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

**TYPOGRAPHY**

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

**COLORS**

**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