



# Al-Anon Family Groups of Massachusetts

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## IDENTITY AND COLOR GUIDELINES

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### OBJECTIVE

The Al-Anon Family Groups of Massachusetts (AFG of MA) Identity Guidelines are the basis for promoting a distinctive and consistent graphic identity for all visual communications of the AFG of MA.

The AFG of MA identity is derived from the Al-Anon Family Groups (AFG) identity.

### IDENTITY ELEMENTS

The **AFG identity** consists of the Al-Anon logo (blue triangle containing a white circle) and the "Al-Anon Family Groups" text with the word "Family" in blue. These elements combine to create the AFG identity. The AFG identity is managed by the World Service Office (WSO). This image should not be altered.

The **AFG of MA identity** consists of the AFG identity with the addition of the words "of Massachusetts" below. This is our identity artwork and should be used as a complete, original image and not recreated or pieced together from individual elements. This identity should not be altered (see "Improper Usage" on page 5).

If you need an identity image, please download it at [www.alanonma.org/brand](http://www.alanonma.org/brand).



## USAGE

It is highly recommended that the identity be used on all external communications except when its size or other circumstances compromise its legibility.

## IDENTITY WITH TAGLINE

The text in the AFG of MA tagline, "Help and hope for families and friends of alcoholics," matches the tagline used for the AFG identity.

This identity and tagline is a variation on the identity and should be used as a complete, original artwork image. The image is presented with a specific font, color, and distance (lock-up) in relation to the Al-Anon identity. Please use the original, complete identity-with-tagline image rather than elements pieced together.

If you need this identity image, please download it at [www.alanonma.org/brand](http://www.alanonma.org/brand).

## IDENTITY WITH URL

The AFG of MA identity can be paired up with the URL for Al-Anon of Massachusetts ([alanonma.org](http://www.alanonma.org)).

This identity and URL is a variation on the identity and should be used as a complete, original artwork image rather than pieced together.

If you need this identity image, please download it at [www.alanonma.org/brand](http://www.alanonma.org/brand).



**COLOR**

The AFG of MA identity is two-color and should be used as such, with the exception of a black-and-white application. It should always be presented and/or specified in the appropriate AFG blue (shown at right) and black, or black and white.

**FONT**

The font used in the AFG identity is *Avenir Roman*. It is recommended that, when possible, you use that same font in text associated with the identity.

**COLOR PALETTE**



**CMYK: 100 10 0 10**

**RGB: 0 133 202**

**HEX: #0085CA**

Spot Color: Pantone Process Blue



**CMYK: 0 0 0 100**

**RGB: 0 0 0**

**HEX: #000000**

**AVENIR**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQURTUVWXYZ

123456789

**AVANT GARDE GOTHIC**

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQURTUVWXYZ

123456789

**ONE-COLOR TREATMENT**

Situations may arise where only one color is available. In such cases, the elements of the identity should be converted to solid black.

**ONE-COLOR KNOCKOUT TREATMENT**

For maximum recognizability, it is preferred that the AFG of MA identity appear on a white background whenever possible. However, when a background of another color needs to be used, the elements of the identity should be knocked out to white. The background color should be one solid hue only, and dark enough to promote a strong contrast and clear readability of the identity.



**IMPROPER USAGE**

The identity should never be altered. Neither the identity text nor the logo should be used as standalone design elements.

Examples of improper usage include the following:

- Cropping the identity over a fold or off the edge of a page
- Skewing or distorting
- Changing the proportions of the elements
- Placing the identity over a non-solid pattern or image, or using the triangle or the full AFG identity as a watermark
- Angling the identity
- Using the identity or logo in any color other than the AFG blue, black, or white knocked out from a solid color background.
- Using the triangle on its own

