



Association for
**FINANCIAL
PROFESSIONALS**
Southern California

The AFP[®] Logo Graphic Standards

Southern California

Introduction

Logo standards

The Southern California Association for Financial Professionals' logo is a single mark whose elements are never to be separated, nor can the colors be altered. The elements consist of the block logo and the logotype. We have provided variations of this logo for proper application on various materials. The strength of the Southern California AFP logo is dependent upon the consistent usage as outlined in this manual.

Logo file formats

Certain logo file formats perform better than others, depending on how the piece containing the logo will be produced. You have been given EPS (.eps) and PNG (.png) logo files.

EPS files are vector-based files, which print the cleanest. EPS files should be used whenever a logo is placed in graphic design/page layout programs such as InDesign.

PNG files should be used on websites and whenever a logo is to be placed in programs such as Word and Powerpoint. Care should be taken to make sure that these programs do not alter the proportionate height and width of the logo.

Please direct any questions concerning this document or the Southern California AFP logo to:

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Marketing Director
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Southern California AFP Logo Versions

Primary Color Logo

This is the preferred expression of the logo. This version of the logo uses Pantone 7463 ("Dark Blue") and White. It is used on materials which have a light colored background.

Dark Blue:

C: 100 / M: 63 / Y: 12 / K: 67

R: 0 / G: 43 / B: 73

#002B49



Reversed Logo

This version of the logo uses Pantone 630 ("Light Blue") and White. It is used on materials which have a dark colored background.

Light Blue:

C: 48 / M: 0 / Y: 10 / K: 0

R: 119 / G: 197 / B: 213

#77C5D5



Minimum Size

The logo must NOT be used any smaller than 1.25" (3.175 cm) in width on printed material or smaller than 145 px in width on screen at 72dpi. To do so would degrade the logo's legibility.



Minimum Clear Space

The logo should always be surrounded by a minimum area of clear space based on a quarter (.25x) of the size of the AFP box part of the logo. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.



Incorrect Southern California AFP Logo Usage

This page provides examples of some logo misuses that must be avoided.

Improper Color or Font

Do not alter the colors or the logotype within the logo files that have been provided to you.



Improper Distortion

Do not stretch or skew the logo. The logo can be scaled, but only proportionally. Do not tilt the logo.



Improper Isolation or Manipulation

The logo is to be used as a whole, and not separated out into elements.



Distracting Background

The logo should not be placed on backgrounds that will distract or overpower, such as photos. Proper contrast between the logo and the background should be maintained.



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