







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)

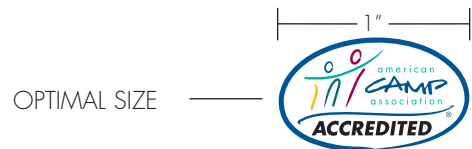
AREA OF ISOLATION
EQUAL TO THE HEIGHT OF
THE LETTER "A" IN CAMP



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.



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