AEC's identity among other organizations. Correct usage of the AEC logo keeps its trademark position legally strong and creates long-term value to AEC.

That is why your cooperation is so necessary to the successful implementation of this important corporate program. To assist you in this endeavor, this graphics standards manual has been prepared for your reference.

The manual discusses and illustrates the required standards for applying the corporate monogram and corporate signature. If, after consulting the manual, you require additional information, please do not hesitate to contact the Corporate Communications Department at Corporate Headquarters, which is responsible for approving all applications of the corporate monogram and signature.

**LOGO PRIMARY**

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**ALLEGHENY EAST CONFERENCE CORPORATION**  
of Seventh-day Adventists®

Primary 4-Color Logo Version  
File name: Allegheny Logo\_202-5477-871-k.eps



**ALLEGHENY EAST CONFERENCE CORPORATION**  
of Seventh-day Adventists®

Primary 3-Color Logo Version  
File name: Allegheny Logo\_202-5477-871eps



**ALLEGHENY EAST CONFERENCE CORPORATION**  
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Primary 1-Color Logo Version  
File name: Allegheny Logo\_202.eps



**ALLEGHENY EAST CONFERENCE CORPORATION**  
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Primary 1-Color Logo Version  
File name: Allegheny Logo\_k.eps

**CORPORATE SEAL**

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Seal Color Version  
File name: Allegheny seal\_p202-5477-871-k.eps



Seal Black Version  
File name: Allegheny seal\_k.eps



Seal Emboss Version  
File name: Allegheny seal\_embosseps

## Identity System Overview

### Elements of the Identity System

Capital Styles' system consist of a logo label and a logo signature. Each of these element is available in a preferred version for most uses, and alternate version which may be used in specific applications.

The Logo label is available in two versions, the white label and the black label and then the signature version.

## LOGO ELEMENTS



## LOGO CLEAR SPACE



## LOGO MINIMUM SIZE



## Clearance

### Rules

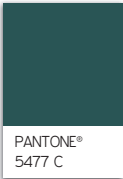
The logo symbol should not be redrawn or modified in any manner without the approval written department.

The solid red lines surrounding the logo indicate the minimum clearspace. This clearspace is required to ensure the logo's visibility and legibility in all applications.

To insure legibility, the logo should not be reproduced with the logo smaller than 1.125" in width.

# Color

## LOGO COLORS



Pantone 5477 C  
CMYK 77/49/56/29  
RGB 60/91/89  
HEX #3c5b59



Pantone 202 C  
CMYK 25/99/79/19  
RGB 162/32/52  
HEX #a22034



Pantone 871 C  
CMYK 44/46/78/19  
RGB 132/144/72  
HEX #847248



Pantone BLACK  
CMYK 0/0/0/100  
RGB 0/0/0  
HEX #000000

**Core Palette**  
The preferred color combination for Logo is Pantone 5477C, 202C, 871C and Black.

## Integrity of the Mark

In order to preserve the integrity the AEC logo must not be redrawn or altered in any way. Changing the logo will reduce its impact and detract from the consistent, professional image we want to project.

### LOGO DO NOTS



**Do not** alter the typefaces



**Do not** display the logo at an angle



**Do not** place the logo in a shape or box unless using approved label version



**Do not** change the relationship of the type



**Do not** place the logo over a patterned background



**Do not** use unauthorized colors