AIC AND FAIC STYLE GUIDE

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AIC and FAIC Brand Materials

The AIC and FAIC icons are represented as a square that contain the letters "AIC" and "FAIC," respectively. The joint organizations are represented through an "AIC and FAIC" icon as well as a "FAIC and AIC" icon.

The logo consists of the full name, American Institute for Conservation OR Foundation for Advancement in Conservation, as well as the tagline, Preserving Cultural Heritage OR Protecting Cultural Heritage, and the corresponding icon. These elements are combined in a specific configuration to form the complete logo.

There are several iterations of the logo that include color and imagery within the icon square. The logo is assumed to be black and white, with color added on a case-by-case basis, primarily for print products.

Typesetting the logo using similar typefaces will not result in the official logo and is not permitted. The size and space relationships between the letters, words, and shapes must be maintained at all times. Any rearrangement, alteration, or deletion of letter forms or shapes is prohibited.

Only the black and white versions of the icon and logo should be shared for use by those outside of AIC and FAIC staff. "Rules for Logo Use" for more details on external use (www.culturalheritage.com/about-us/contact/rules-for-logo-use).

Icon

AIC Icon
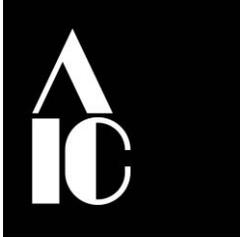
1.25 inches wide preferred
.75 inches wide minimum

FAIC Icon

1.25 inches wide preferred
.75 inches wide minimum

When selecting imagery to be placed within the brand square, the AIC and FAIC characters should always be clearly visible even when reduced to smaller sizes. Images should not go below 20% black or contain distracting elements such as patterns, profiles, characters, or textures.

Joint Icons

AIC and FAIC Icon

2.5 inches wide preferred
1 inch wide minimum

FAIC and AIC Icon

2.5 inches wide preferred
1 inch wide minimum

The joint icons should only be used online, and they should always link back to the homepages.

Logo

AIC Logo

2.25 inches wide preferred (2.75 inches with white space included)
1.25 inches wide minimum (1.75 inches with white space included)

The logo is required to have a set border based on the height of the upper-case "A" in the logo. See below for example.

FAIC Logo

2.25 inches wide preferred (2.75 inches with white space included)
1.25 inches wide minimum (1.75 inches with white space included)

The logo is required to have a set border based on the height of the upper-case "A" in the logo. See below for example.

Joint Logos

AIC and FAIC Logo

2.25 inches wide preferred (2.75 inches with white space included)
1.25 inches wide minimum (1.75 inches with white space included)

The logo is required to have a set border based on the height of the upper-case "A" in the logo. See below for example.

FAIC and AIC Logo

culturalheritage.org
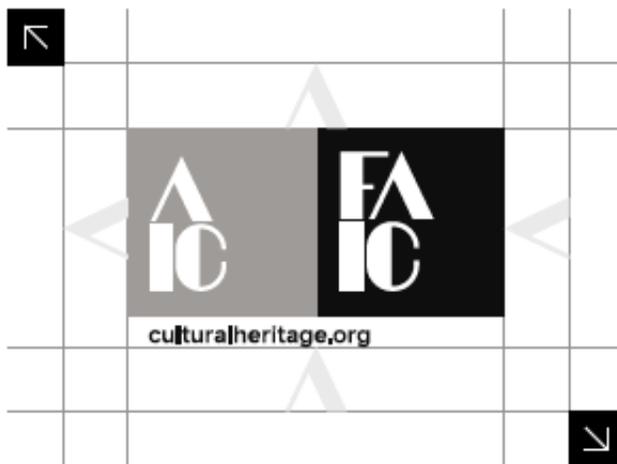
2.25 inches wide preferred (2.75 inches with white space included)
1.25 inches wide minimum (1.75 inches with white space included)

The logo is required to have a set border based on the height of the upper-case "A" in the logo. See below for example.


The brand square is always in black or white when there is no image being used. Image and black versions of the mark should be used on white backgrounds, while the white versions should be used on dark-colored backgrounds. Maintain sufficient contrast when using the mark.

Prohibited Logo Variations

Don't compromise the overall look of the logo by rotating, skewing, or distorting it in any way, including by adding unnecessary or unattractive text decorations like drop shadows or outlines.

- Don't rotate the logo
- Don't skew the logo
- Don't place elements in the logo clear space
- Don't resize any part of the logo
- Don't alter or rearrange any part of the logo
- Don't remove any part of the logo
- Don't add any effects to the logo
- Don't alter the color of the logo
- Don't contain the logo when using imagery or colored backgrounds

Don't rotate the logo.

Don't skew the logo.

Don't place elements in the logo clear space.

Don't resize any part of the logo.

Don't alter or rearrange any part of the logo.

Don't remove any part of the logo.

Don't add any effects to the logo.

Don't alter the color of the logo.

Don't contain the logo when using imagery or colored backgrounds.

Official Color Palette

The following colors should be used for all official AIC and FAIC publications, marketing materials, web resources, and presentations.

Each color in the color palette has a corresponding Pantone, RGB, CMYK, and hexadecimal code:

- Pantone color is used for clothing, spot color printing and miscellaneous merchandise.
- RGB color is used for displaying color in televisions, computers, and cameras.
- CMYK color is used for print publications as a process substitute for Pantone color.
- Hexadecimal color is used to display color on the web.

Primary palette
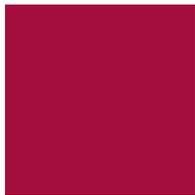
Brick
Pantone: 215C / 214U / 1945
RGB: 163, 14, 62
CMYK: 0.00, 0.91, 0.62, 0.36
Hexadecimal: #A30E3E
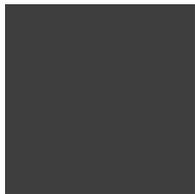
Charcoal
Pantone: 431C / 431U
RGB: 62, 62, 62
CMYK: 0.00, 0.00, 0.00, 0.76
Hexadecimal: #3E3E3E

Secondary palette

Secondary colors may be the main brand color in certain communications, but they are not as widely used as the primary colors.

Peacock
Pantone: 323C / 321U / 309
RGB: 3, 71, 72
CMYK: 0.96, 0.01, 0.00, 0.72
Hexadecimal: #034748

Berry
Pantone: 2425C / 234U / 216
RGB: 122, 25, 66
CMYK: 0.00, 0.80, 0.46, 0.52
Hexadecimal: #7A1942

Black(ish)
Pantone: 433C / 426U
RGB: 10, 9, 8
CMYK: 0.00, 0.10, 0.20, 0.96
Hexadecimal: #0A0908

Tertiary palette

Tertiary colors may not be used as the main color to represent the organization in a piece of communication. Rather, tertiary colors are intended to be accent colors that provide visual interest while maintaining a tie to certain visuals. Please only use one tertiary color per communication piece. Tertiary colors can be used in combination with the primary and secondary palettes.

Gold
Pantone: 143
RGB: 247, 181, 56
CMYK: 0.00, 0.27, 0.77, 0.03
Hexadecimal: #F7B538

Sea Green
Pantone: 5415
RGB: 84, 134, 135
CMYK: 0.38, 0.01, 0.00, 0.47
Hexadecimal: #548687

Lilac Gray
Pantone: 5275
RGB: 87, 94, 135
CMYK: 0.35, 0.30, 0.00, 0.47
Hexadecimal: #575E87

Seafoam
Pantone: 7464 C
RGB: 160, 209, 202
CMYK: 0.35, 0.00, 0.18, 0.0
Hexadecimal: #A0D1CA

Burnt Orange
Pantone: 158
RGB: 219, 124, 38
CMYK: 0.00, 0.43, 0.83, 0.14
Hexadecimal: #DB7C26

Navy
Pantone: Black 3 2X
RGB: 14, 20, 40
CMYK: 0.64, 0.50, 0.0, 0.84
Hexadecimal: #0E1428

Legacy Purple
Pantone: 2766
RGB: 41, 33, 91
CMYK: 0.54, 0.63, 0.0, 0.64
Hexadecimal: #29215B

Fresh Green
Pantone: P 156-5 C
RGB: 109, 148, 93
CMYK: 0.26, 0.0, 0.37, 0.42
Hexadecimal: #6D945D

Editorial

Staff and volunteers are expected to follow the editorial guidelines of the Chicago Manual of Style.

When referencing the American Institute for Conservation and the Foundation for Advancement in Conservation:

- Do not capitalize "the" in either organizations' name, unless it is the beginning of a sentence.

- Refrain from using the formal article "the" before referencing either organization's acronym (ex: ~~"the AIC"~~ and ~~"the FAIC")~~

- Spell out the full name of either organization at the first mention in any written text; follow the full spelling with the acronym in parentheses. All subsequent mention of the organizations' name should be written using the acronym.

- When referring to both organizations together, use "AIC and FAIC"
  - Do not use "AIC & FAIC" (except on social media, when character limits are in consideration)
  - Do not use "AIC/FAIC"
  - Some flexibility is allowed in longer documents, such as MOUs and grant proposals, at the discretion of the Executive Director.

When referencing members of AIC:

- Refer to peer-designated members as "AIC Professional Associates" and "AIC Fellows"
- Always spell out "Professional Associate" at first mention; follow the full spelling with the acronym PA in parentheses.
- Write the plural of PA as PAs (no apostrophe)

When referencing the *Journal of the American Institute for Conservation*:

- Always spell out *Journal of the American Institute for Conservation* at first mention in any written text; follow the full spelling with the acronym JAIC in parenthesis
- The full name *Journal of the American Institute for Conservation* should always be italicized in writing

AIC and FAIC Website Style

Headings

The page title should be listed at the top of each page and styled as a H1.

All page titles in navigation and styled as H1s should use headline-style capitalization. Refer to the Chicago Manual of Style for guidelines. You can also check at www.capitalizemytitle.com.

All subsequent H2-styled titles should also be styled with headline-style capitalization.

Never style a heading as a hyperlink.

Page Breaks

Page breaks should be used sparingly: only use when there is a major shift in content on a single page. All page breaks should appear above an H2 subheading (but not before the first H2 on any page).

Style the page breaks by adding a rule, then moving into a H2 headers (with no spaces between).

Styling Contact Information

All phone numbers should be listed with periods instead of dashes.
Ex: 202.661.8060

If sharing an external phone number with an extension, style it with a space, then "ex," then the number.
Ex: 202.661.8060 ex 12

You do not need to put a (t) in front of a phone number.

All email addresses should be written out and the hyperlink embedded ("mailto: address@culturalheritage.org")

Use the generic programmatic emails as much as possible. Refer to the "Contact" website for a list of program emails. Only list a staff member when necessary.

Do not use icons to indicate email and phone numbers.

L3s

Reduce all text to one column as much as possible. Multiple columns should only be used when comparing and contrasting two items.

Buttons

JOIN   Button1

MORE   Button2

MORE   Button3

L2 Buttons

All three buttons are used on L2 pages:
-Button1s are in the primary Call to Action (CTA).
-Button2s are used in the brick-colored content blocks.
-Button 3s are used in the primary CTAs as well as in the light-colored content blocks.

Buttons2s should always be left-aligned within their content blocks.
Button 3s should always be center-aligned within their content blocks.

L3 Buttons

Use Button1 on L3 pages.
All L3 Button1s should be center-aligned

Buttons should only be used on L3s for a CTA
-average of one CTA on each page
-if needed, can use a Button3 for a follow-up CTA, also center-aligned (ex: "Apply" Button1 and a "Edit Application")

Ordered Lists and Unordered Lists

Use unordered lists (bullet points) as much as possible throughout the site. Use ordered lists (numbers) on the following occasions:

1) To describe a process, such as steps for applying for an award
2) When there is a reference to a number of items in the list, ex: 10 Things You Should Know Before Traveling to the Annual Meeting