



In order to maintain consistency and develop a strong identity, the Arizona Library Association has developed some rules and guidelines for its logo usage both for print and web.

AzLA logo breakdown

The full logo is the preferred method of display. If the logo is used without the wordmark, then Arizona Library Association should be displayed somewhere on the page as a heading or subheading so that there would be no confusion as to what the acronym AzLA stands for.



AzLA full logo



AzLA logo

Arizona Library Association

AzLA logo wordmark

AzLA logo color breakdown

For Print:

Purple

(CMYK)
77% Cyan
88% Magenta
22%Yellow
7% Black

Light Blue

(CMYK)
32% Cyan
1% Magenta
4%Yellow
0% Black

For Web:

Purple

5a3f7b
Web safe # 663399

Light Blue

a8dbed
web safe # 99ffff

For Print and original to create files:

azla_logo_words_final.ai
azla_logo_words_final.eps

For Web:

use gif format

For Office:

use WMF or PNG format. Review to make sure it views properly in your version of Office (Word, Powerpoint, etc.). To insert image in Word, use the insert>> picture>> from file and navigate to the location of where you stored the AzLA logo.

Visibility

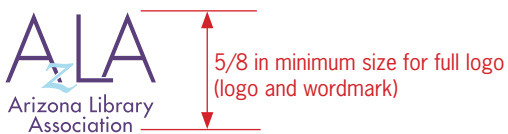
The following rules are established in order to maintain a strong identity. Clear space allows the logo to stand out by removing the clutter away from the logo. A minimum size restriction allows the visibility of the logo to still stand out by allowing it to be large enough for legibility.

New events logo can be developed utilizing the AzLA logo, but it has to be approved by the board members. Clear space in this case would be applied to the newly created logo. Below is a sample of an AzLA events logo.



AzLA logo clear zone

The clear zone space around the AzLA logo should be equal to or greater than 1/2 the height of the "z". Logo can be placed on top of an image as long as the pattern or color of image does not interfere with the logo's clarity. No graphic elements, titles, text, background color changes or other design elements may occur in this protected clear zone space. The only exception to this rule would be if an event logo is developed.



AzLA logo minimum size

Scaling of logo should be done proportionately. The minimum size of full logo should be no less than 5/8 inch. If logo needs to be smaller than this size (pens and other promotional materials), then use logo without wordmark. To re size logo proportionately once inserted in Word hold the shift key and grab corner node to adjust size. Holding down the shift key will constraint the aspect ratio this way avoiding the logo looking either squeezed, flattened or both.

AzLA logo b/w version

Greyscale:

100% black on ALA and wordmark
20% black on “z”

Solid Black:

100% black on ALA and wordmark
100% black outline with knockout fill on “z”

Greyscale reverse:

0% color on ALA and wordmark
20% black on “z”

Solid reverse:

0% color on ALA and wordmark
knockout outline with 100% black fill on “z”



AzLA b/w greyscale logo



AzLA b/w solid blk logo



AzLA b/w solid blk logo: how it looks on top of a background

For Print and original to create files:

azla_logo_words_bw.ai
azla_logo_words_bw_solid.ai

azla_logo_reverse.ai
azla_logo_reverse_solid.ai



AzLA reverse logo: how it looks on top of a background



AzLA reverse solid logo: how it looks on top of a background



AzLA reverse solid logo: how it looks on top of a background