

## Brand & Graphic Guidelines for The Arc San Francisco

### Name

“The Arc San Francisco” is our brand identity, displayed in upper and lower case as shown. We do not use A-R-C as an acronym, and we always use “The Arc...” —never “Arc.” Our chapter is San Francisco. Our descriptor is “For people with intellectual and developmental disabilities.” In your communications, your first mention should include our complete name; subsequent mentions can use “The Arc SF” or “The Arc.” Also, the entire descriptor should be used in the first mention; subsequent mentions can use I/DD. Our tagline is “Achieve with us.”

### Logo

Our logo is designed to embody our mission and values and is the most prominent component of our brand identity. The logo features a bold orange, yellow and black design. The “catalyst” is a stylized “a” (for “The Arc”) designed to convey energy and forward motion. It always appears in a fixed lock-up with our name and chapter.

The tagline phrase “Achieve with us” is intended to convey our promise and to inspire a feeling of common purpose with our audience. The tagline is an additional element that can appear near the logo, or independent of the logo.



#### USAGE NOTES

Always use the logo with the catalyst icon, our name and chapter.  
You may use the logo without the descriptor internally.  
You may use the logo with or without the tagline.

### Learning Center Slogan

As our identity as The Arc San Francisco Center for Lifelong Learning continues to evolve, we are using our “*Explore. Extend. Expand.*” slogan to convey our purpose and promise in a more specific, compelling way. This slogan is used primarily for materials and content with an educational focus.

*Explore. Extend. Expand.*

Calibri Bold Italic RGB 240, 160, 0

## Brand & Graphic Guidelines for The Arc San Francisco, continued

### Fonts and Usage

*For General Business purposes, you may use:*

- Trebuchet (heads)
- Arial (heads and body copy)
- Stone (heads)
- Times (body copy)

*For Marketing/Promotion purposes, you may use:*

- Trebuchet (preferred for heads; ok for short body copy)
- Stone Sans (heads and body copy; or with Times Roman body copy)
- Arial, Arial Narrow (heads and body copy)

*Preferred styles*

(Sample Trebuchet Bold head and Arial body copy)

#### Lorem ipsum quo momentus.

Lorem ipsum dolor sit amut, coneca donit. Aliquot eget mi quis importum san dapple serovil.

(Sample Arial Bold head and Arial body copy)

#### Lorem ipsum quo momentus.

Lorem ipsum dolor sit amut, coneca donit. Aliquot eget mi quis importum san dapple serovil.

(Sample Stone Sans Med Bold head and Times body copy)

#### Lorem ipsum quo mementus.\*

Lorem ipsum dolor sit amut, coneca donit. Aliquot eget mi quis importum san dapple serovil.

### Logo Usage

Logos are available in JPEG format; full-color , 2/color, white or black. (Other formats are available. Contact the Communications and Development Department for assistance.)



Sample full-color logo with descriptor



Sample black logo with descriptor



Sample full-color logo—no descriptor



Sample black logo—no descriptor

#### STAGING THE LOGO

- Do not put the logo inside a box.
- The logo should be sized so the "T" in The Arc is no smaller than 3/16".
- The logo should have a min. of .25" white space around all four sides.
- You may use the logo with or without the tagline.

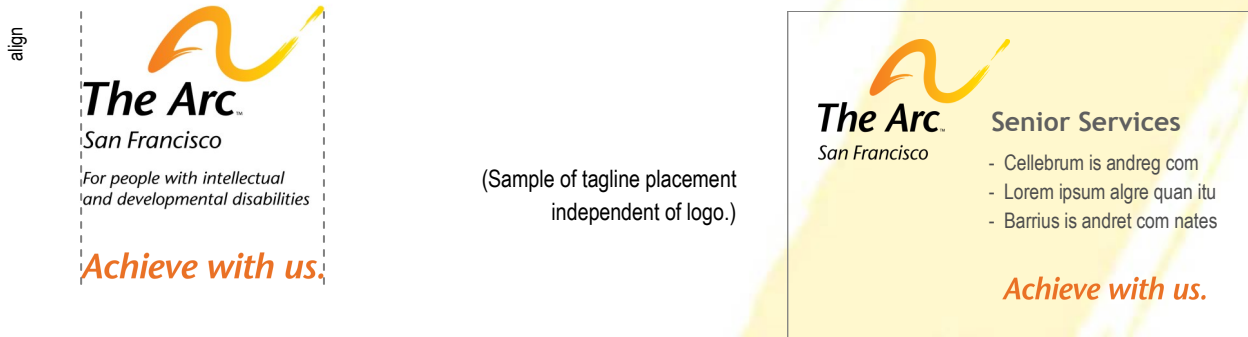
\*Be advised that Stone Sans is not a standard font on some systems. You may have to download it.

*Achieve with us.*

## Brand & Graphic Guidelines for The Arc San Francisco, continued

### Tagline

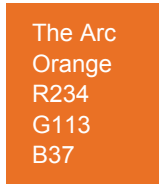
If used near the logo, the tagline “Achieve with us” should align along the left and right of the logo. Allow plenty of space between the descriptor and the tagline. The tagline can also be placed independent of the logo—an open configuration.



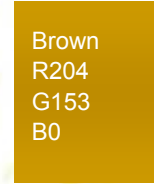
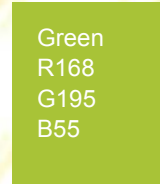
### Color Palette

The primary colors in our brand are orange and yellow. Other colors are suggested to complement our signature look.

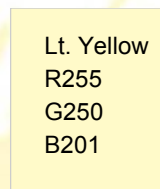
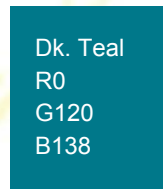
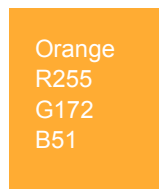
#### PRIMARY COLORS



#### SECONDARY COLORS



#### SUPPORT COLORS



### Brushstroke

The Brushstroke is a design element available in various colors, style and formats. Contact the Communications Department for more information on usage.



For more information about brand standards and graphic guidelines for The Arc San Francisco, contact Meredith Manning, Director of Communications, at 255-7200 x152, [mmanning@thearcsof.org](mailto:mmanning@thearcsof.org), or Marti Sullivan, Chief Development Officer, at x119, [msullivan@thearcsof.org](mailto:msullivan@thearcsof.org).

*Achieve with us.*

## Brand & Graphic Guidelines for The Arc San Francisco

### Images & Usage

Currently, our agency is referred to as “The Arc San Francisco Center for Lifelong Learning.” As such, we strive to use images that reflect positively on adults with developmental disabilities who are learning and living with supported success in our community.

Anyone seeking to photograph, record, video or otherwise utilize client images or quotes for media purposes cannot do so without the express permission of an individual client obtained through the Communications/Development Department at The Arc San Francisco.

### Main Image

This young adult is our primary image for our website, collateral, advertising and other materials. He reflects our ‘learning center’ focus and the idea of looking ahead to the future.



### About The Arc San Francisco

The Arc San Francisco is a 501c(3) nonprofit learning center for over 750 adults with developmental disabilities in San Francisco, San Mateo and Marin counties. The Arc SF is widely recognized for its innovation in education and career programs as well as independent living services, health and housing advocacy and a broad range of arts and recreation opportunities.

We support individuals with autism, Down syndrome and other disabilities to meet the challenges of adulthood while achieving personal goals and lifelong success. Our affiliations with over 140 business, education and health partners enable us to provide successful internships and employment opportunities while offering a more diverse, enriching life experience for the individuals we serve.

**For more information, visit us at [www.thearcsf.org](http://www.thearcsf.org)**

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