IDENTITY CONFIGURATIONS

1. AGO Seal + full organization name

The AGO Seal plus full organizational name uses one configuration. There is not a vertical version.

This identity consists of two elements: the seal symbol, and the organization name: American Guild of Organists. Both elements have been carefully drafted and should not be altered.

SYMBOL COLORS

CRIMSON
c13-m100-y84-k50
c13-m100-y84-k35
c13-m100-y84-k25
c15-m100-y100-k0

GOLD
c5-m18-y100-k0

American Guild of
ORGANISTS

TEXT COLOR

CRIMSON
c13-m100-y84-k35

2. AGO Seal only

The AGO Seal can be used without the full organization name when appropriate. The seal has been carefully drafted and should not be altered.

IDENTITY COLORS

The identity has been designed using CMYK (4-color process) colors.

4-COLOR PROCESS VERSION:
Use EPS (CMYK) files.

COLORS		CMYK
	CRIMSON: for seal border and text	**c13–m100–y84–k35**
	Additional crimson shades used in seal	c13–m100–y84–k50
		c13–m100–y84–k25
		c15–m100–y100–k0
	GOLD	c5–m18–y100–k0

1-COLOR VERSION:
Use black eps or jpg files.

REVERSE VERSION:
There is no reverse (all white) version.

American Guild of
ORGANISTS

ALL ELEMENTS ARE BLACK
AND TINTS OF BLACK

IDENTITY FILE TYPES and USAGE

EPS files

EPS files are scalable vector files and should be used for all high quality print jobs. These files are transparent (have no background color), so can be used over a background color.

JPG files

JPG files are pixel-based files, and are best used in Microsoft files for in-office printing. These files have a white background.

PNG files

PNG files are best used for web applications. These files are transparent (have no background color).

IDENTITY MINIMUM SIZE and CLEAR SPACE

To ensure that the identity reads clearly on all communication materials:

The AGO Seal + organization name should never be used at a size smaller than 1.25" width.

The AGO Seal only should never be used at a size smaller than .75" width.

1.25"

0.75"

.25"
Minimum clear space 0.25" on all sides

IDENTITY FONTS

Adobe Garamond Pro Semibold and Semibold Italic fonts are used for the organization name.

IDENTITY FONT *samples*

Adobe Garamond Pro Semibold

Adobe Garamond Pro Semibold Italic

THINGS TO AVOID

Use the identity in its original colors and fonts only; do not add or alter any elements.

Do not apply the identity over a photograph, dark color, or patterned background that renders any part of it difficult to read.