

ACE Policy for Usage of ACE Women's Network Logo

The ACE Women's Network is a national system of networks within each state, Puerto Rico, and the District of Columbia. Each state works to develop programs that identify, develop, encourage, advance, link, and support women in higher education careers within that state. In addition, members of the ACE Women's Network Executive Council serve as advisers to ACE, liaisons to the state networks, and mentors to state coordinators.

ACE introduced a new logo for the ACE Women's Network in 2012 and established the following policies regarding usage of the logo to help clarify the relationship between the state networks and ACE. Through this process, ACE was also able to introduce a modified version of the new logo that each state network may use (and adapt accordingly) to denote that they are part of the larger network.

ACE requests that each state network strictly adhere to these guidelines so that the logo is used consistently and therefore fully protected under trademark law.

Please also note that state networks may *NOT* use the ACE logo, but rather *only* the ACE Women's Network logo may be used for any and all branding needs by the state networks.

Note: If a state network has already developed its own logo, please know ACE considers it perfectly fine to continue to use the existing logo. The network may display the ACE Women's Network logo side-by-side the existing state network logo when promoting events, on their website, etc. In these cases, if the ACE Women's Network logo is also displayed, we ask that both logos be displayed in the same size and both in color or in black and white (to maintain consistency).

Any questions about this new modified logo and its usage may be directed to Stephanie Morris, Assistant Vice President, Membership and Marketing, at (202) 939-9447 or at smorris@acenet.edu.

Guidelines for Usage of ACE Women's Network Logo

Here is the current official ACE Women's Network logo:



ACE WOMEN'S

Font: Calluna Sans Bold

Color: Green: C-80% M-50% Y-70 K-0%

Size: 28 pt

Network

Font: Calluna Bold

Color: Blue - Pantone – 2955 : C-100% M-45% Y-0% K-37%

Size: 30 pt

Modified Logo for State Networks:

The ACE Women's Network logo may be modified to include the name of the state of a given network, so long as the state name is displayed in the following manner:



State name:

Font: Georgia bold 20 pt.
Color: Green: C-80% M-50% Y-70 K-0%
Kerning: Expand to 2 pt.



State name:

Font: Georgia bold 20 pt.
Color: Black if logo is in black
Kerning: Expand to 2 pt.

The modified logo may be displayed in color or in black and white. The logo must at all times include the TM symbol (as displayed in the example above).

Please note: the state name **MUST** be displayed directly beneath the ACE Women's Network logo – *not* placed above or to the side of the logo.

Examples of how NOT to place state's name:

ACE WOMEN'S
NetworkTM Connecticut

ACE WOMEN'S
NetworkTM Connecticut

Connecticut

ACE WOMEN'S
NetworkTM

Connecticut

ACE WOMEN'S
NetworkTM