

USER GUIDE

Arizona Humanities is a 501(c)3 nonprofit and the Arizona affiliate of the National Endowment for the Humanities. Grant recipients and program partners (such as AZ Speaks) are **required** to display the Arizona Humanities logo in all print and electronic materials related to grant and/or program activity. Arizona Humanities should be recognized verbally and in print as Arizona Humanities.

Use the Arizona Humanities logo when your organization is a:

- **Project Grant** Recipient
- **Mini Grant** Recipient
- **AZ Speaks/FRANK Talks** Program Host
- **Community/Program Partner** (Film + Talk, Literacy, Community Conversations, etc.)

Arizona Humanities logos are available for download at <http://www.azhumanities.org/news/logos>.

QUESTIONS?

If you or your graphic designer has questions about the appropriate use of the Arizona Humanities logo, or if you require assistance, please contact Marilyn Murphy, Sr. Marketing and Communications Coordinator at mmurphy@azhumanities.org or 602-257-0335.

LOGO FORMATS

The logo has two formats: horizontal and vertical. The preferred version is horizontal. The vertical format is to be used only when the space available is so small that reducing the horizontal logo would make the logo illegible. When placing the logo online, it must embed a link to the Arizona Humanities website, www.azhumanities.org.

Color Logo

HORIZONTAL



VERTICAL



Black & White Logo

HORIZONTAL



VERTICAL



Logo File Types

- **PNG** – For website use and word processing software
- **JPEG / JPG** – For use in online and print materials
- **PDF / EPS / AI** – Graphic designer professional use for commercial printer projects

LOGO COLOR & SIZE SPECIFICATIONS

Logo Colors

The Arizona Humanities logo is composed of PMS 1521 (Burnt Orange) and PMS 425 (Dark Grey). *The “AZ” letters in the speech bubble should always be white.*

Logo Sizing

The Arizona Humanities logo should be displayed at an appropriate size that is both readable and proportionate to the design of the piece. The following are the required minimum sizes for the logo on printed and electronic materials.

Minimum Size in Print:

HORIZONTAL

2" x .33"



VERTICAL

1.5" x .67"



LOGO RESTRICTIONS

The following are examples of how the Arizona Humanities logo should NOT be displayed.

Color Replacement

DO NOT change the colors of the logo.



Reverse “Ghost” Logo and Social Media Logos

DO NOT use the reverse “ghost” logo displayed on the front page of the Arizona Humanities website or logos created specifically for social media platforms.



Alternative Backgrounds

DO NOT display the logo against backgrounds, photos, or colors other than solid white without prior authorization from Arizona Humanities. For authorization, contact Marilyn Murphy at mmurphy@azhumanities.org.



Design Modifications

DO NOT apply any styles, effects, or designs to the logo.



Other Logo Modifications

DO NOT stretch or modify the proportions of the Arizona Humanities logo.

