

The ARRM Manual of Style

Graphic Style Guide
Fall 2006



ARRM

THE ARRM GRAPHIC STYLE GUIDE

Purpose of the Style Guide

A strong coherent visual identity is critical to the public image of ARRM.

ARRM strives to maintain a consistent visual, or graphic, identity as a major component of communicating the strength and integrity of the Association. A unified approach to graphics fosters a strong, consistent image for both internal and external audiences.

The objective of creating this style guide is to strengthen ARRM's image, increase awareness of our many contributions, and build loyalty among our constituencies.

Key to achieving this goal is using best practices for providing print and web-based content and services in a seamless, convenient manner with a common look and feel that is easy to use.

The purpose of this document is to communicate the logo standards as well as the design standards to be used as the Association moves forward and creates public relations pieces. These standards will provide a common look and feel and ease of use; staff will benefit because they reduce risks, improve efficiency, and eliminate redundancies.

To insure consistency, accuracy, look and feel, and security of content, ARRM has established standards for design, branding, and visual style. These elements define ARRM's identity.

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Guidelines

ARRM has two official graphic elements - the **logo** and the **icon**. The **identifier** (e.g., the word “ARRM”) is the typographical part of the logo.

As the primary visual symbol for ARRM, the logo must appear on all ARRM publications, the website, advertisements, and other forms of communication.

Following are general guidelines for incorporating the logo and the icon into publications, advertisements, posters, and other ARRM materials. If there are any questions regarding usage and layout, please contact the Public Relations Director.

The ARRM Logo



The **identifier** should be used anywhere it is appropriate for the ARRM name to appear beneath the logo. No other typographical representation of the ARRM name should appear beneath the logo.

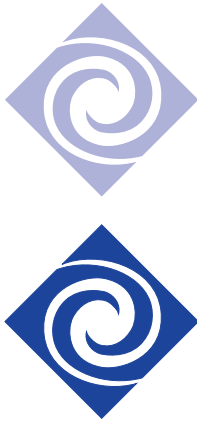
The logo should appear on all ARRM promotional materials or marketing pieces, with preference given to the upper or left corner on the front or back page.

The logo may be used in black or blue (PMS 2746). It may be reversed in white on a black or blue (PMS 2746) field. If the promotional or marketing piece is a one-color piece other than black or blue, that color may be used, although the preference will be for a reversed white.

The logo should not be altered (i.e., squeezed or compressed) in any other way.

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The ARRM Icon



The use of the icon provides more creativity and flexibility to the visual presentation, and offers more opportunities for marketing and branding ARRM's image.

The icon may be used in black or blue (PMS 2746). It may be reversed in white, may be used as a screened or tinted (if the piece is one-color) element, or as a pattern. The icon should not be altered (i.e., squeezed or compressed) in any other way.

A digital copy of the icon is available from the Public Relations Director, or you may download it from the ARRM website (www.arm.org/news/pr_store).

Logos of individual programs (i.e., ARRM Cares, CEW) may be used with the ARRM logo or identifier, but not as a substitute for them.

ARRM Colors



PMS 2746

RGB

R = 26

G = 28

B = 150

CMYK

C = 100

M = 99

Y = 11

K = 5

HEX

#1A1C96

ARRM colors are blue and black.

The blue is PMS 2746 in the printing-industry standard Pantone Matching System. Ink percentages are provided at left.

When outputting a marketing or promotional piece, the color may vary depending on what the printer's dot gain is or whether the piece is printed internally or copied at a copy center. Also, the paper used will affect the hue.

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Unacceptable Use of Logos

The logo should always be used at the correct proportions; do not stretch or squeeze the logo.

Do not replace or re-set the typography.

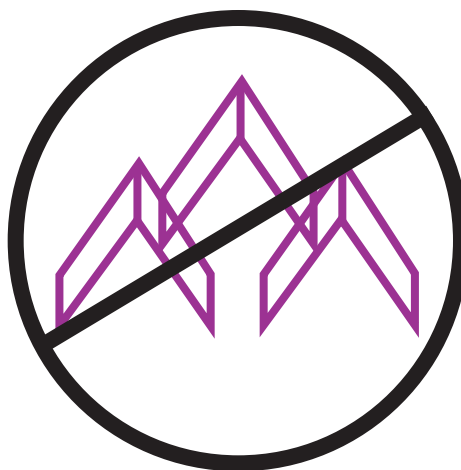
Do not change the color of the logo or the identifier; both should be used in black, white or blue (PMS 2746). Exceptions may occur when one color is used for the piece.

Below are samples of logo use which are unacceptable.



Discontinued Logo

The old purple ARRM logo featuring the triangular “houses” is discontinued and should not be used.



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Typography

These three fonts may or may not be included in the standard inventory of fonts on your computer.

Adobe Garamond and Futura are both particularly common.

If you are planning doing extensive in-house publishing or printing work, you are encouraged to work with the PR Director to acquire these fonts.

Three type families - Adobe Garamond, Trajan, and Futura Condensed - have been selected as primary typefaces for ARRМ.

ADOBE GARAMOND

Adobe Garamond is a sans-serif font and should be used in text or body copy. All weights of Adobe Garamond may be used.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

TRAJAN

Trajan is a san-serif font, but only displays uppercase letters. It may be used as a complement to Adobe Garamond, and works particularly well as a font for subheads or section heads, or generally as a secondary typeface. All weights of Trajan may be used; Trajan Bold is depicted below.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

FUTURA CONDENSED

Futura Condensed is appropriate for display copy, such as bold headlines on posters, flyers, or advertisements, or for subheads or section heads, or generally as a secondary typeface. All weights of Futura Condensed may be used; Futura Condensed Medium is depicted below.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Flyers, posters, etc.

This requirement is aimed at publicity or marketing materials intended mostly for an external audience.

If you are in doubt as to whether a flyer, poster, brochure, or other printed piece is in compliance with this Style Guide, please check with the PR Director.

Staff are welcome to produce their own flyers, posters, or other promotional (marketing) materials. If they have any questions pertaining to graphical styles, staff are encouraged to consult with the Public Relations Director before doing so.

If you are in doubt as to whether your piece adheres to this Style Guide, it is recommended that all flyers, brochures, or other printed marketing or promotional materials be submitted to the PR Director for feedback prior to printing.

However, if staff are familiar with font, logo and identifier usage, review is not necessary. This includes materials which are to be printed “in-house” by photocopying or any other means of digital printing.