

ACB Brand Standard Guidelines

This guide outlines the primary written and visual standards of the American Council of the Blind brand. If you need to request an exception to the listed guidelines, please contact media@acb.org.

Organizational Name Format

- American Council of the Blind – our name is “**of the blind**” rather than “**for the blind**” to be clear that we are a member driven organization.
- Approved short form of corporate name maybe be used as an acronym as “ACB” once full-length name is included.

ACB Boilerplate

The ACB Boilerplate Language should be used on external communication when describing ACB and should not be edited or altered:

The American Council of the Blind is a national member-driven organization representing Americans who are blind and visually impaired. For more than 60 years, ACB has become a leader in national, state, local, and even international advocacy efforts. With 66 affiliates, ACB strives to increase independence, security, equality of opportunity, and to improve the quality of life for all people who are blind and visually impaired. For more information, visit www.acb.org.

Brand Statement

Fostering Voice, Choice, and Community

You’re not alone in your journey through vision loss and blindness. American Council of the Blind (ACB) welcomes and accepts you. Guided by its members, ACB advocates for equality of people who are blind and visually impaired, inspires community, and connects you with education, resources, and each other to support your independence.

ACB Logo

ACB’s Visual Brand

ACB’s long form logo is a rectangular shape, about 3.25 inches wide at full size, that consists of two parts. On the left side appear the letters A, C, and B with the corresponding braille dots directly beneath each letter. Then, there is a thin, vertical divider line. On the right side appear

the words “American Council of the Blind” with the current tagline “Together for a bright future” directly beneath the organization’s name. ACB’s short form logo includes the letters A, C, and B with the corresponding braille dots beneath each letter.

Two Logo Variations

The font used in the logo is Franklin Gothic. Please use all logo files in their original forms. The logo should never be altered from what is shown in this guide.

Long form (recommended):



Do not scale below 2” wide:



Short form (for use when tagline is too small to be legible, or logo does not fit in the allotted space):



Do not scale below .5” wide:



For dark backgrounds, an all-white logo may be used. For instances where only black and white printing is available, an all-black logo may be used. Examples:



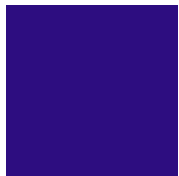
To request additional logo formats please contact media@acb.org.

Fonts and Usage Guidelines:

- Logo Font: Franklin Gothic
- Standard Font for General Communications: 12pt Sans-serif fonts such as Arial, Calibri, or Helvetica. All fonts should use high contrast colors (for instance, black font on white background) for ease of reading.
- [Large Print Standards](#): Base font of Verdana Bold 20-point with subheadings of 22-point and major headings of 24-point.

Color Palette

Primary Brand Color

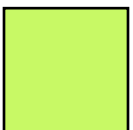


Pantone 2745 C
Hex#: 2d0d80
R:45 G:13 B:128
C: 98 M: 100 Y:13 K:10

Accent Colors



Hex#: 9beff9
R: 155 G: 239 B: 249
C:33 M:0 Y:6 K:0



Hex# c8f965
R: 200 G: 249 B:101
C:33 M:0 Y:6 K:0



Hex # f5f6f7
R:245 G:246 B:247
C:3 M:2 Y:1 K:0

ACB Brand Elements

- Screen reader accessible formats
- Accessibility is of the utmost importance to our members and platforms or formats that are not fully accessible should not be used.
- Color Contrast Level AA: Text and background must have a contrast ratio of at least 4.5:1, unless the text is pure decoration. Larger text (at least 18pt regular or 14pt bold) must have a contrast ratio of at least 3:1.

Social Media

- ACB Social Media handles are: @acbnational (Facebook, Twitter, Instagram, LinkedIn)
- YouTube: <https://www.youtube.com/c/AmericanCounciloftheBlind>

All social media images must include alt text and any posts including our name should tag our social media handles accordingly.

Examples

Appropriate use of long form logo:



Appropriate use of short form logo:



Proper tagging on social media channels:

