ACM Visual Identity Standards
### ACM Visual Identity Standards

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Our visual identity is more than just the ACM logo. It's a system of distinctive visual elements with which to create compelling ACM-branded communications.

A strong brand identity system will help ACM become more tangible and relevant to our key audiences by:

- Expressing our vision and positioning
- Creating a focused, consistent impression in the minds of our constituents
- Strengthening the bond between ACM and its stakeholders
- Making our offerings unique and recognizable

Our “branding elements” are the individual components that make up our visual identity. They include our logo, color palette, typography, photography and graphic motifs.

It is our aim to make the ACM brand more recognizable for audiences around the world. Consistent use of our visual identity system will result in strategically appropriate and memorable ACM communications. It is our goal that all ACM-branded communications reinforce our position as an organization dedicated to delivering resources that advance computing as science and a profession.

These visual identity standards give you the tools you need to implement the ACM brand identity as intended.

Thank you in advance for adopting these standards. It is all of our responsibility to create a powerful ACM brand – one that will make our marketing and communications materials work harder for us.

If you have any questions regarding these standards, please contact ACM via email at: mktg@acm.org
The ACM logo is our most important visual asset and the cornerstone of our identity system. It embodies our brand promise and supports our core attributes – bold, innovative, technological leadership.

Our logo serves as a visual reminder of the experiences our constituents have with our brand and the services we provide.

The ACM logo has three components:
- The “ACM Diamond” symbol
- The ACM word mark
- The ACM tagline

Introduction to the ACM logo

Association for Computing Machinery

Advancing Computing as a Science & Profession
Our tagline helps define who we are and makes our mission known to the world. As such, it is important that the tagline appears consistently and on as many pieces of communications as possible.

**Tagline placement**
Our tagline, “Advancing Computing as a Science & Profession,” should be synonymous with the ACM name. To make this happen, the tagline should be placed in a consistent position near the ACM logo.

There are two possible tagline alignments:
- Preferred vertical alignment
- Alternate horizontal alignment

**Vertical alignment**
The tagline is always aligned flush left with the word mark and below the “ACM Diamond.” The preferred distance of the tagline from the bottom of the “ACM Diamond” is half the height of the diamond symbol.

On space-limited applications the tagline may be moved closer to the logo, but never closer than the lowest point of the diamond.

**Horizontal alignment**
The tagline is always aligned with the baseline of the second line of the word mark. The distance between the ACM logo and the tagline should never be closer than one width of the “ACM Diamond”. More space is preferred.

**Other considerations**
- ACM has one tagline only. Do not create alternative taglines or replace the tagline with promotional messages or the names of products or services.
This page explains the size relationship between the ACM tagline and the ACM logo.

Always use master artwork of the ACM logos supplied by ACM.

Tagline type face
Always use Myriad Pro Italic when creating the ACM tagline.

Sizing of tagline
The size of the ACM tagline is directly proportional to the ACM word mark. Set the tagline type at 90% the type size of the ACM word mark.

Other considerations
- Contact ACM at mktg@acm.org with questions or requests regarding the use of the ACM logo and tagline.
- The ACM logo and tagline are available at: http://www.acm.org/identitystandards
The full-color ACM logo is the primary, preferred visual expression. It is the purest representation of our organization and should be used as often as possible. There are two versions of the primary full-color logo:

- Full-color gradient ACM diamond symbol with a black word mark
- Full-color gradient ACM diamond symbol with a white word mark

When do I use the full-color logo?
- Use the full-color logo as frequently as possible to maximize recognition and memorability of the ACM brand.
- Where feasible, the full-color logo is always the preferred visual expression of our brand.

Color
The "ACM Diamond" is reproduced in ACM Blue. The word mark prints either black, ACM Blue or white.

The full-color ACM logo may be reproduced on both a light- and dark-colored background. Please ensure there is proper contrast to maintain proper legibility of the logo.

Other considerations
- Do not alter the full-color ACM logo artwork in any way.
2.04 Basic Elements:
ACM Logo –
Secondary One-Color Versions

The secondary one-color ACM logos are alternate visual expressions of the ACM brand. There are three versions of the one-color brand mark:

- One-color gradient ACM diamond symbol with a ACM Blue word mark
- One-color gradient, grayscale ACM diamond symbol with a black word mark
- One-color gradient, grayscale ACM diamond symbol with a white word mark

When do I use the one-color logo?
The one-color blue versions of the ACM logo is used when cost or reproduction requirements prevent the use of full-color versions of the logo.

Grayscale versions of the ACM logo are needed when cost or reproduction requirements prevent the use of color versions of the logo such as in newspapers and advertising.

Color
The “ACM Diamond” and word mark are produced in ACM Blue or grayscale.

The full-color ACM logo is best reproduced onto light-colored or white backgrounds. Please ensure there is proper contrast to maintain adequate legibility of the logo.

Other considerations
- Do not alter the one-color ACM logo artwork in any way.

Advancing Computing as a Science & Profession

One-color gradient logo on a white background

One-color gradient, grayscale logo on a white background

One-color gradient, grayscale logo on a black background
The flat versions (without gradient) of the ACM logos are alternate visual expressions of the ACM brand. There are five versions of the ACM logos:

A: Full-color flat ACM diamond symbol with a black word mark
B: One-color flat ACM diamond symbol with a ACM Blue word mark
C: Flat black ACM logo on a white or light background
D: Full-color flat ACM diamond symbol with a white word mark
E: Reversed ACM logo on a black or dark background

**When do I use the flat logos?**
Flat logos will be used primarily on premium items and merchandise such as t-shirts, hats, calculators, mugs and pens.

The one-color black logo may be used on fax transmittals or photo-copied correspondence.

**Color**
- The “ACM Diamond” is reproduced in flat ACM Blue, black or white. The word mark prints either ACM Blue, black or white.

**Other considerations**
- Do not alter the flat versions of the ACM logos in any way.
The ACM logo may only appear on backgrounds that do not impede on its legibility. Follow the standards presented on this page as a general guide. Never position the ACM logo in a way where it cannot be seen or read instantly.

**Flat color backgrounds**
The ACM logo requires a background that provides enough contrast to ensure legibility. The positive full-color, one-color and black and white versions of the ACM logo can be placed on colors with a grayscale value no greater than 20% black. Reversed full-color and black and white versions of the ACM logo can be placed on colors with a grayscale value no less than 65% black.

**Image and graphic backgrounds**
The positive full-color and black and white versions of the ACM logo can be placed on imagery and graphic backgrounds that do not hinder legibility and have a grayscale value no greater than 20% black. Reversed full-color and black and white versions of the ACM logo can be placed on imagery and graphic backgrounds that do not hinder legibility and have a grayscale value no less than 65% black.

**Other considerations**
Do not place the ACM logo on any background that reduces legibility.
2.07 Basic Elements: ACM Logo – Stand-Alone “ACM Diamond”

The “ACM Diamond” may appear in limited instances without the ACM word mark.

When can I use the “ACM Diamond” as a stand-alone element?
Although acceptable, this application of the “ACM Diamond” as a stand-alone element is not preferred.

Presentation of the “ACM Diamond” without the word mark is subject to approval from ACM.

The “ACM Diamond” may appear by itself in limited applications such as promotional items, signage, decorative items and online icons, such as “favicons.”

Other considerations
Contact ACM at mktg@acm.org with questions or requests regarding acceptable use of the stand-alone “ACM Diamond.”
Clear space and minimum size requirements are rules which help ensure the clear visibility and legibility of a logo. These guides prevent them from being crowded by other graphics or appearing in sizes too small to be legible.

**What is the minimum size and why is it important?**
Minimum size is the smallest the ACM logo may appear. The size has been selected to ensure clarity and legibility of our logo in all applications.

The ACM logo must be no smaller than .5” in height.

**What is clear space and why is it important?**
Clear space is the area surrounding the ACM logo that is free of text or graphics. It ensures the visual integrity of our primary asset.

Use half the height of the “ACM Diamond” to determine the clear space around the logo.

**Other considerations**
- Clear space requirements apply to all applications, e.g., advertising, sales literature, print, web and promotional items. An exception may be made on limited-space applications such as business cards where one half of the indicated clear space may be sufficient.
- Always use the measurements provided to determine minimum size.
- Do not size from the examples below.

**Minimum size requirements**

![ACM Logo](image)

\[ X = \text{height of diamond} \]

\[ .5X \]

\[ .5X \]

\[ .5X \]

\[ .5X \]
2.09 Basic Elements:
ACM Logo – Improper Usage

The consistent visual presentation of the ACM logo is vital in preserving the integrity and recognizability of the identity. Using a consistent visual presentation of the logo will help us maximize recall and build our reputation.

The following are examples of unauthorized variations of the ACM logo.

No component of the ACM logo should be redrawn or altered in any way. Only use authorized digital art released by ACM.
The specially created artwork files for the ACM logos follow a specific file naming convention so you can understand the contents of each file and locate them easily.

**What does a file name consist of?**
A file name contains the following information and is separated by underscore lines:
- ACM name
- Stand-alone ACM diamond symbol
- Color reproduction
- Gradient or flat
- Logo with vertical tagline or stand-alone tagline
- Background color
- File type

**Other considerations**
- Each part of the file name serves as an abbreviated form of information about the file.
- All file names should consist of lowercase letters and use underscores to separate information, no spaces.

**ACM logo artwork files**
- On the following pages (2.11 and 2.12) you will find matrices of the variations of the logos available through ACM at:
  [http://www.acm.org/identity standards](http://www.acm.org/identity standards)
- Do not use any other artwork for the ACM logos.

**acm_sym_2s_grad_vtag_pos.eps**

The file contents description is further clarified by the following letter or letters.
It indicates colors used to make up the logo artwork.
- 4c = four-color = The artwork is four-color process (CMYK)
- 2s = two-color spot = The artwork is two match colors
- 1s = one-color spot = The artwork is ACM Blue
- k = black = The artwork is black or grayscale
- rgb = The artwork is RGB and for web usage
# 2.11 Basic Elements: ACM – Logo Matrix

<table>
<thead>
<tr>
<th>Usage</th>
<th>Logo file name</th>
<th>Positive</th>
<th>Logo file name</th>
<th>Reverse</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4-Process – gradient</strong></td>
<td>cyan, magenta, black</td>
<td><img src="acm_4c_grad_pos.png" alt="Association for Computing Machinery" /></td>
<td><img src="acm_4c_grad_rev.png" alt="Association for Computing Machinery" /></td>
<td></td>
</tr>
<tr>
<td><strong>2-Spot – gradient</strong></td>
<td>PANTONE Process Blue C, black</td>
<td><img src="acm_2s_grad_pos.png" alt="Association for Computing Machinery" /></td>
<td><img src="acm_2s_grad_rev.png" alt="Association for Computing Machinery" /></td>
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<tr>
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<td><img src="acm_1s_grad_rev.png" alt="Association for Computing Machinery" /></td>
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<td><strong>2-Spot – flat</strong></td>
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<td>Usage</td>
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<td>Positive</td>
<td>Logo file name</td>
<td>Reverse</td>
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</table>
### 2.13 Basic Elements:
#### ACM – Logo Matrix
for Stand-alone Diamond Symbol and Tagline

<table>
<thead>
<tr>
<th>Usage</th>
<th>Stand-alone ACM diamond symbol file name and artwork</th>
<th>Stand-alone tagline file name and artwork</th>
</tr>
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<tbody>
<tr>
<td>4-Process – gradient</td>
<td>acm_sym_4c_grad_pos.eps</td>
<td>acm_4c_tag_pos.eps</td>
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<tr>
<td>cyan, magenta, black</td>
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<td>1-Spot – gradient</td>
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<td>PANTONE Process Blue C</td>
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<td></td>
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<td>acm_k_tag_pos.eps</td>
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<tr>
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<tr>
<td>Black – flat – reversed</td>
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<tr>
<td>black</td>
<td>acm_sym_k_flat_rev.eps</td>
<td>acm_k_tag_rev.eps</td>
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<tr>
<td>Merchandise, Premium Items, Newsprint</td>
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</tbody>
</table>
Color facilitates quick recognition and enhances the memorability of the identity system. Like other identity elements, color requires consistent application to contribute to an integrated system.

There are two color palettes found in the ACM visual identity system, primary and secondary. The primary color palette is comprised of colors used in the logo, as well as the backgrounds on which it is staged. The secondary color palette has been selected to complement the primary palette. Those colors are used as accents to add interest to your communications.

Do not reproduce the ACM logo using the secondary color palette.

The colors of our primary palette have been selected for their ability to convey our distinct attributes – bold, innovative technology leading. Using the colors consistently in all your communications will strengthen brand recognition and distinguish our services in the marketplace.

The ACM primary color palette is used for the logo colors as well within communications.

Other considerations
The colors shown on this page and throughout this manual are not intended to match the PANTONE® Color Standards. PANTONE is a registered trademark of PANTONE, Inc.

The ACM color palette includes a distinctive range of colors and is an essential part of the visual identity system. These colors may not be substituted.

The ACM secondary color palette is used as accents to add interest to your communications.

ACM Blue
PANTONE Process Blue C
C100, M10, Y0, K10
R1, G130, B172

Black
PANTONE C0, M0, Y100, K100
R0, G0, B0

White
PANTONE C0, M0, Y0, K0
R255, G255, B255

ACM Yellow
PANTONE 116C
C0, M16, Y100, K0
R255, G214, B0

ACM Orange
PANTONE 138C
C0, M42, Y100, K1
R252, G146, B0

ACM Red
PANTONE Red 032C
C0, M90, Y86, K0
R253, G27, B20

ACM Light Blue
PANTONE 297C
C49, M1, Y0, K0
R131, G206, B226

ACM Green
PANTONE 383C
C20, M0, Y100, K19
R166, G188, B9

ACM Purple
PANTONE 259C
C55, M100, Y0, K15
R101, G1, B107

ACM Dark Blue
PANTONE 294C
C100, M58, Y0, K21
R9, G53, B122
2.15 Basic Elements: ACM Branding Elements – Typography

Myriad Pro is a typeface selected specifically for use on ACM communications. It is a modern and bold typeface that visually represents the leading edge qualities of ACM.

There are several different weights and styles of Myriad Pro to accommodate our broad range of application requirements.

Myriad Pro can be purchased through online type sources, including http://www.adobe.com.

While Myriad Pro is preferred, Arial or Helvetica may be used if Myriad Pro is not available.

When do I use the Myriad typeface?
Use it on all marketing communications and covers of materials including print collateral, advertising and direct mail.

The only applications that may use an alternate face are digital applications and within correspondence. In those instances, Arial or Helvetica may be used as an alternative.

Questions regarding the use of typefaces should be addressed to ACM via email at: mktg@acm.org.

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro SemiBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography is a basic graphic ingredient equal in importance to any other visual element in the identity system.

Examples of usage include the ACM logotype, headlines and text in advertising, brochures, stationery, forms and any other printed communications.
One of the most powerful ways to present ourselves is through the content and style of the images in our communications. The innovative spark and strong underlying community that ACM enables is the basis for selecting imagery.

ACM photography should represent the positive, emotional benefits of the brand. Images may range from those depicting community-building to those exemplifying innovation.

This page shows examples of acceptable imagery to create a visual style that will help differentiate ACM, give our communications impact, and make a memorable impression.

Examples for “Community” imagery

Examples for “Innovation” imagery
How to use the graphic motif
Use a variety of diamond sizes that are aligned with the grid, containing ACM imagery or colors from our color palette. Allow for sufficient white or light colored space surrounding the diamonds. This will create a clear and not too “overcrowded” look.

In addition, the white or light colored space will ensure that the ACM logo and type are placed in an area where they do not interfere with the imagery or colors.

Note: Each diamond must be symmetrical in form.

The ACM graphic motif is inspired by the “ACM Diamond” symbol in the ACM logo.

The motif extends the visual language of our brand, helping us to create a distinct and consistent ACM visual presence across all our marketing and communications.

The examples shown on this page illustrate the use of the grid system. The blue diamonds of the grid or gray lines of the text columns never print.

Application
A variety of applications based on the diamond grid have been specifically created for ACM communications. Refer to the following pages for guidance in correctly applying the diagonal grid.

Template artwork for the diagonal grid and select print literature formats are available at:
http://www.acm.org/identitystandards

Grid is shown at 40% of actual size

Publication covers are shown at 20% of actual size
3.01 Print Literature
8.5" x 11" Brochure Covers

Our 8.5" x 11" brochure format results in a common and recognizable look from one piece to the next. It helps us achieve our goal of creating consistency across all ACM communications.

Dimensions
- 8.5" x 11" folded

Print process
- Offset lithography

ACM logo
- Preferred full-color gradient ACM logo on a white or light background
- Do not alter the logo artwork or brochure format in any way.

ACM Visual Identity Standards

Typography
- Myriad Pro is used for all headlines and body copy.

Artwork
- Logo file names:
  - acm_4c_grad_vtag_neg.eps
  - acm_4c_grad_vtag_pos.eps

Brochure covers are shown at 20% of actual size

Brochure cover is shown at 40% of actual size

ACM logo

Advancing Computing as a Science & Profession

Advancing Computing as a Science & Profession
Our 4” x 9” and 3.625” x 8.5” brochure formats result in a common and recognizable look from one piece to the next. It helps us achieve our goal of creating consistency across all ACM communications.

Sample Dimensions
• A: 9” x 4” folded
• B: 4” x 9” folded
• C: 3.625” x 8.5” folded

Print process
• Offset lithography

ACM logo
• Preferred full-color gradient ACM logo on a white or light background
• Do not alter the logo artwork or brochure format in any way.

Typography
• Myriad Pro is used for all headlines and body copy.

Artwork
• Logo file names:
  acm_2s_grad_vtag_neg.eps
  acm_4c_grad_vtag_pos.eps
  acm_2s_grad_vtag_pos.eps

ACM Visual Identity Standards

3.02 Print Literature
4” x 9” and 3.625” x 8.5” Vertical and Horizontal Brochure Covers

ACM offers the best computing research and career resources anywhere.
3.03 Print Literature
Proceedings Covers

A standard layout for the proceedings front covers, spines and back covers have been developed. Placement for imagery and content have been specified in each template.

Choose color, layout, copy and image variations within this overall format to distinguish one piece from another, but never change the format itself.

Dimensions
- 8.5" x 11" folded

Print process
- Offset lithography

ACM logo
- Preferred full-color or 2-color gradient ACM logo on a white or light background
- Do not alter the logo artwork or layout format in any way.

Typography
- Myriad Pro is used for all headlines and body copy on covers.

Artwork
- Proceedings cover template name: acm_proceedings.qxp
- Logo file names:
  - acm_4c_grad_vtag_pos.eps
  - acm_2s_grad_vtag_pos.eps
ACM Transactions on Autonomous and Adaptive Systems

Article 1: J. Turmo
Introduction

Article 4: A. Ageno
Divisions of Labour in a Group of Robots Inspired by Ants' Foraging Behavior

Article 26: A. Ceglar
Design Patterns from Biology for Distributing Computing

J. F. Roddick
Article 26
N. Catala
Article 4
A. Ageno

A. Goni

A. DeHon

A. Ceglar

A. Ageno

N. Catala

A. Goni

J. E. Savage

N. Ganguly

E. Rachlin

A. DeHon

C. M. Lieber

Y. Wu

N. Ganguly

E. Rachlin

Article 67: J. E. Savage
A Software Retrieval Service Based on Adaptive Knowledge-Driven Agents for Wireless Environments

continued on back cover

Transactions cover is shown at 40% of actual size
A standard cover for newsletters has been developed. Type styles and placements have all been specified in the templates.

Choose color, layout, copy and image variations within this overall format to distinguish one piece from another, but never change the format itself.

**Dimensions**
- 8.5" x 11" folded

**Print process**
- Offset lithography

**ACM logo**
- 1-color grayscale ACM logo on a white or light background
- Do not alter the logo artwork or brochure format in any way.

**Typography**
- Myriad Pro is used for all headlines and body copy on covers.

**Artwork**
- Newsletter cover file name: acm_newsletter.qxp
- Logo file name: acm_k_grad_vtag_b_pos.eps
3.06 Stationery
Business Card – Front

A: Business card – Standard US

- A: Business card – Standard US

- B: An alternate business card layout has been developed for names exceeding 22 characters.

A

Name Lastname
Title
Department

Association for Computing Machinery

2 Penn Plaza, Suite 701
New York, NY 10121-0701

Tel: +1-212-626-0530
Fax: +1-212-944-1318
name@acm.org
www.acm.org

Advancing Computing as a Science & Profession

Preferred ACM business card front

B

Name Lastname
Title
Department

Association for Computing Machinery

2 Penn Plaza, Suite 701
New York, NY 10121-0701

Tel: +1-212-626-0530
Fax: +1-212-944-1318
name@acm.org
www.acm.org

Advancing Computing as a Science & Profession

Alternate ACM business card for names exceeding 22 characters

ACM Visual Identity Standards

- Dimension: 3.5" x 2"
- Print process and paper stock: Offset lithography, Strathmore Writing, Ultimate White, smooth finish, 100 lb. cover
- ACM logo: Primary two-color spot logo, PANTONE Process Blue C and black on a white background
- Artwork: Template names:
  - acm_bc_A_us.qxp
  - acm_bc_B_us.qxp
- Logo file name:
  - acm_2s_grad_pos.eps

Business Cards are shown at actual size. All measurements are in inches.
The optional business card back carries the business contact information for certain ACM members.

Stuart I. Feldman
VP, Computer Science
IBM Research

19 Skyline Drive
Hawthorne, NY 10532, USA

Tel: +1-914-784-6327 Office
Fax: +1-914-784-6934
sif@us.ibm.com
www.ibm.com/research/compsci

Optional business card back
30 September 2006

Mr. John Smith
director of sales
Company name
Company address
town, state 12345

Dear Mr. Smith,


Sincerely,

Lillian Israel

tel: +1-212-626-0500
fax: +1-212-944-1318
2 penn plaza, suite 701
new york, ny 10121-0701
acmhelp@acm.org
www.acm.org

3.08 Stationery
Letterhead

Dimension
- 8.5" x 11"

Print process and paper stock
- Offset lithography
- Strathmore Writing, Ultimate White, smooth finish, 24 lb. writing

ACM logo and file names
- Primary two-color spot logo
- PANTONE Process Blue C and black on a white background

Artwork
- Template name: acm_lh_us.qxp
- Logo file name: acm_2s_grad_pos.eps

Letterhead is shown at 40% of actual size.
All measurements are in inches.
### ACM Visual Identity Standards

#### #10 US Envelopes

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Print process and paper stock</th>
<th>ACM logo and file names</th>
<th>Artwork</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 9.5&quot; x 4.125&quot; converted</td>
<td>• Offset lithography</td>
<td>• Primary two-color spot logo</td>
<td>• Template name:</td>
</tr>
<tr>
<td></td>
<td>• Strathmore Writing, Ultimate White, smooth finish, 24 lb. writing</td>
<td>• PANTONE Process Blue C and black on a white background</td>
<td>acm_env_no10_us.qxp</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Logo file name:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>acm_2s_grad_pos.eps</td>
</tr>
</tbody>
</table>

Envelopes are shown at 40% of actual size. All measurements are in inches.
3.10 Stationery
#10 International Envelopes

Dimension
- 9.5" x 4.125" converted

Print process and paper stock
- Offset lithography
- Strathmore Writing, Ultimate White, smooth finish, 24 lb. writing

ACM logo
- Primary two-color spot logo
- PANTONE Process Blue C and black on a white background

Artwork
- Template name: acm_env_no10_intl.qxp
- Logo file name: acm_2s_grad_pos.eps

Envelopes are shown at 40% of actual size.
All measurements are in inches.
### 3.11 Stationery

**12” x 9” Envelope**

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Print process and paper stock</th>
<th>ACM logo and file names</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 12” x 9” converted</td>
<td>• Offset lithography</td>
<td>• Primary two-color spot logo</td>
</tr>
<tr>
<td></td>
<td>• Strathmore Writing, Ultimate White, smooth finish, 24 lb. writing</td>
<td>• PANTONE Process Blue C and black on a white background</td>
</tr>
</tbody>
</table>

**ACM Visual Identity Standards**

- **Artwork**
  - Template name: acm_env_12x9_us.qxp
  - Logo file name: acm_2s_grad_pos.eps

---

*Envelope is shown at 40% of actual size. All measurements are in inches.*
3.12 Stationery
13” x 10” Envelope

**Dimension**
- 13” x 10” converted

**Print process and paper stock**
- Offset lithography
- Strathmore Writing, Ultimate White, smooth finish, 24 lb. writing

**ACM logo and file names**
- Primary two-color spot logo
- PANTONE Process Blue C and black on a white background

**Artwork**
- Template name:
  acm_env_13x10_us.qxp
- Logo file name:
  acm_2s_grad_pos.eps

Envelope is shown at 40% of actual size.
All measurements are in inches.

13” x 10” envelope
### 3.13 Stationery

**Mailing Label**

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Print process and paper stock</th>
<th>ACM logo and file names</th>
<th>Artwork</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.875&quot; x 4.125&quot;</td>
<td>Offset lithography</td>
<td>Primary two-color spot logo</td>
<td>Template name:</td>
</tr>
<tr>
<td></td>
<td>Strathmore Writing, Ultimate White, smooth finish, label stock</td>
<td>PANTONE Process Blue C and black on a white background</td>
<td>acm_ml_us.qxp</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Logo file name:</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>acm_2s_grad_pos.eps</td>
</tr>
</tbody>
</table>

*Mailing label is shown at 40% of actual size. All measurements are in inches.*
CALL FOR PAPERS
2007 ACM/IEEE International Conference on Human-Robot Interaction (HRI’07)
March 9–11, 2007, Washington DC
http://www.hri2007.org/hri2007@aic.nrl.navy.mil

honorable Symposium Chair
ykcho@snu.ac.kr

SAC 2007 is sponsored by the ACM Special Interest Group on Applied Computing (SIGAPP), and is hosted by Seoul National University in Gyeonggi-do. For the past twenty-one years, the ACM Symposium on Applied Computing has been a primary gathering forum for applied computer scientists, computer engineers, software engineers, and application developers from around the world. SAC 2007 is sponsored by the ACM Special Interest Group on Applied Computing (SIGAPP), and is hosted by Seoul National University in Gyeonggi-do.

Program Co-Chair
Yong Wan Koo
The Suwon University, Korea
ywkoo@suwon.ac.kr

Program Co-Chairs
• Amet ipsum sed lorem neque
• Dapibus pretium, etiam eu
• Molestie gravida lectus tortor eget

Posters Chair
Jaeyoung Choi
Soongsil university, Korea
Tei-Wei Kuo
National Taiwan University, Taiwan

TOPIC SUBJECTS
Computer Supported Cooperative Work

IMPORTANT DUE DATES
December 05, 2007:
Paper/Tutorial submissions
October 16, 2007:
Author notifications
April 22–27, 2007:
Camera-Ready Copy
SIGAPP Travel Awards Apps

CALL FOR PAPERS
SAC 2007
The 22nd ACM Symposium on Applied Computing
March 11–15, 2007, Seoul, Korea
http://www.acm.org/conference/sac/sac2007

Symposium Chairs
Roger L. Wainwright
University of Tulsa, USA
Hisham M. Haddad
Florida Tech, USA

TUTORIALS
Yong Wan Koo
The Suwon University, Korea

SAC 2007
21st Anniversary ACM Conference on Computer Supported Cooperative Work
November 4–9, 2007
Tulane University, New Orleans, LA
South Africa, Canada

CALL FOR PAPERS
SAC 2007
The 22nd ACM Symposium on Applied Computing
March 11–15, 2007, Seoul, Korea
http://www.acm.org/conference/sac/sac2007

Symposium Chairs
Roger L. Wainwright
University of Tulsa, USA
Hisham M. Haddad
Florida Tech, USA

TUTORIALS
Yong Wan Koo
The Suwon University, Korea

SAC 2007
21st Anniversary ACM Conference on Computer Supported Cooperative Work
November 4–9, 2007
Tulane University, New Orleans, LA
South Africa, Canada

Sample 4-Color Call for Papers with Graphics
Sample 4-Color Call for Papers, Plain
Sample Conference Program Cover, 2-Color
Sample Conference Program Cover, 4-Color

Copyright 2007, Association for Computing Machinery
3.15 Conference Materials

Signage

**ACM logo**
- Preferred full-color or 2-color gradient ACM logo on a white or light background.
- Do not alter the logo artwork or layout format in any way.

**Typography**
- Myriad Pro is used for all body copy.

---

**Your Sign Headline Here**
Subhead would go here

Banner is shown at 8% of actual size

**Your Name Here**
Title Goes Here

SIG

Badge is shown at 50% of actual size

**Your Sign Headline Here**
Subhead would go here

Poster is shown at 10% of actual size
3.16 Other

Premiums

ACM logo
- Flat ACM logo

Typography
- Myriad Pro is used for all body copy.

- Do not alter the logo artwork or layout format in any way.
ACM logo
- Preferred full-color or 2-color gradient ACM logo on a white or light background.
- Do not alter the logo artwork or layout format in any way.

Typography
- Myriad Pro is used for all body copy.

UIST 2007
DVD Proceedings of the 20th Annual ACM Symposium on USER Interface Software and Technology
October 15–18, 2007
Montreux, Switzerland

Symposium Chair:
Pierre Wellner
(IDIAP Research Institute)
Program Chair:
Ken Hinckley (Microsoft)
Proceedings Chair:
Desney Tan (Microsoft Research),
Stephen Volda (Georgia Tech)

ISBN 1-59593-235-6
ACM Order # 106054

UIST 2007
DVD Proceedings of the 20th Annual ACM Symposium on USER Interface Software and Technology
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Desney Tan (Microsoft Research),
Stephen Volda (Georgia Tech)

ISBN 1-59593-235-6
ACM Order # 106054

Disks are shown at 90% of actual size