

GRAND CHALLENGES FOR SOCIAL WORK

Logo Usage Guidelines | Version 2.0 | 09.03.2019



The Grand Challenges for Social Work was launched by the
American Academy of Social Work and Social Welfare

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PRIMARY LOGO

This is the primary Grand Challenges for Social Work logo. It consists of the orange sphere, divided into 12 pieces (one for each Challenge) by five arcs, and the *Grand Challenges for Social Work* type. Used on a white background, this is the preferred use of the logo in all applications.



GRAYSCALE

This is the grayscale version of Grand Challenges for Social Work logo. It should only be used when the color version is not an option — e.g., when printing black-and-white ads or materials — but when it's desirable to show more contrast between graphic elements.



Grand Challenges
for Social Work

BLACK

This is the full-black version of Grand Challenges for Social Work logo. It should only be used when the color version is not an option — e.g., when printing black-and-white ads or materials — and serves as a viable option to the grayscale version for all one-color applications.



Grand Challenges
for Social Work

NEGATIVE (WHITE)

This is the negative (knockout) version of Grand Challenges for Social Work logo, for use on solid-color backgrounds. Ideally, those backgrounds would come from the approved palette of brand colors (see page 11 for more information).



INCORRECT USE

Incorrect usage of the Grand Challenges for Social Work logo can jeopardize the strength of the brand and create confusion. The examples below show how the logo should NOT be used.



Blurred Artwork



Incorrect Colors



Altered Logo



Competing Background



Outlined Logo

MINIMUM SIZE

While the logo can be used as large as necessary, it should never be smaller than 0.5 inches high. When measuring the minimum size of the logo, use the height and width of the orange sphere.



CLEAR SPACE

The Grand Challenges for Social Work logo works best when a minimum distance is kept between it and competing text, images and graphics. For this reason, there should be a clear area around the logo that is at least 1/5 the size of the width of the orange circle.



TYPOGRAPHY

The Grand Challenges for Social Work identity uses typefaces from the Academy of Social Work and Social Welfare brand. Consistent use of these typefaces will create recognition and strengthen the brand. There are no acceptable exceptions.

Open Sans: Headers/Subheads/Titles

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Droid Serif: Body Text/Subheads/Subtitles

Droid Serif Thin

Droid Serif Italic

Droid Serif Bold

Droid Serif Bold Italic

COLORS

The Grand Challenges for Social Work identity requires consistent use of its brand colors. There are no acceptable exceptions.

PRIMARY COLOR



PMS 655C
CMYK 100 93 37 34
RGB 18 36 84
Hex #122454

SECONDARY COLORS

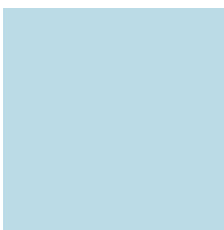


PMS 2925C
CMYK 73 26 0 0
RGB 31 155 222
Hex #1f9bde



PMS 165C
CMYK 0 74 100 0
RGB 252 103 25
Hex #fc6719

TERTIARY COLORS



PMS 7457C
CMYK 26 3 7 0
RGB 185 220 320
Hex #b9dce6



PMS 7527C
CMYK 14 14 21 0
RGB 217 209 195
Hex #d9d1c3