AGB Logos: Variations

COLOR LOGOS

Use these logos on a white or very light background. Please do not:

- Place logos on complex or noisy backgrounds where they will be hard to see
- Edit, deconstruct, reconfigure, recolor, squeeze, or stretch the logo files
- Use the logos or their component elements as design motifs

REVERSE LOGOS

Use these logos on dark or black backgrounds. Please make sure that:

- The background is dark enough to make the logo stand out
- Reverse logos knock out through all background elements and print white

Be careful about using reverse logos at very reduced sizes as letters may fill in with ink and disappear.

TAGLINE–Color

Use the tagline logo on proposals, the title page of presentations, brochures, mailers, pocket folders, etc.
Please do not use the logo with tagline on AGB publications.

TAGLINE–Reverse

TAGLINE VERTICAL–Color

Use the tagline vertical logo on advertisements, postcards, and other assets where space is limited.
Please do not use the tagline vertical logo in digital banners (use the logo-only logo below).

TAGLINE VERTICAL–Reverse

FULL NAME–Color

Use the full-name logo on legal, regulatory, and compliance documents that require the name to be spelled out.
Please do not use the full-name logo on communications, publications, or other content intended for members.

FULL NAME–Reverse

LOGO ONLY–Color

Use the logo-only logo in situations where space is extremely limited (such as in banners or web page headers) or where you need to avoid repetitious instances of the tagline (such as on the non-title pages of a presentation deck or a form).

LOGO ONLY–Reverse

AGB Product Logos

COLOR LOGOS

Use these logos on a white or very light background. Please do not:

• Place logos on noisy backgrounds where they will be hard to see

• Separate, reconfigure, recolor, squeeze, or stretch the logo files

• Use the logos or their component elements as design motifs

These product logos represent both our organization and one of the service or solutions we provide. Generally speaking, please do not use both an AGB logo and a product logo in the same design.

AGB Governance Briefings

AGB Orientation

AGB Consulting

AGB Logo Library

RGB LOGOS

Use RGB files generally for digital and website assets. Occasionally, you may be asked to provide RGB files for large-scale printing applications such as posters and booth displays.

CMYK LOGOS

Use CMYK for assets that will be printed, either on ink-jet and laserprinters or by a commercial printing company.

.AI files

Use **Adobe Illustrator files** when you need to scale logos larger than the standard provided size. This will prevent a loss of resolution as you enlarge the logo. on other elements.

.AI files

Use **Adobe Illustrator files** in assets that require high-resolution or large-scale graphics—or those that will be reproduced by commercial printers.

.SVG files

Use **Scalable Vector Graphic** files on responsive sites that will be displayed across desktops, laptops, tablets, and smartphones. SVG files also have transparent backgrounds.

.JPEG files

Use high-res **JPEG** files for images in assets that will be commercially reproduced. Remember that JPEGs cannot be enlarged (especially to very large sizes) without suffering image problems.

.PNG files

Use **Portable Network Graphic** files when you need transparent backgrounds sizes in an image file that almost all browsers and website management platforms can display.

.PNG files

Use printer-resolution **PNG** files for images and graphics in assets that will be digitally reproduced on ink jet, laser printers, or large-format printers.

.JPEG files

Use **JPEG** files when you need the smallest possible file size. Just be aware that JPEGs aren't transparent so logos, etc. will be surrounded by a white or colored background if you superimpose them on other elements.

AGB Fonts

ABCabc
Montserrat

Thin	Regular	Bold
Thin Italic	Italic	Bold Italic
Extra-Light	Medium	Extrabold
Extra-Light Italic	Medium Italic	Extrabold Italic
Light	Semibold	Black
Light Italic	Semibold Italic	Black Italic

ABCabc
Crimson Text

Roman	Semibold	Bold
Italic	Semibold	Bold Italic

ABCabc
Proxima Nova

Thin	Semibold	Condensed Thin	Condensed Semibold
Thin Italic	Semibold Italic	Condensed Thin Italic	Condensed Semibold Italic
Light	Bold	Condensed Light	Condensed Bold
Light Italic	Bold Italic	Condensed Light Italic	Condensed Bold Italic
Regular	Extrabold	Condensed Regular	Condensed Extrabold
Italic	Extrabold Italic	Condensed Italic	Condensed Extrabold Italic
Medium	Black	Condensed Medium	Condensed Black
Medium Italic	Black Italic	Condensed Medium Italic	Condensed Black Italic

ABCabc
Adobe Garamond Pro

Regular	Semibold	Bold
Italic	Semibold	Bold Italic

AGB Colors

PRIMARY COLORS
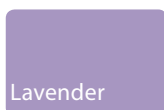
AGB Purple	Lavender	Light Purple	Dark Purple
#4f2d83	#a795c1	#7a61a1	#201b57
79/45/131	167/149/193	122/97/161	32/27/87
86/100/11/2	35/42/4/0	60/70/6/0	100/100/34/29

SECONDARY COLORS
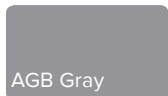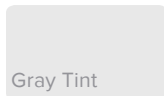
AGB Gray	Gray Tint			
#939598	#E8E8E8	#2D4376	#E7B321	#35BCDD

URL and File Name Conventions

URL FORMATTING:

When using an AGB.org URL in content or documents, please follow these guidelines:

· Capitalize AGB

· Do not include "https://"

· Capitalize the first letter in the URL path

For example:

AGB.org/Brand

NOTE: You may see coded URLs set in all lowercase on the AGB website and elsewhere. However, all URLs in content should follow these conventions.

FILE NAMING CONVENTIONS:

Use this file-naming convention for any materials distributed electronically:

AGB [Topic and Item] [Date].[extension]

For example:

AGB Membership Brochure March 2020.pdf

This identifies the file as AGB property, the subject addressed, and the date of production.