

# AMERICAN CAMP ASSOCIATION

Graphic Identity Standards

## WHO IS ACA?

ACA is a community of camp professionals and outdoor educators with a single vision — empowering camps to create quality experiences that build a world of belonging and growth.

## CREATIVE ASSETS

Creative assets enable ACA to make an emotional connection with our audience. They help to build a strong brand identity and increase brand awareness. Commonly used visual creative asset formats include video, logos, images, illustrations, color palettes, infographics, templates, and other types of rich media. Brand style guides, company fonts, and packaging also come under the creative asset umbrella.

## WHY ARE GRAPHIC STANDARDS CRITICAL?

Graphic standards are critical because they set the rules for how ACA communicates to, and is perceived by, the rest of the world. These graphic standards provide a how-to manual for permitted users and explain how such users can use the ACA marks without violating or diluting ACA's trademark rights.

## WHERE ARE GRAPHIC STANDARDS USED?

Graphic standards are applied to any and all uses of the ACA name and logos, including but not limited to:

- Printed materials (brochures, flyers, marketing pieces, etc.)
- Web-based materials (websites, e-newsletters, social media, etc.)
- Third-party users (media outlets, educational institutions, book publications, etc.)

## THESE GRAPHIC STANDARDS DO NOT GRANT ANY RIGHTS TO USE THE MARKS

Permission must be granted, through agreement, contract, or in writing, for any use of ACA's names, logos, or trademarks, and with the understanding that all graphic standard guidelines will be followed. If you have not received such written permission from the ACA administrative office, you are not permitted and will be infringing ACA's trademark rights. If you have received written permission and fail to comply with these graphic standards, you will be considered in breach of your agreement with ACA, and ACA can seek all remedies available to it, including terminating your agreement.

*Please note that once your agreement with ACA terminates, you must also immediately terminate all use of the ACA marks.*

## GRAPHIC IDENTITY STANDARDS AND TRADEMARK USAGE GUIDELINES

The creation of the American Camp Association logos and trademarks was accomplished through extensive research and discussion with a wide variety of focus groups. The purpose of this manual is to provide guidelines for using the family of ACA logos, the ACA name, and other marks. The key elements of ACA's visual identity include its logos and logotypes, colors, and signature fonts and style. For the reasons stated at the beginning of this manual, it is imperative that the standards as described in this manual are followed when using the marks in any manner, including in creating marketing materials; producing stationery, newsletters, and signage; and utilizing electronic mediums, such as websites.

The proper implementation of these standards and guidelines will ensure consistent trademark use, protect ACA's trademark rights, and reflect an organization-wide commitment to quality. Any questions seeking clarification of these standards should be directed to the ACA at 765-342-8456.

*Note: In an evolving organization, ACA continues to develop and adopt new trademarks. If ACA chooses to allow others to use such marks, ACA will update the guide to reflect the use of such logos.*

## APPROVED TYPOGRAPHY

ACA's distinct impression extends to the use of the typeface options shown here. These typefaces are attractive and functional, possessing a range of weights and styles for complex typographic needs in either print or electronic media. In newspaper ads, low-budget printing, and originals for photocopying, designers may be restricted to the use of black and white or gray scale. In these conditions, the preferred treatment of the logo is black and white to provide for maximum contrast.

The primary typeface selected for supporting the ACA brand identity is the Futura® family, which will give all communication material a consistent, professional appearance. The Futura® family of typefaces is recommended for headlines as well as body copy.

In addition, the DM Sans® family is recommended as a secondary, supporting typeface. DM Sans is recommended for use as body copy in materials such as, but not limited to, newsletters, brochures, and on the website.

Both typefaces are available from most quality typesetters as well as in PostScript format for desktop computers and electronic layouts. These typefaces should not be altered by extending, condensing, or italicizing when used in conjunction with ACA logos.

To preserve ACA's uniform image, no other type fonts should be used without written approval from the administrative office.

### PRIMARY TYPEFACE

Futura Light

*Futura Light Oblique*

Futura Book

*Futura Book Oblique*

Futura

*Futura Oblique*

**Futura Bold**

***Futura Bold Oblique***

**Futura Extra Bold**

***Futura Extra Bold Oblique***

### SECONDARY TYPEFACE

DM Sans Regular

*DM Sans Regular Italic*

DM Sans Medium

*DM Sans Medium Italic*

**DM Sans Bold**

***DM Sans Bold Italic***

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## POWERPOINT TEMPLATE

The PowerPoint template is available to help everyone at ACA create consistent, branded, and effective presentations. All the slide templates coordinate with ACA's website, using similar colors, design, fonts, and photos. Periodically, the template design will be updated, but the location will remain the same — Box\Teams\+Resources\PowerPoint Templates.

## PRIMARY LOGO



## ASSOCIATION NAME\* AND LOGO RATIONALE

ACA's primary logo is the core element in ACA's visual identity system. Its relative size, position, and color treatment are governed by the rules of this guide. The primary logo includes the stylized logotype "american CAMP association" and the graphically designed icon.

The icon shows two people, one smaller than the other, representing relationship, mentoring, and community. The figures are stylistically rendered to also suggest a bridge or transition — learning, growth, and success. When displayed in color, the logo's vibrant colors connote diversity, while the stylistic line beneath suggests a connection to nature.

The stylized design of the name combines the word "CAMP" in a bold, playful, hand-drawn style with a more straightforward treatment of the words "american" and "association." This stylistic combination captures two different elements of ACA's personality. It is at once an organic, community-based support system and a respected corporate entity.

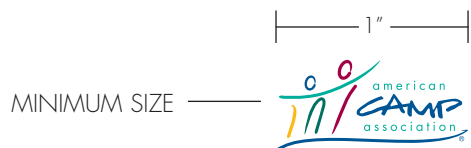
*\*Note that the organization's legal name continues to be "American Camping Association, Inc." and is intentionally used for this document's copyright notice.*

## PROPER FORMATTING



AREA OF ISOLATION  
EQUAL TO THE HEIGHT OF  
THE LETTER "A" IN CAMP

The primary logo must have sufficient space around it to maintain legibility and visual impact. No other graphic elements, such as typography, rules, pictures, and so on, should infringe upon this space. As shown above, the required area of isolation must be equal to the height of the letter "A" in CAMP. To ensure readability, the minimum size allowed for the primary logo is one-inch wide.



MINIMUM SIZE

## COLOR PALETTE



Black



#005596 (c/100, m/58, y/0, k/21)



#a30046 (c/0, m/100, y/36, k/37)



#00ae9e (c/90, m/0, y/49, k/0)



#fdb813 (c/0, m/30, y/100, k/0)



#007061 (c/100, m/0, y/57, k/42)

## SECONDARY LOGO

american **CAMP** association®

Secondary logos are reconfigurations of the logotype and icon from the primary logo. Use of the icon (A) and the logotype (B) are permitted independently from each other as a secondary logo only in situations where there is a special use or when format and size limitations prevent the use of the entire primary logo. The administrative office must be contacted to obtain written approval for the use of these secondary logos. Due to the potential number of mediums in which these images may reproduce, the administrative office should be contacted for PMS-color equivalents (i.e., embroidery as compared to ink). The addition of text or imagery to these secondary logos is prohibited.

Special uses include limited promotional item uses and producing logos with embroidery or silk screening, such as clothing, mugs, key chains, and so on. Secondary logos are not intended for any regularly produced material such as newsletters, stationery, brochures, or websites.

As with the primary logo, secondary logos must have sufficient space around them to maintain legibility and visual impact. No other graphic elements, such as typography, rules, and pictures should infringe upon this space. The required areas of isolation must be equal to one-third the height of the icon and to the height of the letter "A" in CAMP for the logotype.

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## TERTIARY LOGO

american  
**CAMP**  
association®

Tertiary logos are reconfigurations of the logotype and icon from the primary logo. Use of the icon (A) and the logotype (B) are permitted independently from each other as a tertiary logo only in situations where there is a special use or when format and size limitations prevent the use of the entire primary logo. The administrative office must be contacted to obtain written approval for the use of these tertiary logos. Due to the potential number of mediums in which these images may reproduce, the administrative office should be contacted for PMS-color equivalents (i.e., embroidery as compared to ink). The addition of text or imagery to these secondary logos is prohibited.

Special uses include limited promotional item uses, and producing logos with embroidery or silk screening, such as clothing, mugs, key chains, and so on. As with the primary logo, tertiary logos must have sufficient space around them to maintain legibility and visual impact. No other graphic elements, such as typography, rules, and pictures should infringe upon this space. The required areas of isolation must be equal to one-third the height of the icon and to the height of the letter "A" in CAMP for the logotype.

## AFFILIATES

Affiliate logos are provided exclusively for use by the respective offices.

*Note that names were created as an integral component of the artwork and are not to be deleted, distorted, or replaced with other verbiage. Graphics files for each distinct logo and tagline must be obtained from the administrative office.*

### ILLINOIS



american **CAMP** association®  
Illinois

### NEW ENGLAND



american **CAMP** association®  
New England

### NEW YORK AND NEW JERSEY



american **CAMP** association®  
New York and New Jersey

## SPECIAL PURPOSE ACA LOGOS

### BUSINESS AFFILIATES

The business affiliate logo is provided exclusively for use by companies associated with ACA through supplying goods or services to camps, by having specifically applied for this status, and by having paid business affiliation dues.



### ACCREDITATION LOGO

The accreditation logo is a symbol to the public of a camp's commitment to excellent professional practices for the safety and well-being of its campers. Its use is a privilege reserved for camps that currently meet all requirements for ACA accreditation. A camp may not display this logo if it fails to meet the minimum requirements of the ACA Standards program.

A camp may not display the ACA accreditation logo if the membership of the ACA primary contact has lapsed and/or the annual camp fee has not been paid, or if the camp's ACA primary contact has not signed the Statement of Compliance for the current year. Any improper use of this logo is subject to prosecution to the full extent of the law.



OPTIMAL SIZE

AREA OF ISOLATION  
EQUAL TO THE HEIGHT OF  
THE LETTER "A" IN CAMP



To ensure readability, the optimal size for the accreditation logo is one-inch wide. The accreditation logo must have a sufficient amount of space surrounding the logo to separate it from other design elements. This required area of isolation must be equal to the height of the letter "A" in CAMP.

### MISSION VISION

ACA believes in our mission and vision of empowering camps to create quality experiences that build a world of belonging and growth. It's a mission that we believe will impact lives and transform the way we view education, professional development, accreditation, government relations, and community engagement.

Similar to the organization's other logos, these marks are a primary identifier of the organization and its dedication to build a world where every school-aged individual has access to quality camp experiences.



**Mission** Empowering camps to create quality experiences  
**Vision** Building a world of belonging and growth



**Mission** Empowering camps to create quality experiences  
**Vision** Building a world of belonging and growth