



INTRODUCTION

Anchorage First **- Get out and take care of business**

This graphic standards manual is intended to provide guidance for use of the Anchorage First logo. The logo can only be used in ways specified within the guide and it cannot be altered or distorted in any way.



LOGO VERSIONS

The Anchorage First logo includes the name of the campaign and the tagline. It has five versions: full-color, full-color reversed, black and white, black and white reversed and one-color PMS logo. These logos should be used where appropriate. Refrain from placing the logo over an image.



Full-Color Logo

Use the full-color version on white or light-colored backgrounds.



Full-Color Reversed Logo

Use the full-color reversed version on dark-colored backgrounds.



BW Logo

The black logo should be used when the color in the logo fades into the background.



BW Reversed Logo

The white logo should be used on dark-colored backgrounds. Suggested use: merchandise and apparel.



One-Color PMS Logo

Use the PMS version on one-color applications such as print ads and apparel.

COLOR PALETTE

Full-Color Logo Palette

The Anchorage First color palette includes four colors:



CMYK: C100 M0 Y0 K0
RGB: R0 G173 B239



CMYK: C85 M50 Y0 K0
RGB: R14 G118 B189



CMYK: C100 M95 Y5 K0
RGB: R40 G56 B144



CMYK: C50 M0 Y100 K0
RGB: R142 G198 B63



One-Color Reversed Logo Palette

The Anchorage First one-color palette includes one PMS color:



Pantone Process Cyan



Black&White Logo Palette

The Anchorage First b&w palette includes:



100% Black



POSITIONING AND SIZING

Logo Location

When positioning the Anchorage First logo, it should be separated from text and other graphical elements. A safe area must surround the logo.

The minimum distance between the logo and other graphical elements is indicated by the solid line in the diagram to the right. The “x” in the diagram equals the height of the lowercase letters in the words “Anchorage First.” Always maintain an equal distance around the logo.



Minimum Size

The Anchorage First logo must never appear smaller than 1.5 inches wide. Using the logo in smaller dimensions will compromise the logo's legibility.



FONTS

Font for Logo

The font used in the logo is from the Platelet Family.

The words “anchorage first” are lower case and the font is Platelet heavy. The tagline is written in uppercase and the font used is Platelet Regular.



Collateral Materials Fonts

Platelet can be used in headlines in uppercase only for all collateral materials, such as print ads, brochures, promotional materials and web.

The font used for body copy is Universe Light, Regular, Bold and Black.

HEADLINE HERE

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USAGE

Original Logo

As shown below, altering the Anchorage First logo in any way from its original form is unacceptable.



Is **unacceptable** to change the logo colors, even if the colors are within the palette.



Is **unacceptable** to change the fonts in the logo and in the tagline. See page 6 for a complete list of fonts.



Is **unacceptable** to skew the logo. When enlarging and reducing the logo, always keep the logo proportionate.



Is **unacceptable** to rearrange and move the elements that form the logo.



Is **unacceptable** to place the logo over a busy image or background where it becomes unreadable.

