

## 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**

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 Arizona Humanities at [info@azhumanities.org](mailto:info@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](http://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 Arizona Humanities.



**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.

