

# Allcare for Women Logo Standards & File Guide

In general, use logos over white or light backgrounds and avoid logo use over photos or patterned backgrounds. Do not distort logos or substitute colors. The **Color Logo** is the preferred version for on-screen and 4-color printing. Use white logos over dark backgrounds. The AI and PDF logo files contain vector-based art and are fully scalable.



## Color Logo

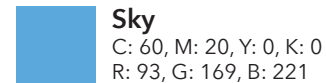
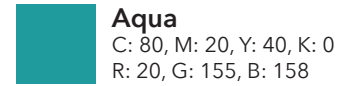
File Name: ACW-C  
Extensions: AI, PDF, PNG



## Color Logo w/ Tagline

File Name: ACW-CT  
Extensions: AI, PDF, PNG

## Color Palate



## Logo Fonts

**Allcare:** Avenir Next Regular

**for:** Apple Chancery

**WOMEN:** Avenir Next Medium

**Tagline:** Avenir Next Condensed Demi Bold

## Recommended Fonts to Accompany Logo

**Body & Headlines:** Avenir Next Font Family

**Alternative:** Futura Font Family

**Minimal Highlights:** Apple Chancery Font

**Alternative:** ITC Zapf Chancery Font



## Grayscale Logo

File Name: ACW-G  
Extensions: AI, PDF, PNG



## Black Logo

File Name: ACW-B  
Extensions: AI, PDF, PNG



## Grayscale Logo w/Tagline

File Name: ACW-GT  
Extensions: AI, PDF, PNG



## Black Logo w/Tagline

File Name: ACW-BT  
Extensions: AI, PDF, PNG



## White Logo

File Name: ACW-W  
Extensions: AI, PDF, PNG



## White Logo w/Tagline

File Name: ACW-WT  
Extensions: AI, PDF, PNG