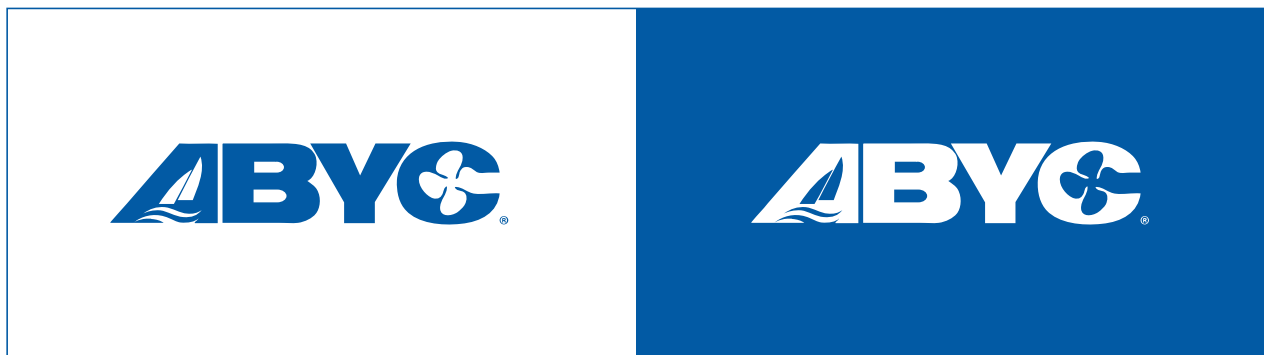




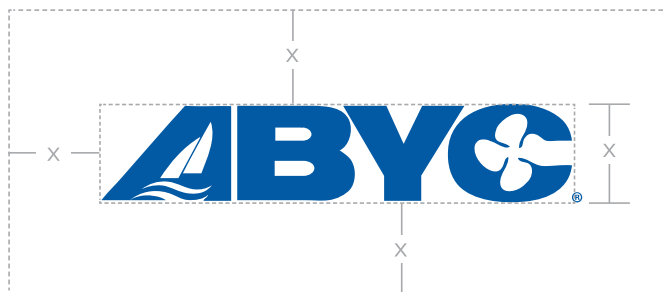
BRAND GUIDE

Our Logo

The ABYC logo can be displayed in blue on light backgrounds or white on dark backgrounds. Please observe the clear space around the logo to maximize visual effectiveness. Please observe size restrictions to ensure legibility.



CLEAR SPACE



Our logo is displayed with a uniform border of clear space determined by the height of the logo at the size displayed.

DISPLAY SIZE



.25"

MINIMUM SIZE

Whenever possible, the ABYC logo should be displayed at .25" or larger

Logo Restrictions

In order to ensure we are effectively communicating a consistent and familiar brand to the ABYC audience, our logo should be displayed as outlined in this guide.

Here are a few examples of misuse of our logo that could undermine consistent recognition of the ABYC brand.



DO NOT warp, stretch, or tilt the logo.



DO NOT change the color of the logo.



DO NOT outline the logo.



DO NOT apply effects, such as drop shadows



DO NOT alter the logo spacing



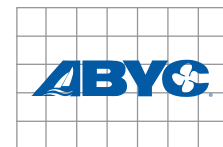
DO NOT rearrange the logo elements



DO NOT place the full color logo over a busy photograph.



DO NOT place the logo on similar color



DO NOT place the logo on pattern background