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Brand Guidelines



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Mission

EAC is Always EPIC.

E = Empowering overlooked and underserved communities

P = Preventing new HIV/STI exposure until there are no new transmissions

I = Innovating comprehensive sexual health strategies

C = Connecting with communities to provide prevention resources

To end the epidemic of HIV in Arkansas, Engaging Arkansas Communities (EAC) provides HIV/STI prevention and testing, advocates for people living with HIV, and provides innovative education on the sexual health concerns of marginalized communities.

01





Vision

We envision a state with no new HIV infections, communities who provide prevention resources to its residents, and where those living with HIV do so with equality and the support they need.





About the Logo

Our organization has developed brand guidelines that represent the mission and vision of EAC. When placed on letterhead, articles, or other means of communication, it is our signature of endorsement for the event, service, person, or sponsorship.

We have taken careful and deliberate time to develop these standards to strategically publicize our brand. This guide is to assist those responsible for creating any content for EAC.

Symbols & Meanings

Parts of the Engaging Arkansas Communities Logo



Circular Swirl

The swirl moves as if it is growing outwards from its center. Continual motion signifies an **empowering** strength from within, a creative--or **innovative**--force, and a motion toward understanding and **connecting** with others.



Shape of Arkansas

Each of the 75 counties in the state of Arkansas represent a rich tapestry of traditions and rural challenges. EAC faces these challenges head on to connect each community to health prevention, education and empowerment resources.



Red Ribbon

The Red Ribbon is a symbol of support for people living with HIV, continued education for every community about HIV, maximum efforts to find effective HIV treatment, and to remember those who have lost loved ones to AIDS.



Logo Colors

Our color palette for logo usage

The approved color palette for the organization is provided. Colors are used for marketing, letterheads, correspondence, and other means of communication.

The consistent usage of EAC colors creates a brand identity for the public and reinforces the image of our organization to the communities we serve.

05

LIGHT ORANGE

HEX | #F96232

RGB | R 249 G 98 B 50

HSL | H 14.47 S 0.94 L 0.59

CMYK | C 0% M 59% Y 78% K 2%

DARK TEAL

HEX | #00A6AE

RGB | R 0 G 166 B 174

HSL | H 182.76 S 1 L 0.34

CMYK | C 68% M 3% Y 0% K 32%

GRAY

HEX | #3F4C51

RGB | R 63 G 76 B 81

HSL | H 196.67 S 13 L 0.28

CMYK | C 7% M 2% Y 0% K 68%

DARK VIOLET

HEX | #6B3C94

RGB | R 107 G 60 B 148

HSL | H 272.05 S 0.42 L 0.34

CMYK | C 16% M 35% Y 0% K 42%



Typography

Our official typeface

Consistent usage of type reinforces the brand and mission of EAC. The approved typeface for the organization is **Glacial Indifference**. This is a clean, Sans Serif font to be used on publications for internal and external use. The font may be complemented by other serif fonts as necessary.

Bold is our headline weight.

Regular is used for captions, small bodies of text, and on stationary.

Regular is also used for our body copy and subheadings.

Engaging

Arkansas

Communities

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Glacial Indifference Bold
Glacial Indifference Italicized
Glacial Indifference

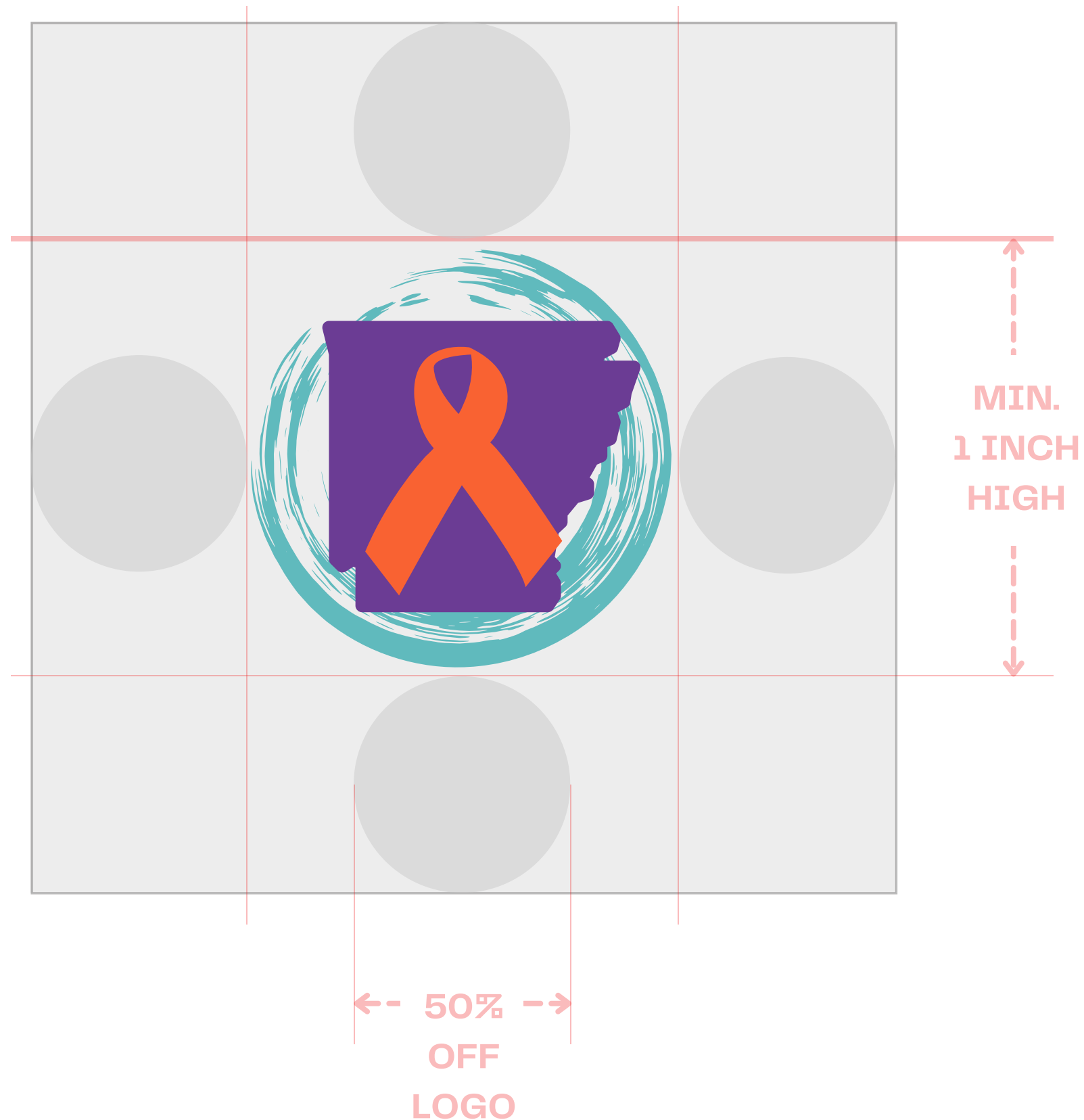


Positioning

The safe distance to put our logo in

Clear Space: Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all of our communications. **Minimum clear space is 50% of the height of the entire logo.**

Size: Our logo must be sized large enough to be easily read when used in a given application. **Minimum size is 1 inch in height.** It is sometimes necessary to increase and decrease the logo depending on the print area. Always maintain proportion. Always ensure text is legible.



Logo Variations



Horizontal



Presentations are tools that can be used as lectures, speeches, reports, and more.

Vertical



ENGAGING
ARKANSAS
COMMUNITIES

Presentations are tools that can be used as lectures, speeches, reports, and more.

Icon



Presentations are tools that can be used as lectures, speeches, reports, and more.



Application

The rules on proper use and misuse

The single most identifiable element of our organization is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a non-profit brand.

Rules on logo use are provided as reminders when creating visual content for EAC.

09



DO NOT change the color.
Use only the colors in the palette.



DO NOT crop
the logo.



DO NOT add shadows
or effects.



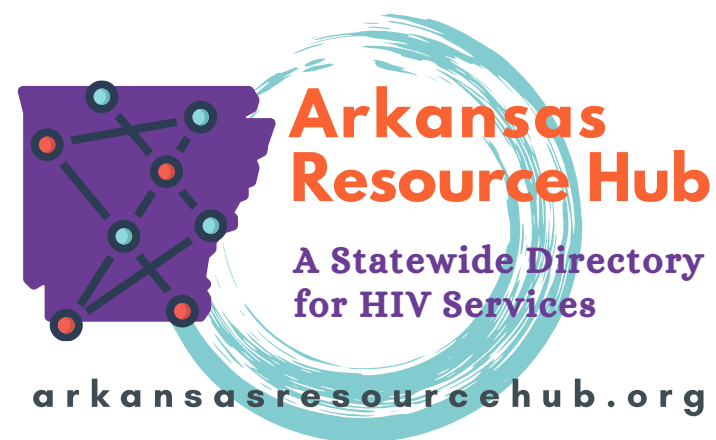
DO NOT rotate
the logo.



DO NOT put over
another illustration.



DO NOT place the logo
in a holding shape.



Logo Family

EAC develops many logos using the standardized color palette, font choices, and major elements found in these brand guidelines.

The **Dark Teal Swirl** is always incorporated into each program logo as a unifying element. The swirl is used to signify the connecting, engaging, and empowering work that is a part of every program facilitated by EAC.



Download the Resources



engagingarkansas.org/media