



*For people with intellectual
and developmental disabilities*

IDENTITY GUIDELINES

March 2018



TOPICS

A man with dark hair, wearing a blue and white plaid button-down shirt, is seated with his hands clasped in front of his chin. He is looking directly at the camera with a neutral expression. The background is slightly out of focus, showing what appears to be a desk with papers and a framed picture. The entire image is covered with a semi-transparent yellow-to-orange gradient. Overlaid on the right side of the image is the text "What is the brand?" in a white, italicized serif font.

*What
is the
brand?*

What is a brand?

A brand is your logo, your website and your tagline. A brand is your color scheme and your brand usage booklet. It's your building, your employees, your management team and your culture. It's your products or services. It's your pricing model and it's the way you do business. A brand is all of those things.

A brand is all of those things and then some. A brand is what makes your company your company. When it's done well, a brand changes the way consumers think about and interact with your business.

Important factors in a brand:

- Fonts
- Colors
- Photography
- Website
- Style



The Arc's brand

The Arc is driven by opportunity. The opportunity for hope, for growth, for change; the opportunity for everyone to be a valued, contributing member of their community.

We empower people with disabilities, their parents and family members, and dedicated professionals by connecting them across our national network of community-based chapters. Our collective voice strengthens our entire movement and provides the opportunity for all of us to make a difference.

The Arc fosters respect and access for individuals with intellectual and developmental disabilities and their families, giving them the tools to achieve a full and satisfying life.



The Arc name

The Arc is not an acronym

**Do not create acronyms from The Arc
(i.e. Advocacy Resource Center)**

Do not use ARC in all caps in any circumstances

In writing, use The Arc, not The ARC and not ARC

- Think of The Arc as a title or a phrase;
it must be used as a whole
- Always refer to us as “The Arc”;
do not say simply “Arc” or “Arc Chapters”
- The correct plural use, when referring to more than one
chapter is “...chapters of The Arc”; do not say Arcs, or ARCs,
or Arc chapters





*What
does
the logo
consist of?*

The fonts and placement of the *Catalyst* and *Logotype* are
NOT TO BE MOVED, SEPARATED OR ALTERED.



The logo is provided as ONE picture, not separate graphic elements - and as such, it should be treated as one static picture, not separate elements to be adjusted or independently altered.

The Arc brand should have a registered mark, please check your chapter lock up to see if you have a TM at the base of the c in The Arc logotype. If so please email branding@thearc.org so that we can get yot updated artwork.

CATALYST ICON



LOGOTYPE

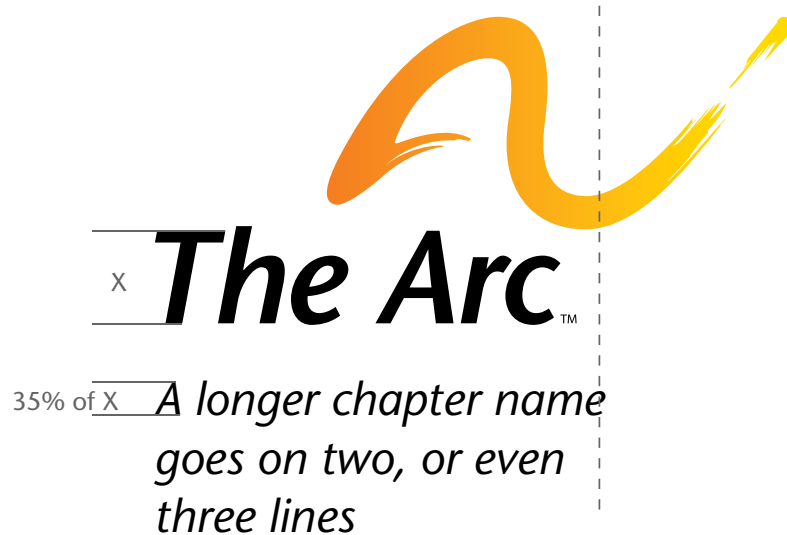
The fonts and placement of the *Catalyst* and *Logotype* are
NOT TO BE MOVED, SEPARATED OR ALTERED.



30% of X *For people with intellectual
and developmental disabilities*

75% of X *Achieve with us.*

The logo is not up to interpretation! Please use exactly as it is given.



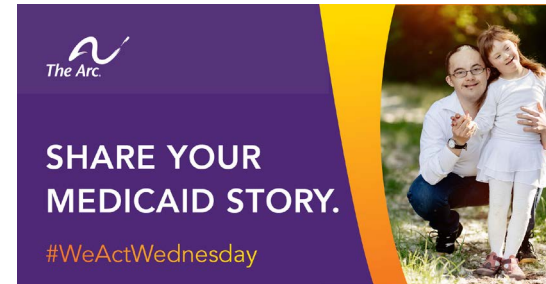
A man in a light blue shirt is seated at a desk in a call center, wearing a headset with a microphone. He is pointing at a computer monitor with his right hand. The background shows a typical office environment with another monitor and a window. The entire image has a purple overlay.

*How to
use the
logo
properly*



Examples of how to use logos properly

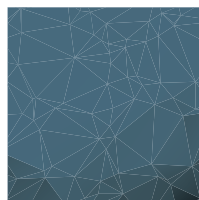
Dark backgrounds



Light backgrounds



Textured backgrounds



Co-branding or updating your logo

Branding can get tricky sometimes!

Some common issues that arise when using or adapting the brand:

- Current brand is well known in the community
- Program or event has separate branding
- Partnering with another organization
- Spatial issues
- Chapter recently merged with another chapter or organization

Current brand is well known in the community

The transition into the new brand doesn't have to be dramatic. While in the intermediate stages of rebranding, you can co-brand your old logo and your new chapter lockup to introduce people to your changing appearance, and start familiarizing them with The Arc logo. Start by alerting your community that you are transitioning. Please put your chapter lock up before the old logo. If you need any further help with this, or assistance in creating an affordable plan of action then we are here to help. Just send an email to branding@thearc.org.



**logos used above aren't specifically related to the chapters displayed*

Program or event has separate branding

A lot of chapters have specific programs, initiatives, and events that have different branding than the chapters' lock up. Similar to the slide before, you can simply co-brand it with your chapter lockup. If you need any further help with this just send an email to branding@thearc.org.



**logos used above may not specifically related to the chapters displayed*

Partnering with another organization

Partnership is nothing new. If your chapter is creating the artwork, please put The Arc logo separate or first in the order of organization. Similar to the slide before, you can simply co-brand it with your chapter lockup. If possible, please brand the program/event logo in The Arc's colors. If you need any further help with this or assistance in creating an affordable plan of action then we are here to help. Just send an email to branding@thearc.org.



**logos used above may not specifically related to the chapters displayed*

Spatial Issues

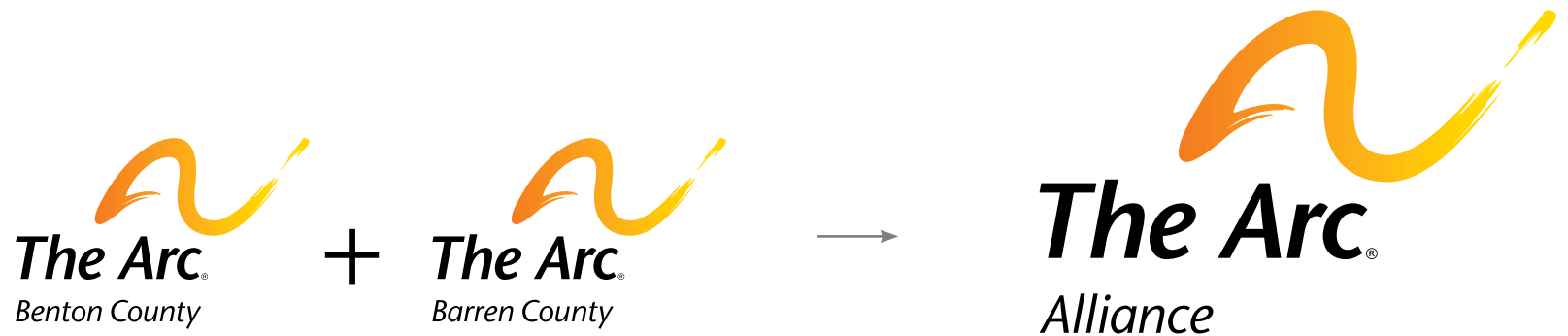
Sometimes the shape of the logo makes it hard to fit into cramped spaces. However, there is no horizontal version of the chapter lockup. Please do not create one. Consider putting an even square of space around the logo. Or try using **The Arc** logo without your chapter name and displaying the name of your chapter name else where on your piece. The chapter name is important, but it is also important to display the brand you are representing. If you need any further help with this or assistance in creating an affordable plan of action, we are here to help. Just send an email to branding@thearc.org.



**logos used above may not specifically related to the chapters displayed*

Merging with another chapter

In some cases chapters have merged to make a new chapter under a new name. When you do this, it requires you to get a new chapter lockup with your agreed-upon name. If the new name does not include the name of either of the previous chapters, you can temporarily add a line beneath the new chapter lock up. Just make sure it is a **T space** under the new logo. If you need any further help with this we are here to help. Just send an email to branding@thearc.org.



*Merged chapters The Arc Benton County
and Barren County*

**logos used above aren't specifically related to the chapters displayed*

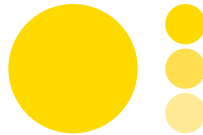


Colors & Fonts

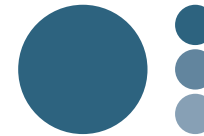
Color Palette



The Arc Orange
PANTONE 158C
C0 M64 Y100 K0
R234 G113 B37
HEX #EA7125



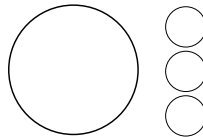
The Arc Yellow
PANTONE 116C
C0 M12 Y100 K0
R255 G203 B0
HEX #FECB00



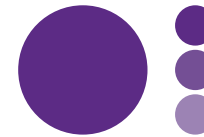
The Arc Blue
PANTONE 5405C
C71 M30 Y13 K41
R68 G105 B125
HEX #44697D



The Arc Gray
PANTONE 179-14C
C0 M0 Y0 K89
R67 G67 B69
HEX #484847



White
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF



The Arc Purple
PANTONE 2597C
C79 M100 Y7 K3
R92 G43 B133
HEX #5c2b84



The Arc Orange

The Arc Yellow

Fonts

ITC STONE SANS

ITC Stone Sans Medium
ITC Stone Sans Medium Italic
ITC Stone Sans Semi Bold
ITC Stone Sans Semi Bold Italic

TREBUCHET

Trebuchet
Trebuchet Italic
Trebuchet Bold
Trebuchet Bold Italic

ABRIL

Abril Titling
Abril Titling Italic
Abril Titling SemiBold
Abril Titling SemiBold Italic

PHILING

Philing



*How to
use the
elements*

The Elements

Although we have said bye bye to the beloved brushstroke, we have added new elements to help refresh and update our brand. Feel free to be creative with these this while staying with in the guidelines. They are especially helpful with social media posts and banners if you don't have photography readily available. These can be located and downloaded on our website. The elements are available in all of our colors. **EPS files: high resolution, good for printing large designs like shirts or signage** **JPG and PNG: great for web use** **PNG: transparent background.** If you need any more tips or tricks in using these elements please reach out to branding@thearc.org.

Cheveron



*Fractal
Pattern*



*Triangle
fragments*



Web Examples



For more examples or templates please email branding@thearc.org

Print Examples



For more examples or templates please email branding@thearc.org

Examples from our chapters

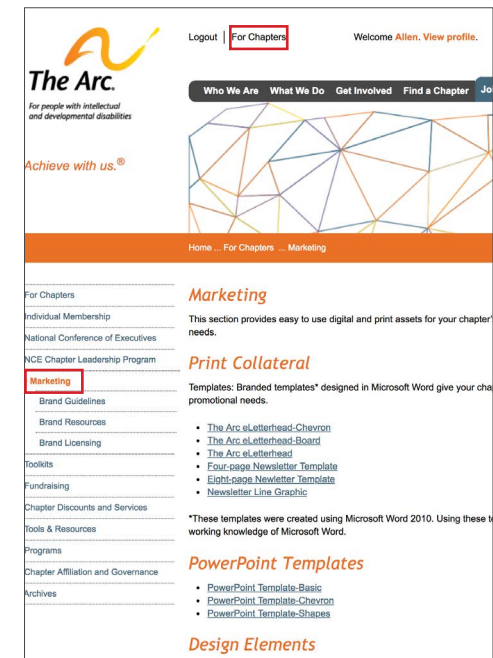
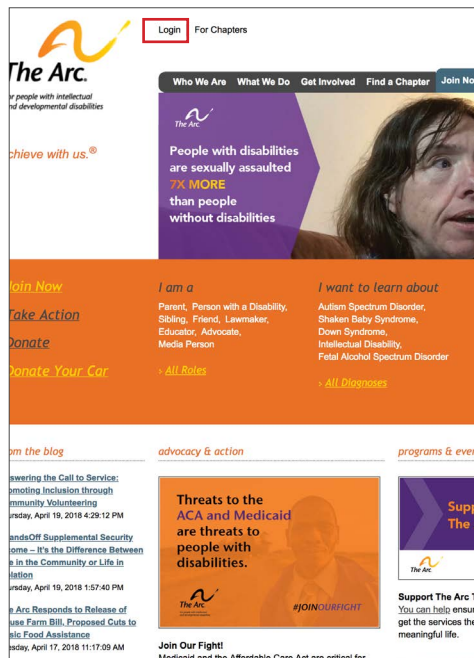


For more examples or templates please email branding@thearc.org

Locating the branding tools

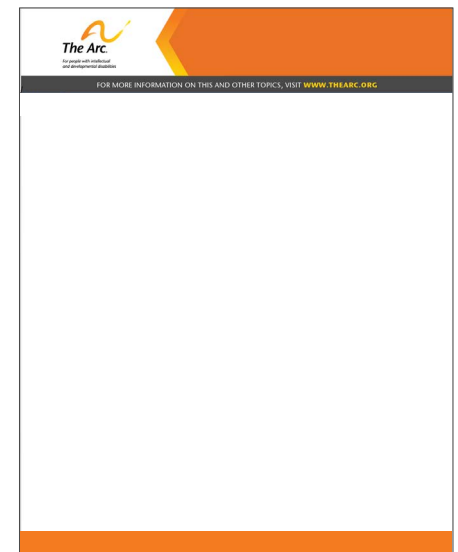
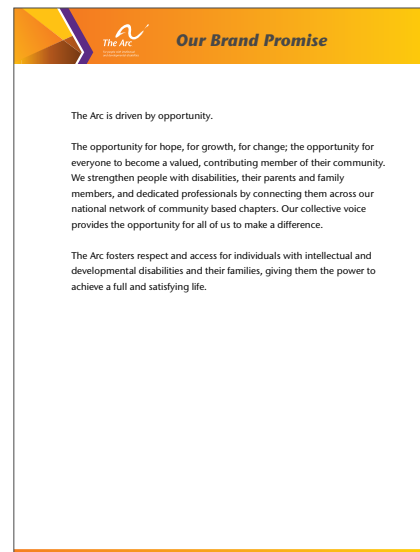
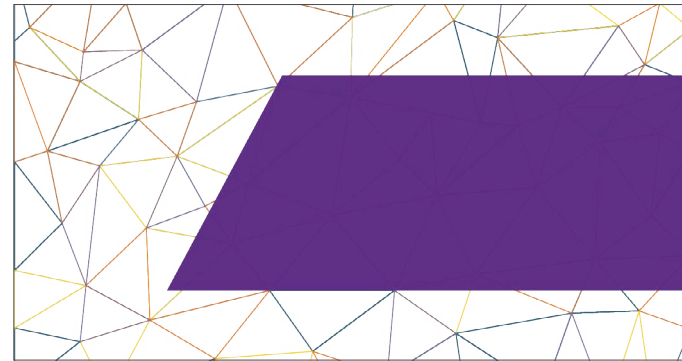


Go to the national website thearc.org. Log into the website (if you are locked out or need help accessing your account, email Solomon Lissanu at lissanu@thearc.org). It will redirect you back to the homepage once successfully logged in. At the top of the page next to Logout, it will be a button that says **For Chapters**. Click **Marketing**, on the left-hand menu. Everything you need should be in there.



If you need more personalized assistance or graphics designed for you please email branding@thearc.org or dupont@thearc.org.

Templates



What are you waiting for?

*If you have not rebranded yet,
let's get started. It is simple!
For more information please
email branding@thearc.org.*