

ACCS Logo Use Treatment Guide

- All of these logos are electronically reproduced ‘tight’ to the edges. **DO NOT USE THEM THIS WAY.** When in use, be sure to **leave a clear space around the logo equivalent to the height of the ‘S’ letter in the logo.** This does not apply to the placard.
- Use PNG on the web ALWAYS where allowed. If necessary, use JPG electronically.
- Use the standard sized logos on electronic sources.
- Use EPS files for all print use, when the software allows it when destined for print. Or, use the (large) versions of JPG’s or PNG’s if the software does not support EPS. For PDF’s distributed electronically, use the (large) PNG versions.
- Do not stretch or distort these. They must remain in the aspect ratio depicted. They may be resized as long as all words in them are easily read.
- Do not change the colors in any way.
- “Reversed” versions of several of these are available in the directory as “reversed”. These should be used in place of the logos below when they are placed on dark backgrounds.
- On PNG’s, the background is transparent. Any time you use these, be sure to use transparent background. No ‘white box’ effect around the logo when put on another color is allowed, except with the bug in certain situations.
- Wherever possible, use Century Schoolbook as the font.



Called “ACCS Primary- centered”: This is our primary logo. It works well for centered integration in applications where it is placed in the center of a page, box, or on the web. When in doubt, use it unless it looks odd to use something centered. Web pages, e-mails, and other electronic sources should generally use this logo. Exceptions are listed below. This is to be used on white and light neutral backgrounds only.



Called “left justified”: Use this logo in a situation where you cannot center the logo without it looking strange.



Called “twolines”: Use this logo where the small size of #2 would make ‘association’ and ‘schools’ nearly unreadable. Use rarely



Called “Bug”: This is used rarely. It is used only when an iconic use is merited. This would include a small icon on the bottom of a web page, or on an image item (coffee mug, plaque) with another saying such that the full logo would be too wordy for the aesthetic value of the item. Because the words “classical Christian” are our identifying brand under this logo system, this bug is only used occasionally or minimally.



Called “logo- no border”: This is a secondary treatment of the primary logo that can be used in two situations:

- Where a vertical (narrow) application is required. In cases where scaling the “primary” logo to a size narrow enough to fit a purpose, if the words “association” and “schools” get too small to read comfortably, then go to this logo. For example, in a sidebar of a web page or on a vertical business card.
- On signage or plaques. This is the ‘signage logo’ or Plaque logo. Use when a physical sign (membership, door, etc.) is created. Use on accreditation plaques.



Called “cross”: Can be used anytime an iconic presence is required, without our name. This includes web applications where an icon is needed, signage, etc.



Called “placard”: Reserved for special use only. Do not use without permission.

Other available items:

- 1) Member & accredited insignia for web
- 2) Member & accredited insignia for print
- 3) Member & accredited insignia for other uses
- 4) Member certificate
- 5) Accredited certificate
- 6) Accredited placard
- 7) Teacher certificate
- 8) Business card template
- 9) Letterhead (only exists as a digital template)
- 10) ACCS Note cards
- 11) ACCS Envelopes