THE ACPA
VISUAL BRAND

ACPA
College Student
Educators International
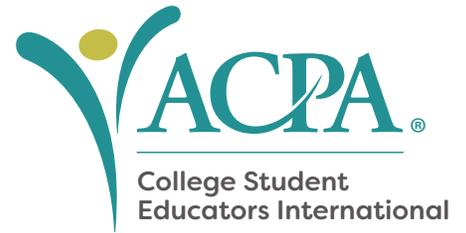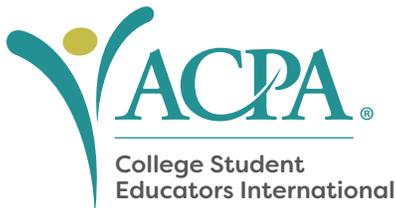
LOGOS

ACPA logo files should not be manipulated (colors changed, orientation changed, etc.) and only the variations provided should be used in marketing.

PRIMARY

ACPA
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ICONS

Additional variations available upon request:

-single color logo using any brand color, white or black

-horizontal orientation for long, thin items (pen, for example)

-2-up design: logo with entity logo

COLOR CODES

PRIMARY COLORS

#219091	#C4BE47	#5A5557

SECONDARY COLORS

#59C5C5	#827B30	#918E8F

PRIMARY ACCENTS

#AF3F4E	#7F3D84

SECONDARY ACCENTS

#CE5D70	#B274B1	#192A3F

FONT OPTIONS

Filson Soft Family (licensed font)

Quicksand (Google font, can be downloaded from the Google suite of fonts or used on Canva)

Tahoma (web safe font option, used for email and web communications)