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LETTER FROM THE CEO

DEAR COLLEAGUES,

As an organization with a rich history of over 100 years, we have an opportunity to ensure that we are well prepared and positioned for innovative leadership in the future. It is important in today's world that we are viewed as experienced and trusted, with a contemporary image that can be understood and is reassuring to the public at-large — a public who we hope will continue to see the value of the camp experience for another 100 years.

Today, we are confronted by a multitude of competing images and messages clamoring for attention. The American Camp Association (ACA) does not want to add to the clutter, but rather present a cogent and comprehensive image as one association — an association representing the ever-growing and relevant camp experience. A strong, clean image that is used consistently makes an impact. If an organization wants brand recognition, it must use the brand!

Even more important, an organization has a responsibility to protect its brand. ACA's brand is a critical part of its intellectual property. That said, compliance with the graphics manual is mandated by all those employed by ACA, Inc., or licensed to use the brand.

This manual of *Graphic Identity Standards and Trademark Usage Guidelines* is legally binding. It provides us with the tools that build a bridge between ACA and the global camp community and between the camp community and others, including those who know us today and those who will know us in the future. It is important for us to present consistent visual impressions associated with the ACA family of marks. The impact of any logo depends on consistent use resulting in a large quantity of impressions over a long period of time. This helps to build our reputation for excellence; increase our quality, efficiency, and cost-effectiveness of communication efforts; better reflect our diverse program offerings; and foster a stronger sense of affiliation with our various members.

This manual should be considered a living document, designed to keep us contemporary and equipped for maximum impact. It is a tool that we must employ to ensure that children and adults, today and tomorrow, all have the opportunity and information needed to have a safe, positive camp experience — the value of which is recognized as an important asset in human development.



ACA Chief Executive Officer

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. ACA's name and logos — corporate logos, as well as program-specific logos — serve as the association's image. And, as the visual representation of ACA, that image needs to be monitored and protected.

ACA's image is part of the compelling story we tell the world. ACA is recognized as the leading resource in the camp industry. Through our logos and brand imaging, ACA communicates our mission, our vision, our values, and our promise to always represent the highest standard of benefit, health, and safety in the camp experience.

In addition, ACA's graphic standards protect and strengthen ACA's rights. As the holder of a portfolio of trademarks, ACA must maintain adequate control of the usage of all of its images, logos, and names. Accordingly, 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 (Web sites, 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

These graphic standards do not on their face grant any right to use any of ACA's 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 to use any of ACA's names, logos, or trademarks and will be infringing ACA's trademark rights, regardless of whether or not you comply with these graphic standards. Moreover, 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.

WHO IS ACA?

ACA is a community of camp professionals and outdoor educators with a single vision — enriching lives, changing the world.

THE 20/20 VISION

The camp experience is a part of America's heritage and culture. Since 1861, the camp experience has impacted more than 500 million children. Today, many institutions have abandoned children and youth, or have left them inside with electronic gadgets. In a society where access to natural environments is limited and where there are fewer and fewer authentic human connections, children, youth, and families need an advocate. ACA's members and leadership recognized this need, and the need to promote the camp experience as a critical part of the continuum of care for young people in the United States.

Out of this need came commitment. Understanding the unique ability of the camp community to provide a hands-on, experiential, nature-based, community experience, ACA committed to the 20/20 Vision. The 20/20 Vision is a goal with a single purpose — to see no fewer than 20 million children and youth participating in camp experiences annually by the year 2020, and to directly influence those camp experiences.

MISSION

ACA's mission is to enrich the lives of children, youth, and adults through the camp experience.

VALUES

As an organization, ACA values the world, the people who live in it, and the contribution every individual can make. These are not separate values but concentric circles, and they are the same values that the ACA community strives to instill in children guided by the camp experience.

- **Contribution** — The camp experience is essential to every child's growth and education. ACA members work together to promote and articulate the association as a leading authority in child development. The quality camp experiences provided contribute to the lives of the children and adults who participate in programs. In turn, they are encouraged to contribute to those who are part of their lives, and to the world in which they live.
- **People** — ACA believes in all the children and adults who share in camp experiences. Through positive child development and partnering with parents, children are encouraged to value their uniqueness and to understand and appreciate their part in the larger community. Camp programs help children develop self-esteem, character, courage, responsibility, resourcefulness, and cooperation — in short, the healthy emotional and social skills necessary to grow into strong, considerate, competent adults.
- **The World** — ACA believes that each person plays an important role in the stewardship of the environment — both natural and man-made. Through the camp experience, children are taught to appreciate, respect, and care for the world in which they live.

WHAT DOES ACA DO?

As a leader in both the camp industry and the field of youth development, ACA offers programs and services to preserve, promote, and enhance youth development through the camp experience.

GROWTH AREAS

ACA's leaders have identified growth areas — places to focus energy and resources in order to expand the association and, ultimately, to increase influence on the camp experience. The three growth areas are as follows.

MEMBERSHIP AND CUSTOMER DEVELOPMENT

ACA recognizes that growth in casual, connected, and committed relationships with camps and individuals who help provide camp experiences will ultimately improve these experiences for a broader audience. Relationships with these camps and individuals are developed through one or more of the following:

- The camp experience
- The Internet — both through ACA's Web sites and social networking sites
- Participation in meetings, events, and trainings
- Bookstore purchases
- Calls to action and advocacy
- College classroom experiences
- Publications
- Job services

These relationships form the foundation of the association, and each provides an avenue to enhance the camp experience. ACA provides tools, networks, and exceptional learning resources for all audiences.

For more information on ACA membership, visit www.ACAcamps.org/membership.

PROFESSIONAL DEVELOPMENT

Professional development is critically important in the field of youth development. Through increased competencies and skills, camp professionals and outdoor educators will continue to benefit and touch the lives of the children and youth that participate in their programs. By focusing on professional development, ACA is not only offering a valuable service to the camp professional, but ACA is also ensuring better camp experiences for all.

ACA's Professional Development Center (PDC) was developed on a framework of expanding knowledge, skills, and abilities for every individual. The PDC offers:

- Educational experiences that raise the performance bar for directors, staff, and other youth-serving professionals.
- Opportunities to invest in and develop quality staff, resulting in quality experiences for today's youth and tomorrow's leaders.
- Quality courses and conferences based on thirteen core competencies, endorsement of external professional development opportunities, and the ability for members to document and track continued professional education to attain personal career goals.

For more information on ACA's Professional Development Center, visit www.ACAcamps.org/pdc.

PUBLIC POLICY

ACA is dedicated to expanding the understanding of the value of the camp experience — with parents, educators, the media, and particularly, elected leaders. Through public policy efforts, ACA will:

- Advocate protecting the safety of children, youth, and adults participating in the camp experience.
- Seek recognition for camp experiences as expanded learning opportunities and critical parts of the year-round education of the whole child.
- Serve as an important conduit between government, camps, and the public — advocating on behalf of children and families and alerting them and the camp community to legislative and regulatory issues impacting youth development.

For more information on ACA's public policy initiatives, visit www.ACAcamps.org/publicpolicy.

ACA'S CORE SERVICES

ACA STANDARDS PROGRAM

The main purpose of the ACA Standards program is to educate camp owners and directors in the administration of key aspects of camp operation, particularly those related to program quality and the health and safety of campers and staff. The standards establish guidelines for needed policies, procedures, and practices. The camp, then, is responsible for on-going implementation of these policies.

The second purpose of the ACA Standards program is to assist the public in selecting camps. ACA's accreditation trademarks have come to indicate to the public that accredited camps meet industry-accepted and government-recognized standards. Each year, families turn to ACA as the trusted resource in finding a safe, positive camp experience. ACA's Find a Camp database allows families to find the ideal ACA-accredited camp.

For more information on the ACA Standards program and accreditation, visit www.ACAcamps.org/accreditation.

RESEARCH

ACA is committed to ongoing research and evaluation efforts for the camp and youth development communities that provide needed evidence for improved practice, trend analysis, and the identification of key elements important to the camp experience. ACA's industry-leading research is nationally recognized. ACA research includes:

- Camp business and operations studies
- Developmental outcomes of the camp experience
- Camp enrollment and staff recruitment trends data
- Camp emerging issues studies
- Injury and illness prevention in camps studies
- Positive youth development in camp

For more information on ACA research, visit www.ACAcamps.org/research.

PARENT AND FAMILY RESOURCES

When children make new friends, explore the world around them, and learn that “I can” is much more powerful than “I can’t,” magic happens. ACA’s resources for families are extensive and designed to help guide the decision to send a child to camp. Through ACA’s Find a Camp database, families can search for a camp experience that meets their unique needs. By visiting www.CampParents.org, families can access expert advice on camp selection, readiness, child and youth developmental milestones, and other issues of importance to families. Through ACA’s parent e-newsletter, *Camp e-News*, valuable resources and articles about the camp experience are delivered directly to families through e-mail.

SEND A CHILD TO CAMP FUND

ACA’s Send a Child to Camp Fund is a program designed so that individuals and organizations can directly support the many children who are underprivileged and whose lives can be changed for the better through the camp experience. More information on the Send a Child to Camp Fund can be found at www.ACAcamps.org/support/change-a-life.

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 Web sites.

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 administrative office at 765-342-8452.

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.

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.*

LOGO COMPONENTS



The primary logo is made up of two permanent elements — the icon and the logotype. An optional tagline may be also included. The icon should not be used without the logotype, except when approved by the administrative office in writing as a secondary logo.

The primary logo is a unique design and cannot be accurately reproduced with any typeface. It must not be hand drawn, scanned, or modified in any way. It should be reproduced only from electronic files provided by ACA. Digital files of various versions of the logo are available from ACA.

The logotype has been custom typeset and illustrated to accompany the icon; therefore, the size ratio and space between the elements of the icon and the logotype should not be altered when used on printed documents, signage, or promotional and give-away items.

Please note that the primary logo and names American Camp Association and American Camping Association are only able to be used by the administrative office and its designated field offices. Camps, business affiliates, association affiliates, or other individuals are not permitted to use these marks and are only permitted to use the secondary logos.

As noted on page 16, secondary logos can be used that incorporate the primary logo and a tagline. The tagline is a separate descriptor, intended to help define the logo or provide an explanation of what ACA does. Subject to the written approval of the administrative office, field office and affiliate office names may be used with the logo in a manner similar to the tagline to support the geographical distinction among the various ACA offices. Refer to pages 17 and 20 for applications in which office names, business affiliates, business partners, or conference and event designations may be used in place of the tagline. A tagline must not be created by the user and can only be used with the written approval of the administrative office. To obtain a logo with a tagline, the corresponding art file must be obtained from ACA.

For more information on secondary logos, review the Secondary Logo section on page 16.

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.



HOW TO USE THE ACA NAME WITHIN TEXT

When the organization's name, American Camp Association or American Camping Association, and the acronym, ACA, appears for the first time in an article, publication, document, or other, it must be used in full, with the registered trademark symbol (i.e., American Camp Association®). In subsequent usage within the same narrative, the name may be shortened to the acronym, ACA, or spelled out without the registered trademark symbol: American Camp Association.

Similarly, first usage of the American Camp Association word mark, which includes one of the twenty-four regional field office or affiliate office names should be: American Camp Association®, regional field office or affiliate office name. Subsequent usage may be shortened to: ACA, regional field office or affiliate office name.







See page 21 for recommended type fonts.

APPROVED COLOR USAGE

There are several color options available when using the primary logo, including a 4-color process, a 2-color PMS, and a single color. The primary logo may also be used in positive or reversed treatments. The primary logo may not be reproduced in gray scale.



COATED COLOR PALETTE

| | |
|---|-----------------------------------|
|  | Black |
|  | PMS 294 (c/100, m/58, y/0, k/21) |
|  | PMS 208 (c/0, m/100, y/36, k/37) |
|  | PMS 3268 (c/90, m/0, y/49, k/0) |
|  | PMS 130 (c/0, m/30, y/100, k/0) |
|  | PMS 3298 (c/100, m/0, y/57, k/42) |

APPROVED COLOR PALETTE

To the left are the primary and secondary hues, which should be used for the primary logo on multicolor printed materials and on-screen uses.

This color palette has been selected to create a distinctive look for ACA materials. Therefore, accurate color matching is essential for ACA's marks, because poorly matched colors may weaken their impact, lessen their effectiveness, and slow public awareness.

Colors can be tint-matched in 4-color process. PANTONE® chips should be used when printing, since 4-color formulas can vary. The colors shown throughout this manual may not exactly match PANTONE® color standards. Refer to the current edition of the PANTONE® Color Formula Guide for precise reproduction.

POSITIVE TREATMENTS

In the 4-color process positive treatment, the colors are to be 4-color tint matches of the approved PMS colors listed on page 14. In the positive 2-color version, color breaks should always be PMS 294 and PMS 3298 as indicated. When reproducing in 1-color, the symbol, logotype, and tagline (if included) will be black or PMS 3298.

There should be a high degree of contrast between the ACA logo and its background. When printing positive treatments, care must be taken that the ACA logo is strong and dark enough to be highly visible. Therefore, all positive treatments must be reproduced on a white or light, neutral, or solid-color background lighter than 20%.

4-color process



2-color PMS



1 color



american **CAMP** association®

REVERSED TREATMENTS

In the 4-color process reversed treatment, the colors are to be 4-color tint matches of the approved PMS colors listed on page 14. In the reversed 2-color PMS, color breaks should always be PMS 130 and PMS 208 as indicated.

When reproducing in 1-color, the symbol, logotype, and tagline (if included) will be white. When reversing both the 4-color process and the 2-color PMS versions, the tagline (if included) should always be white.

There should be a high degree of contrast between the ACA logo and its background. When printing positive treatments, care must be taken that the ACA logo is strong and dark enough to be highly visible. Therefore, all reversed treatments must be reproduced on a black or dark solid-color background equivalent to 50% black or darker. 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.

4-color



2-color



1 color



american **CAMP** association®

IMPROPER LOGO USAGE

Any designs and/or uses not addressed in this manual are unapproved unless approved in writing by the administrative office. For example, do not:

- Change the orientation of the icon and logotype
- Create a vertical version of the logo
- Separate elements of the logo except for accommodation made in the Special Logo Usage section on page 23
- Change the typeface
- Distort the logo
- Place the logo on backgrounds other than in approved color usage



Improper color



Improper typography



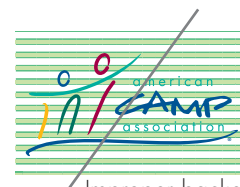
Improper orientation



Improper size



Improper modification



Improper background



Improper distortion



Improper border around logo

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 Web sites.

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.

american **CAMP** association®

Business Affiliate

american **CAMP** association®

Business Partner

These secondary logos, reconfigurations of the logotype and icon from the primary logo, are for use only in situations where there is a special use as described on page 12, 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.

AFFILIATE AND FIELD OFFICE NAME APPLICATIONS



PRIMARY LOGO

Affiliate and Field Office Name logos are provided exclusively for use by the respective offices.

See pages 12–15 for formatting, color, and improper usage information.

american **CAMP** association®
Field Office Name

american **CAMP** association®
Business Affiliate

SECONDARY LOGO

This secondary logo, a reconfiguration of the logotype from the primary affiliate and field office logo, is approved for use in situations where format and size limitations prevent the use of the entire logo.

For more information on secondary logo usage, review the Secondary Logo section on page 16.





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.

Graphics files for producing 2-color stationery can also be obtained from the administrative office. See page 29 for samples.

BUSINESS APPLICATIONS

PRIMARY LOGOS



BUSINESS PARTNERS

The business partner logo is provided exclusively for use by companies that have a contract with ACA that defines a revenue sharing or intellectual-knowledge sharing agreement.

See pages 12–15 for formatting, color, and improper usage information.



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.

See pages 12–15 for formatting, color, and improper usage information.

SECONDARY LOGOS

These secondary logos, reconfigurations of the logotype from the primary business logos, are approved for use in situations where format and size limitations prevent the use of the primary logo.

For more information on secondary logo usage, review the Secondary Logo section on page 16.

american **CAMP** association®
Business Partner

american **CAMP** association®
Business Affiliate

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 Times New Roman® family is recommended as a secondary, supporting typeface. Times New Roman is recommended for use as body copy in materials such as, but not limited to, newsletters and brochures.

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

Times New Roman

Times New Roman Italic

Times New Roman Bold

Times New Roman Bold Italic

DEAR COLLEAGUES,

As an organization with a rich history of over 100 years, we have an opportunity to ensure that we are well prepared and positioned for innovative leadership in the future. It is important in today's world that we are viewed as experienced and trusted, with a contemporary image that can be understood and is reassuring to the public at large — a public who we hope will continue to see the value of the camp experience for another 100 years.

Today, we are confronted by a multitude of competing images and messages clamoring for attention. The American Camp Association (ACA) does not want to add to the clutter, but rather present a cogent and comprehensive image as one association — an association representing the ever-growing and relevant camp experience. A strong, clean image that is used consistently makes an impact. If an organization wants brand recognition, it must use the brand!

Even more important, an organization has a responsibility to protect its brand. ACA's brand is a critical part of its intellectual property. That said, compliance with the graphics manual is mandated by all those employed by ACA, Inc., or licensed to use the brand.

This manual of Graphic Identity Standards and Trademark Usage Guidelines is

legally binding. It provides us with the tools that build a bridge between ACA and the global camp community and between the camp community and others, including those who know us today and those who will know us in the future. It is important for us to present consistent visual impressions associated with the ACA family of marks. The impact of any logo depends on consistent use resulting in a large quantity of impressions over a long period of time. This helps to build our reputation for excellence; increase our quality, efficiency, and cost-effectiveness of communication efforts; better reflect our diverse program offerings; and foster a stronger sense of affiliation with our various members.

This manual should be considered a living document, designed to keep us contemporary and equipped for maximum impact. It is a tool that we must employ to ensure that children and adults, today and tomorrow, all have the opportunity and information needed to have a safe, positive camp experience — the value of which is recognized as an important asset in human development.

These are samples of the typefaces recommended for use in all published materials.

The Futura family of typefaces is recommended for headlines as well as body copy. The secondary typeface, Times New Roman, is recommended for use as body copy in materials such as, but not limited to, newsletters and brochures.

DEAR COLLEAGUES,

As an organization with a rich history of over 100 years, we have an opportunity to ensure that we are well prepared and positioned for innovative leadership in the future. It is important in today's world that we are viewed as experienced and trusted, with a contemporary image that can be understood and is reassuring to the public at large — a public who we hope will continue to see the value of the camp experience for another 100 years.

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SPECIAL PURPOSE ACA LOGOS



COATED COLOR PALETTE

-  Black
-  PMS 294 (c/100, m/58, y/0, k/21)
-  PMS 208 (c/0, m/100, y/36, k/37)
-  PMS 3268 (c/90, m/0, y/49, k/0)
-  PMS 130 (c/0, m/30, y/100, k/0)
-  PMS 3298 (c/100, m/0, y/57, k/42)

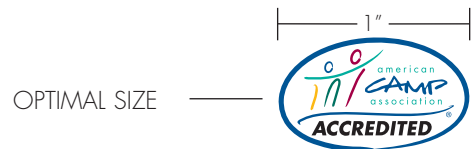
AREA OF ISOLATION
EQUAL TO THE HEIGHT OF
THE LETTER "A" IN CAMP



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

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 vertical height of the three lines "american CAMP association."

APPROVED ACCREDITATION LOGO COLOR PALETTE

There are several color options available when using the accreditation logo, including a 4-color process and a 1-color process. The accreditation logo may also be used in positive or reversed treatments. The accreditation logo may not be reproduced in gray scale.

In the 4-color process positive treatment, the colors should be the 4-color tint matches of the approved PMS colors on page 23. The word "ACCREDITED" should always be black. In the positive 1-color process treatment, the entire logo, including the icon, logotype, and "ACCREDITED," should be black.

There should be a high degree of contrast between the accreditation logo and its background. When printing positive treatments, care must be taken that the accreditation logo is strong and dark enough to be highly visible. Therefore, all positive treatments must be reproduced on a white or light, neutral, or solid-color background lighter than 20%.

POSITIVE TREATMENT

4-color process



1 color



4-color process



1 color



When reversing the 4-color version, "ACCREDITED" should always match PMS 208. All other colors are to match the 4-color positive version. In the reversed 1-color process treatment, the entire logo, including the icon, logotype, and "ACCREDITED," should be white.

REVERSED TREATMENTS

4-color process



1 color



All reversed treatments should be reproduced on a black or dark solid-color background equivalent to 50% black or darker. 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.

IMPROPER ACCREDITATION LOGO USAGE

Any uses not addressed in this manual are unapproved unless approved by the administrative office in writing. For example, do not:

- Change the orientation of the symbol to logotype
- Create a vertical version of the logo
- Separate elements of the logo
- Change the typeface
- Distort the logo
- Place the logo on backgrounds other than in approved color usage



Improper color



Improper background



Improper typography



Improper distortion



Improper orientation



Improper box around logo



Improper size



Deleting or replacing "ACCREDITED"



Improper modification

CONFERENCE LOGO

The conference logo is to be used exclusively for conferences or special events with which ACA is associated.

See pages 12–15 for formatting, color, and improper usage information.



SECONDARY CONFERENCE LOGO

This secondary logo, a reconfiguration of the logotype from the primary conference logo, is approved for use in situations where format and size limitations prevent the use of the primary logo.

For more information on secondary logo usage, review the Secondary Logo section on page 16.







american **CAMP** association®
Conference Name

For either the conference logo or secondary conference logo application, written approval by the administrative office is required. Please contact the administrative office for specific usage, display requirements, and to obtain graphics files.

PROFESSIONAL DEVELOPMENT CENTER LOGO



COATED COLOR PALETTE

| | |
|---|-----------------------------------|
|  | Black |
|  | PMS 294 (c/100, m/58, y/0, k/21) |
|  | PMS 208 (c/0, m/100, y/36, k/37) |
|  | PMS 3268 (c/90, m/0, y/49, k/0) |
|  | PMS 130 (c/0, m/30, y/100, k/0) |
|  | PMS 3298 (c/100, m/0, y/57, k/42) |

The professional development center (PDC) logo and the logos of its subcomponents (which include the e-Institute and the Educational Endorsement Program) are to be used exclusively for PDC programs, materials, webinars, or special events.

See pages 12–15 for formatting, color, and improper usage information.

Written approval by the administrative office is required for any use of these logos. Please contact the administrative office for specific usage, display requirements, and to obtain graphics files.

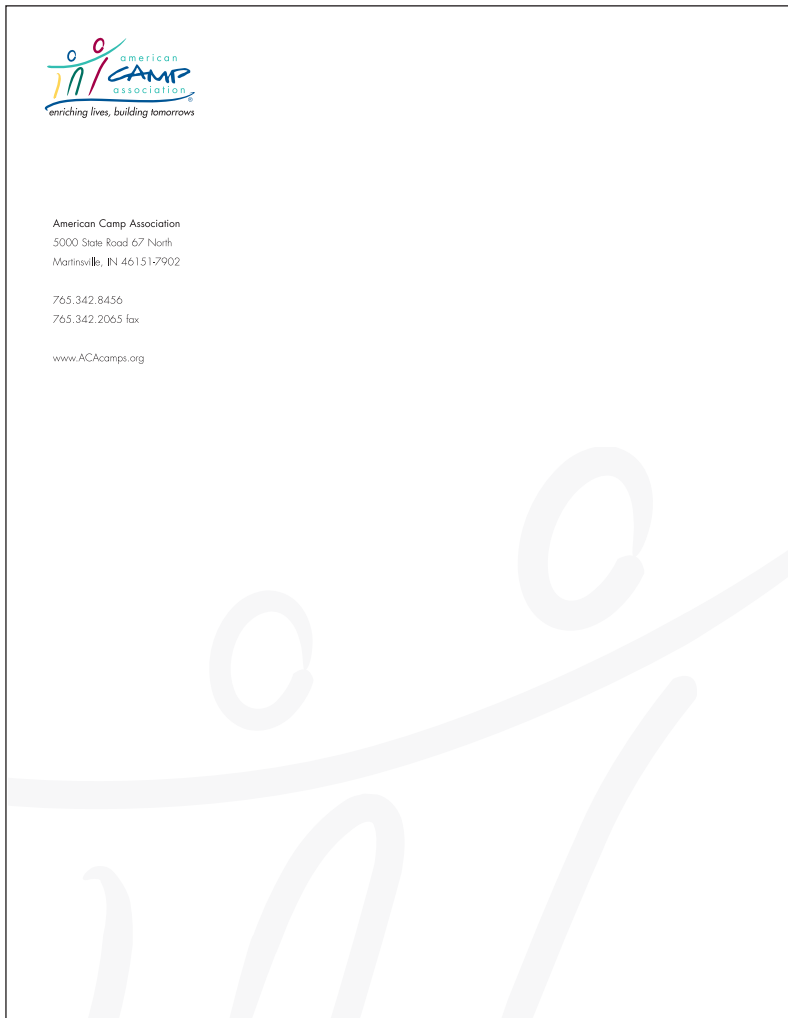
AREA OF ISOLATION
EQUAL TO THE HEIGHT OF
THE LETTER "A" IN CAMP



STATIONARY APPLICATIONS

4-COLOR PROCESS

It is recommended that letterhead be printed on 70# smooth white offset paper, envelopes on 24# matching paper, and business cards on 80# smooth white, uncoated cover stock.



Letterhead

#10 Envelope



Business Card

2-COLOR PMS

Contact the administrative office for graphics files to duplicate these documents for your office. Note that 1-color printing of these applications is also acceptable, using PMS 3298 ink.

Letterhead




#10 Envelope



Business Card

ANCILLARY BUSINESS FORMS



American Camp Association
5000 State Road 67 North
Martinsville, IN 46151-7902


765.342.8456
765.342.2065 fax

www.ACAcamps.org



press release

Press Release Sheet



American Camp Association
5000 State Road 67 North
Martinsville, IN 46151-7902

765.342.8456
765.342.2065 fax

www.ACAcamps.org

| | |
|--------|------------------|
| Fax: | _____ |
| To: | _____ |
| Phone: | _____ Fax: _____ |
| From: | _____ |
| Phone: | _____ Fax: _____ |

Fax Cover Sheet



American Camp Association
5000 State Road 67 North
Martinsville, IN 46151-7902



Mailing Label

MARKETING MATERIAL GUIDELINES

The graphic identity standards relating to logo use, typography, color, and so on described in this manual should be observed in the design and production of all printed or digital materials, including, but not limited to:

- Display ads
- Marketing materials
- Newsletters
- Camp directories
- Conference logos and signage
- Web sites

ADDITIONAL ACA LOGOS

CAMP GIVES KIDS A WORLD OF GOOD®

Similar to ACA's other logos, this mark is a primary identifier of the organization and its programs. It is also intended for use to help promote the value of camp to the public.

All members-in-good-standing of the American Camp Association may use the Camp Gives Kids a World of Good® logo in written promotional material, provided the following:

1. A Camp Gives Kids a World of Good® agreement regarding use of this mark is signed. Note that there are specific agreements for ACA members, affiliated camps, affiliate and field offices, and business affiliates.
2. The mark is not altered in any way. We must strictly enforce the integrity of this mark or risk not being able to expect public recognition of it as belonging to ACA.
3. No profit is generated from the use of the mark. Note again that anyone wishing to generate a profit from the sale of promotional items displaying this mark must negotiate a Merchandise Licensing Agreement available from the ACA administrative office.



© AMERICAN CAMP ASSOCIATION



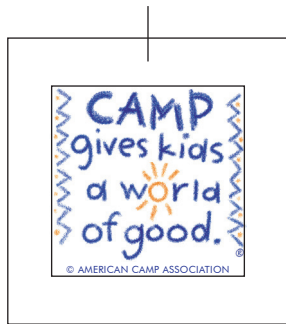
For additional information, visit www.ACAcamps.org/logos.
See page 33 for additional Approved Color Usage information.

PROPER FORMATTING

If used in text, the mark must be used in full with the registered trademark symbol at least the first time it appears in the text (i.e., Camp Gives Kids a World of Good®). If used digitally, the same formatting requirements apply.

The Camp Gives Kids a World of Good® 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 one-third the width of the logo.

AREA OF ISOLATION
EQUAL TO ONE-THIRD THE WIDTH OF THE LOGO



APPROVED COLOR USAGE

There are several color options available when using the Camp Gives Kids a World of Good® logo, including a 4-color process, a 2-color PMS, and a 1-color process.

The Camp Gives Kids a World of Good® logo may not be reproduced in gray scale. This logo is currently not available reversed.

In the 4-color process version, the approved colors are 4-color tint matches of PMS 142 and PMS 285. In the 2-color PMS version, color breaks should always be PMS 142 and PMS 285 with color breaks as indicated. 1-color versions should be printed in either black or blue (PMS 285) ink.

All versions should be reproduced on a white or light, neutral, or solid-color background lighter than 20%.

MINIMUM SIZE

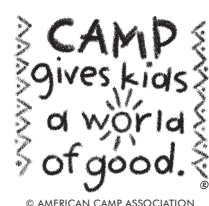


POSITIVE TREATMENTS

2-color PMS



1 color



BECAUSE OF CAMP . . . ®

Similar to the organization's other logos, this mark is a primary identifier of the organization and its public service announcements. It is also intended for use to help promote the value of camp to the public.

All members-in-good-standing of the American Camp Association may use the *Because of Camp . . .* ® logo in written promotional material, provided the following:

1. A *Because of Camp . . .* ® agreement regarding use of this mark is signed.
2. The mark is not altered in any way. We must strictly enforce the integrity of this mark or risk not being able to expect public recognition of it as belonging to ACA.
3. No profit is generated from the use of the mark. Note again that anyone wishing to generate a profit from the sale of promotional items displaying this mark must negotiate a Merchandise Licensing Agreement available from the ACA administrative office.

BECAUSE OF CAMP...®



PMS 294

For additional information, visit www.ACAcamps.org/logos.
See page 35 for additional Approved Color Usage information.

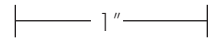
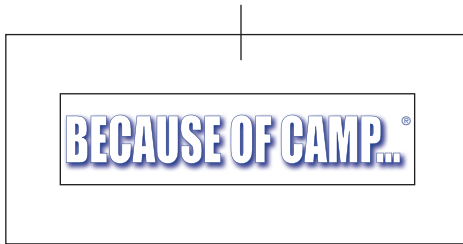
PROPER FORMATTING

If used in text, the mark must be used in full with the registered trademark symbol at least the first time it appears in the text (i.e., *Because of Camp . . .*®). If used digitally, the same formatting requirements apply.

The *Because of Camp . . .*® 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 one-third the width of the logo.

To ensure readability, the minimum size allowed for the *Because of Camp . . .*® logo is one-inch wide.

AREA OF ISOLATION
EQUAL TO ONE-THIRD THE WIDTH OF THE LOGO



MINIMUM SIZE ——— BECAUSE OF CAMP...®

APPROVED COLOR USAGE

The *Because of Camp . . .*® logo is designed in a single color. The *Because of Camp . . .*® logo may not be reproduced in gray scale. This logo is currently not available reversed.

In a 4- and 2-color process, the tint must match PMS 294.

1-color versions should be printed in either black or blue (PMS 294) ink.

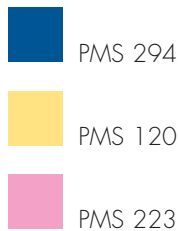
All versions should be reproduced on a white or light, neutral, or solid-color background lighter than 20%.

EXPLORE 30™

Similar to the organization's other logos, this mark is a primary identifier of the organization and its camp literacy programs.

All members-in-good-standing of the American Camp Association may use the Explore 30™ logo in written promotional material, provided the following:

1. An Explore 30™ agreement regarding use of this mark is signed.
2. The mark is not altered in any way. We must strictly enforce the integrity of this mark or risk not being able to expect public recognition of it as belonging to ACA.
3. No profit is generated from the use of the mark. Note again that anyone wishing to generate a profit from the sale of promotional items displaying this mark must negotiate a Merchandise Licensing Agreement available from the ACA administrative office.



*For additional information, visit www.ACAcamps.org/logos.
See page 37 for additional Approved Color Usage information.*

AREA OF ISOLATION
EQUAL TO ONE-THIRD THE WIDTH OF THE LOGO



PROPER FORMATTING

If used in text, the mark must be used in full with the trademark symbol at least the first time it appears in the text (i.e., Explore 30™). If used digitally, the same formatting requirements apply.

The Explore 30™ 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 one-third the width of the logo.

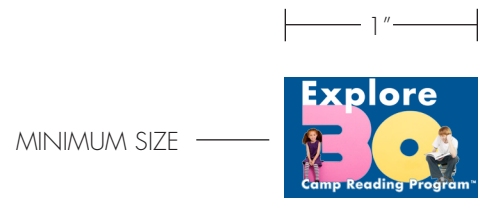
To ensure readability, the minimum size allowed for the Explore 30™ logo is one-inch wide.

APPROVED COLOR USAGE

There are several color options available when using the Explore 30™ logo, including a 4-color process, a 2-color PMS, and a 1-color process. The Explore 30™ logo may not be reproduced in gray scale. This logo is currently not available reversed.

In the 4-color process version, the approved colors are 4-color tint matches of PMS 294, PMS 223, and PMS 120. In the 2-color PMS version, color breaks should always be PMS 294 and PMS 120 with color breaks as indicated. 1-color versions should be printed in either black or blue (PMS 294) ink.

All versions should be reproduced on a white or light, neutral, or solid-color background lighter than 20%.



MINIMUM SIZE

LICENSING AGREEMENTS

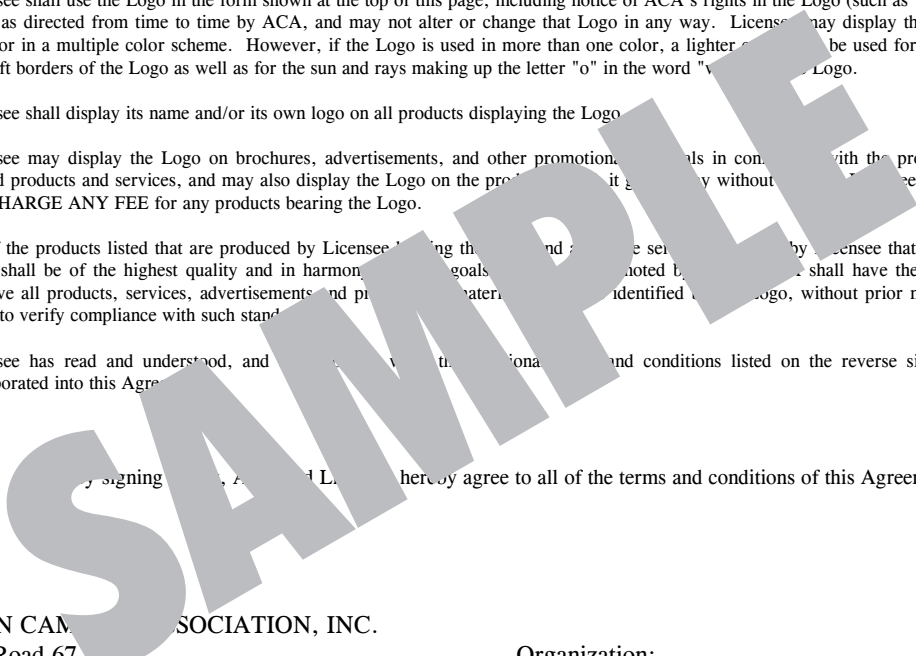
For information on specific agreements permitting use of the ACA trademarks and logos, call the ACA administrative office at 800-428-2267.



Non-Commercial License Agreement For ACA Business Affiliates

American Camping Association, Inc. ("ACA") hereby grants to the party whose full name and address are set forth below ("Licensee") the non-exclusive, non-assignable right to use ACA's CAMP GIVES KIDS A WORLD OF GOOD® logo (shown at the top of this page, and hereinafter referred to as the "Logo") in connection with the promotion of Licensee's camp-related products and services. This license is conditioned upon Licensee's continuous compliance with the following terms and conditions:

1. Licensee shall not transfer or assign this license, or sublicense any of its rights to use the Logo, except with the prior written consent of ACA.
2. Licensee shall use the Logo in the form shown at the top of this page, including notice of ACA's rights in the Logo (such as "®", "©", "TM" and/or "SM") as directed from time to time by ACA, and may not alter or change that Logo in any way. Licensee may display the Logo in any single color or in a multiple color scheme. However, if the Logo is used in more than one color, a lighter shade may be used for the dots on the right and left borders of the Logo as well as for the sun and rays making up the letter "o" in the word "world" of the Logo.
3. Licensee shall display its name and/or its own logo on all products displaying the Logo.
4. Licensee may display the Logo on brochures, advertisements, and other promotional materials in connection with the promotion of its camp-related products and services, and may also display the Logo on the products if it is not for sale. Licensee SHALL NOT SELL OR CHARGE ANY FEE for any products bearing the Logo.
5. All of the products listed that are produced by Licensee bearing the Logo and for sale by Licensee that are identified by the Logo shall be of the highest quality and in harmony with the goals and objectives noted by ACA. Licensee shall have the right to review and approve all products, services, advertisements and promotional materials identified by the Logo, without prior notice to Licensee, in order to verify compliance with such standards.
6. Licensee has read and understood, and agrees to accept, the terms and conditions listed on the reverse side of this page and incorporated into this Agreement.



By signing this Agreement, Licensee hereby agree to all of the terms and conditions of this Agreement.

ACA:
AMERICAN CAMPING ASSOCIATION, INC.
5000 State Road 67
Martinsville, Indiana 46151-7902

Organization: _____

Address: _____

Signed: _____

(Authorized Representative)

Printed: _____

Member Number: _____

Title: _____

Date: _____

By:
Printed: Peg Smith
Title: Executive Director

E-mail address: _____