

A Guide to Using  
the **AFP** Logo





This manual provides basic graphic standards for the use of the Association of Fundraising Professionals (AFP) name, logo, and identity. These guidelines are intended to assist AFP chapters and members in their use of the name and logo in a manner that complies with the brand identity objectives of the association.

AFP's brand identity can only be established through accurate and consistent usage throughout North America and the world. Alterations and distortions of our common name and logo dilute their impact, weaken our identity, and endanger the legal protections afforded our trademarks. Uniform use of our name and logo is essential for creating an internationally recognizable identity and reference for our chapters and members.

If you have questions about the AFP name or use of the AFP logo, please contact AFP Global at (800) 666-3863 or [paffairs@afpglobal.org](mailto:paffairs@afpglobal.org).

# Acceptable Applications

Below are the correct applications of the AFP logo.

*Note: The colors vary depending on paper selected.*

## Positive Two-Color Usage

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### Uncoated Paper

This is the correct positive two-color logo in PMS 072 U (blue) and PMS 115 U (gold).

### Coated Paper

When printing on coated or glossy paper, use PMS 072 C (blue) and PMS 123 C (gold).

## Single-Color Usage

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This is the correct positive one-color logo in black.



This is the correct positive one-color logo in PMS 072 (blue).

## Reversed Usage

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This is the correct reversed one-color logo in white.



This is the correct reversed two-color logo in PMS 115 U (gold) and white, on uncoated paper. When printing on coated or glossy paper, PMS 123 C will be used in place of 115 U.

# Unacceptable Usage

## AFP Brand Mark

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Below are a few examples of logo misuse. Each of these alterations distorts the AFP brand and dilutes our efforts to create and establish a consistent, international identity. If you have any questions, please contact the AFP Global at (800) 666-3863 or [paffairs@afpglobal.org](mailto:paffairs@afpglobal.org).



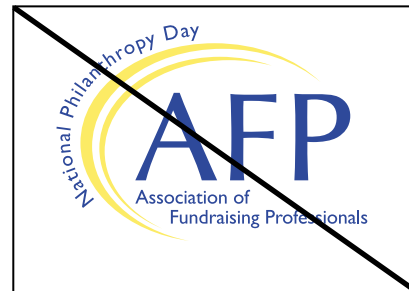
**Do not** alter the relative position of any part of the logo.



**Do not** replace "Association of Fundraising Professionals" with other text.



**Do not** set letters in another type style.



**Do not** add text to the logo.



**Do not** color the logo in any way not specified in this guide without proper consent.





**Do not** color the logo in any way not specified in this guide without proper consent.



# Logo Colors and Type

## Colors in Print Communications

### Uncoated

CUSTOM COLOR	4-COLOR PROCESS	CUSTOM COLOR	4-COLOR PROCESS
 PANTONE® 072 U	Cyan: 100 Magenta: 79 Yellow: 0 Black: 0	 PANTONE® 115 U	Cyan: 0 Magenta: 9 Yellow: 79 Black: 0

### Coated



CUSTOM COLOR	4-COLOR PROCESS	CUSTOM COLOR	4-COLOR PROCESS
 PANTONE® 072 C	Cyan: 100 Magenta: 79 Yellow: 0 Black: 0	 PANTONE® 123 C	Cyan: 0 Magenta: 30 Yellow: 94 Black: 0

Pantone is a registered trademark of Pantone Inc.

To ensure faithful color reproduction, always use the Pantone Matching System (PMS). If you are using an outside supplier, be sure to provide them with these color formulas (depending on whether the job is printed with custom color or process inks) to ensure correct color reproduction.

**Please note: Pay careful attention when selecting paper. The PMS colors selected are different when printing on coated and uncoated stock.**

## Colors in Electronic Communications

CUSTOM COLOR	HEXADECIMAL COLOR	CUSTOM COLOR	HEXADECIMAL COLOR
 PANTONE® 072	Red: 3D Green: 00 Blue: A4	 PANTONE® 123	Red: FF Green: CD Blue: 00

Pantone is a registered trademark of Pantone Inc.

Use the Red Green Blue (RGB) formulas when your end product will be viewed on screen, as with online projects or interactive presentations. With online projects, you may need to select colors from a computer's system palette. When making a color selection from a computer's system palette, always match the colors to the RGB formulas as shown. Do not depend on your screen to match the colors accurately, as they may vary from one system to another.

## Logo Typefaces

### Optima

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

### Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

If you choose to match the typefaces used in the logo with the text in your printed material, the typefaces used are Optima and Gill Sans. We strongly suggest that you use the official, camera-ready or electronic logo provided. Do not try to recreate the logo using type. There have been alterations to the type that would prevent an exact replication. These typefaces can be ordered from the Adobe Type Library. Call (800) 294-1724.

# Usage

## Use by Members

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Member of:



Strict requirements govern the use of the AFP name, identity, and logo. The AFP name, identity, and logo may not be used in any way that is misleading. Unless a specific license has been granted by AFP, the AFP name, identity, and logo may not be used in a manner that suggests or implies AFP endorsement or approval of any person, product, service, or activity. An individual who is in good standing with AFP may, strictly consistent with these guidelines, use the AFP name and logo, provided such use is in conjunction with the phrase “member of” as illustrated.

Chapter materials, including those online, such as stationery, e-mail, brochures, fliers, memos, etc., should comply with these usage guidelines. All graphic elements and stylistic usage of the AFP name, identity, and logo are subject to pending service and/or trademark registration. Without prior written consent, individuals and chapters may not license or otherwise authorize the use of such marks by third parties in any manner. Please contact AFP Global if you have questions in this regard.

## In Text

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Strict requirements govern the use of the **Association of Fundraising Professionals** (AFP) name, identity, and logo. The **AFP** name, identity, and logo may not be used in any way that is misleading.

~~Strict requirements govern the use of the Association of Fundraising Professionals (AFP) name, identity, and logo. The **A.F.P.** name, identity, and logo may not be used in any way that is misleading.~~

When referring to the association in text, use the full name in the first reference, followed by the abbreviation in parentheses. Subsequent references to the association may be done with AFP. Do not use internal periods (that is, A.F.P.).

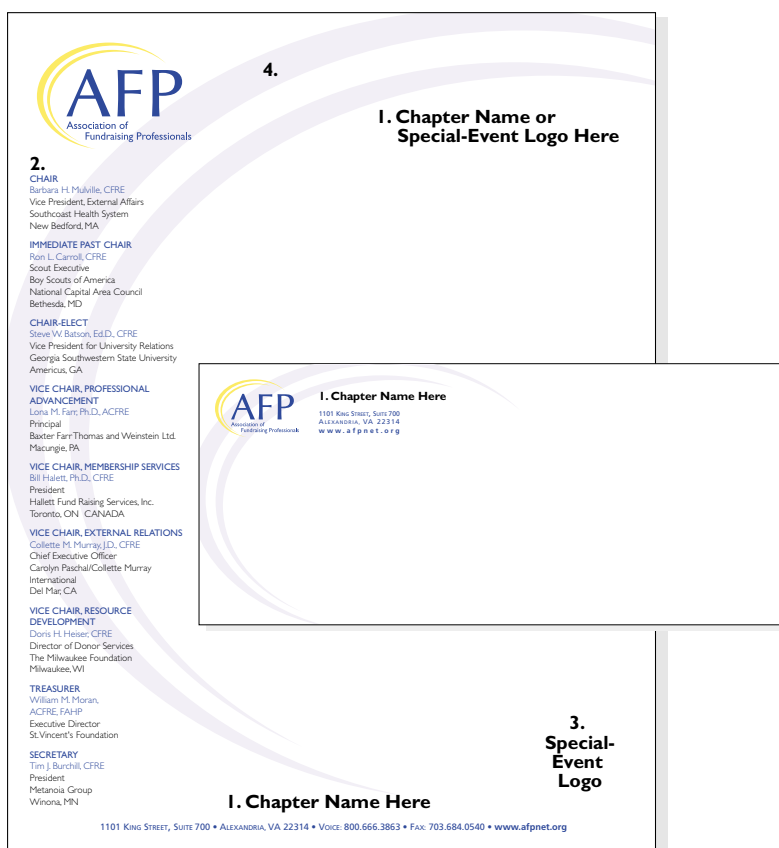
# Chapter Identification

## Logo



For all usage of the AFP name, identity, and logo, individual chapters should clearly identify their chapter names and addresses and be consistent with these guidelines. Placement of individual chapter names should be consistent with the options pictured. The typeface is Gill Sans. Replacement typefaces that may be used are Humanist 521 and Hammersmith.

## Letterhead and Envelope Samples



1. **Chapter name placement** – Place your chapter name in the upper right corner OR above your chapter address at the bottom of the page.
2. **List of board members or officers** – If you choose to include a list of chapter board members or officers, please do so on the far left side of the page below the AFP logo.
3. **Special-event logo** – You may include a special-event logo, i.e., National Philanthropy Day, on your chapter's letterhead. If you choose to place your chapter name on the top right of the page, please place your special-event logo on the lower right side of the page above the address. If you place your chapter name above the address, please place your special-event logo on the upper right-hand corner.
4. **Graphic element** – If you wish to include the graphic element (blue arcs) on your letterhead, please contact AFP Global for the electronic file.



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