Arlee Rehabilitation Center
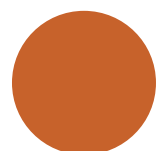## Logo, Colors, and Fonts

Color Logo

Use the color version of our logo whenever possible.

B&W Logo

When printing in black & white, use the B&W logo file instead of letting your software convert automatically.
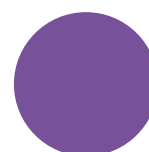
ARC Burnt Orange
RGB	#C7622B
CMYK	21, 67, 100, 8
PMS	16-1448 TPX

ARC Sage Green
RGB	#9DAA4A
CMYK	43, 20, 98, 1
PMS	16-0435 TPX

ARC Deep Lavender
RGB	#77529A
CMYK	64, 79, 4, 0
PMS	18-3633 TPX
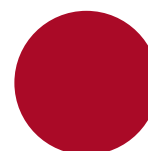
ARC Dark Red
RGB	#AA0A27
CMYK	24, 100, 96, 21
PMS	19-1757 TCX

ALWAYS...

...use the official logo files provided by ARC

...leave blank space around the logo (nothing else should touch it)

...spell out the full name (Arlee Rehabilitation Center) the first time it's used in a document. After that, it can be abbreviated ARC.

NEVER...

...combine the logo with another piece of artwork

...change the colors of the logo. Use the full-color or B&W versions as provided only.

...alter, stretch, or adjust contrast of the logo, or extract logo elements to use on their own.

Font Guidelines

Consistently using the same typefaces gives us a "look" that's the same for all of our documents.

Alegreya
Use lighter weights for body copy in printed documents, heavier weights for headlines online.
Alegreya is an elegant typeface designed for use in literature. It has a soft, classic look.

Alegreya Sans
Use thin or light weights for body copy online, and heavier weights for printed headlines.
The italics stand out more than most sans-serif fonts, making them great for emphasis.

Both typefaces are available from Google Fonts and are licensed under the Open Font License.

Alegreya Sans Weights

Thin	Thin Italic
Light	Light Italic
Regular	Italic
Medium	Medium Italic
Bold	**Bold Italic**
Extra Bold	**Extra Bold Italic**
Black	**Black Italic**

Alegreya Weights

Regular	Italic
Medium	Medium Italic
Semibold	Semibold Italic
Bold	**Bold Italic**
Extra Bold	**Extra Bold Italic**
Black	**Black Italic**