



CENTENNIAL LOGO

IDENTITY USAGE GUIDELINES SEPTEMBER 2016

Since the logo is owned exclusively by the Academy, it can't be used on products for sale by groups outside the Academy, including its affiliates.

LOGO VARIATIONS

FULL COLOR



The use of the full color version of the logo should be used when used with Academy of Nutrition and Dietetics (AND) primary applications.

2-COLOR



The centennial logo can be used in a 2-color format. The "100" is PMS 357. The Eatright logo and the year line must remain all black if on a white or light background or must be all white if on a dark or black background.

1-COLOR



The preferred usage for 1-color is the centennial logo with the "100" in 50% black and the rest solid black. If the gray is not an option than all black can be used.

1-COLOR REVERSE



The preferred usage for 1-color reverse is the centennial logo with the "100" in 50% black and the rest white. If the gray is not an option than all white can be used.

FILE TYPES AND PURPOSES

EPS files are fully scalable and used in a variety of ways; CMYK (4-color) format is for offset printing, and PMS (Pantone) format is for 1- and 2-color printed items as well as items like t-shirts or specialty items.

JPG and PNG files are for electronic purposes like Microsoft applications and digital. These are available in RGB color formats.

IMPROPER USES

Do not change the Eatright logo or year line to a different color besides the full color, black or white.



Do not tint logo.



Do not alter the proportions, reconfigure or remove elements.



Do not place logo at an angle.





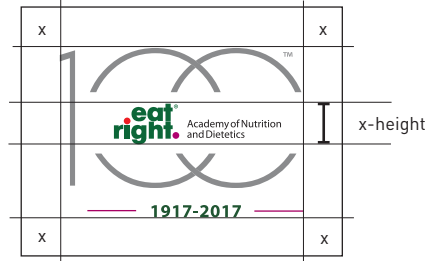
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APPLYING THE LOGO

The logo may not be combined with brand elements of organizations outside the Academy or its affiliates.

LOGO AREA OF ISOLATION



The Centennial logo must always be reproduced so the width measures a minimum of 1.25" wide.

MINIMUM SIZE



The logo is most effective when surrounded by as much open space as possible. A minimum amount of open space must surround the logo at all times.

TYPOGRAPHY

The Centennial logo has been custom created and should never be approximated — use only the logo files. The logos are provided as font independent file formats, so it is not necessary to purchase any fonts for use of the logo. Myriad Pro and DIN are recommended as the primary typeface to be used for headlines, subheads, and text.

COLOR PALETTE

The AND primary color palette should be used when using the full color logo and the Centennial logo is the main logo. Secondary colors can be used. Please refer to the AND guidelines for secondary colors if needed.

When using the centennial logo as a lock-up, use 2- or 1-colors unless the full color will work with the logo in the lock-up.

	PMS 357 C CMYK 90.30.95.30 RGB 57.104.62
	PMS 423 C CMYK 48.39.39.4 RGB 138.140.140
	PMS 234 C CMYK 6.100.0.26 RGB 149.0.108
	PMS 185 C CMYK 0.100.100.0 RGB 204.34.41

LOCK-UPS

The Centennial logo can be used as a lock-up only if it is a logo that does not contain the Eatright logo. The Centennial logo will be the second logo to appear separated by a pin line and x-height space between the logos and the pin line divider.

LOCK-UP AND 1 COLOR USAGE

