



LOGO USAGE GUIDE

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The Links, Incorporated Logo

This is the approved logo to be used in connection with The Links, Incorporated.

It is the primary visual expression used to identify ourselves. Meaning that we need to be careful to use it correctly, and to do so consistently.

When choosing how the logo is presented (print, electronically, etc.), the design of the mark should always be considered.

The Links, Incorporated logo should not be redrawn or altered in any way.

The logo is the essence of The Links, Incorporated's visual identity. The logo is the official brand of the national organization. Using the logo in a consistent manner is essential for visual coherence and maintaining the strength of The Links brand.

The size of the logo should be reproduced large enough to be readable.



The logo contains three elements:

- (1) LOGOTYPE (NAME);
- (2) LOGOMARK (IMAGE);
- (3) TAGLINE.

All references to the logo within this guide refer to the use of all three elements.

Clear Zone and Sizing

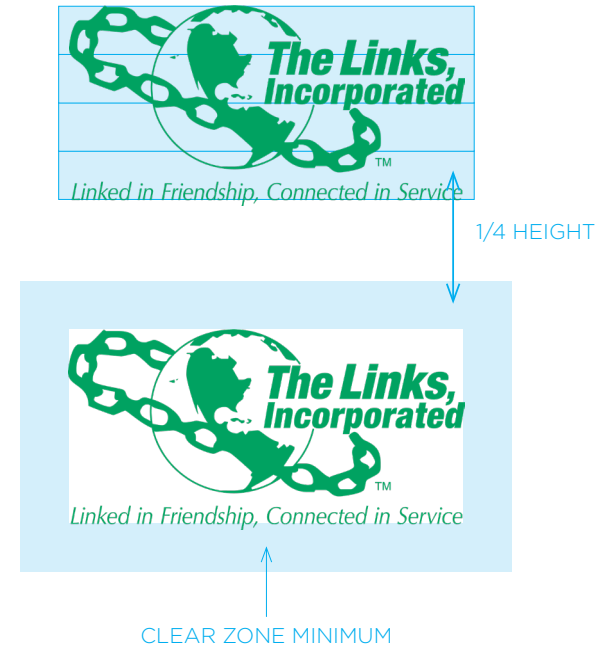
CLEAR ZONE

The Links, Incorporated logo must have a clear zone surrounding it. Keep the area free of other graphic elements, including typography, illustrative material, other symbols, or the edge of a working area (such as trim edges of paper and borders) — an even greater area around the logo is encouraged, but the clear zone is the minimum.

MINIMUM CLEAR ZONE

To determine the minimum clear zone, measure the HEIGHT of the logo and divide by four. The clear zone surrounding the logo must be at least proportionate to 1/4 of the logo height on all sides, top, bottom, left, and right.

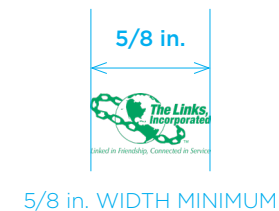
CLEAR ZONE MINIMUM = PROPORTIONATE TO 1/4 HEIGHT OF LOGO



MINIMUM SIZE

The minimum acceptable size is 5/8 in wide.

This size can be determined by measuring from the edge to edge of the tag line:
Linked in Friendship, Connected in Service



Logo Versions



GREEN VERSION

This logo is the primary mark of The Links, Incorporated. It should be used for all full color material.

Available in PMS, CMYK and RGB versions.

A logo version is simply an alternate color version of your primary logo which gives you the widest range of versatility and potential for brand recognition.



BLACK VERSION

This logo should only be used for one-color printing where the color being printed is black or another solid color is the only option.



WHITE VERSION

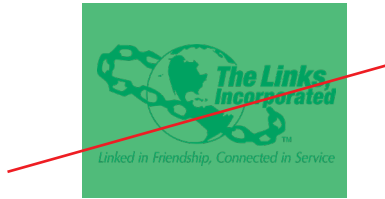
This logo should only be used for one-color printing where the color being printed is white or the logo will be printed in reverse. It can also be used online or in a digital format.

Incorrect Usage

Use the The Links, Incorporated logo exactly as it appears in the digital files.

The examples shown here are examples of how NOT to use the logo.

Although only one logo version is shown for illustrative purposes, the criteria applies to all versions.



DO NOT place the logo on a background that matches the logo color.



DO NOT add a stroke to the form or outline the logo.



DO NOT use the The Links, Incorporated logo together with any other logo or artwork to create a single mark.



DO NOT place a border or box around the logo.



DO NOT use drop shadows or any special effects with the logo.



DO NOT rotate the logo.



DO NOT place the logo on a background that competes with the readability of the logo.



DO NOT stretch, alter, or distort the logo in any way.



DO NOT Do not change the color. Use the official color specifications in these guidelines.

Our Tagline

THE OFFICIAL TAGLINE OF THE ORGANIZATION

“Linked in Friendship, Connected in Service” is a description of the organization and its mission.



DO NOT remove the tagline from the logo; tagline must always be a part of the logo.

Our Tagline - Wording

Wording and punctuation of the official tagline **should NOT be altered in any way.**

When incorporated as a design element, independent of the logo, the tagline may be written one or two lines. If written on two lines, “Linked in Friendship,” must appear on the first line, and “Connected in Service” must appear the second line.

Linked in Friendship, Connected in Service

*Linked in Friendship,
Connected in Service*

Our Logotype

The primary logo is the preferred version for use. It should always be used to communicate The Links, Incorporated brand. However, there may be circumstances where the logo cannot be used, or its readability may be hampered.

Under these circumstances, it may be required to use the The Links, Incorporated logotype.

The **stacked logotype** is a separate graphic element and should never be created by manipulating the primary logo.

The **horizontal logotype** should only be used when the stacked version will not fit within a layout. Such circumstances for use of the logotype could include identification stickers, certain merchandise or apparel.

***The Links,
Incorporated***

STACKED LOGOTYPE

The Links, Incorporated

HORIZONTAL LOGOTYPE

Clear Zone and Sizing

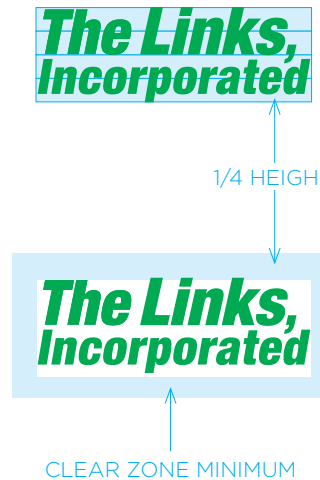
CLEAR ZONE

The Links, Incorporated logotype must have a clear zone surrounding it. Keep the area free of other graphic elements, including typography, illustrative material, other symbols, or the edge of a working area (such as trim edges of paper and borders) — an even greater area around the logo is encouraged, but the clear zone is the minimum.

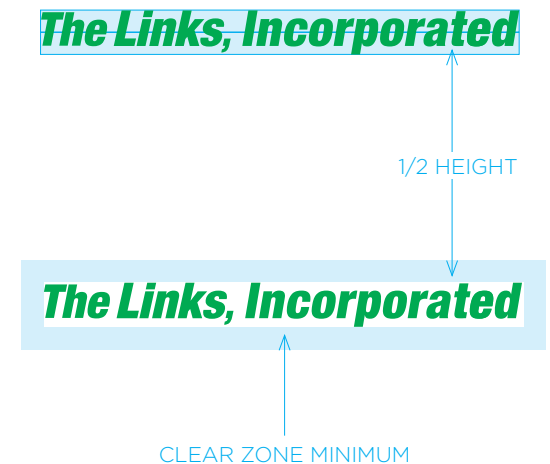
MINIMUM CLEAR ZONE

To determine the minimum clear zone, measure the HEIGHT of the logo and divide by four. The clear zone surrounding the logo must be at least proportionate to 1/4 of the logo height on all sides, top, bottom, left, and right.

CLEAR ZONE MINIMUM =
PROPORTIONATE TO 1/4 HEIGHT
OF STACKED LOGOTYPE



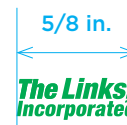
CLEAR ZONE MINIMUM =
PROPORTIONATE TO 1/2 HEIGHT
OF HORIZONTAL LOGOTYPE



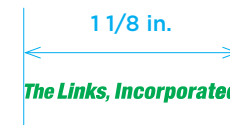
MINIMUM SIZE

The minimum acceptable is 5/8in wide stacked and 1 1/8in wide horizontal.

This size can be determined by measuring the logotype from edge to edge.



5/8 in. WIDTH MINIMUM



1 1/8 in. WIDTH MINIMUM

Logotype Versions

A logotype version is simply an alternate color version of your primary logo which gives you the widest range of versatility and potential for brand recognition.

***The Links,
Incorporated***

The Links, Incorporated

GREEN VERSION

This logotype is the primary mark of The Links, Incorporated. It should be used for all full color material.

Available in PMS, CMYK and RGB versions.

***The Links,
Incorporated***

The Links, Incorporated

BLACK VERSION

This logotype should only be used for one-color printing where the color being printed is black or another solid color is the only option.

***The Links,
Incorporated***

The Links, Incorporated

WHITE VERSION

This logotype should only be used for one-color printing where the color being printed is white or the logo will be printed in reverse. It can also be used online or in a digital format.

Incorrect Logotype Usage

Use the The Links, Incorporated logotypes exactly as it appears in the digital files.

The examples shown here are examples of how NOT to use the logotype.

Although only one logotype version is shown for illustrative purposes, the criteria applies to all versions.



DO NOT place the logo on a background that matches the logo color.



DO NOT add a stroke to the form or outline the logo.



DO NOT use the The Links, Incorporated logo together with any other logo or artwork to create a single mark.



DO NOT place a border or box around the logo.



DO NOT use drop shadows or any special effects with the logo.



DO NOT rotate the logo.



DO NOT place the logo on a background that competes with the readability of the logo.



DO NOT stretch, alter, or distort the logo in any way.



DO NOT Do not change the color. Use the official color specifications in these guidelines.

Our Name

The organizational names **The Links, Incorporated** and **The Links Foundation, Incorporated** should never be abbreviated if standing alone.

Upon second reference to the organization, “**The Links**” or “**The Links Foundation**” can be used.

When **The Links, Incorporated** or **The Links Foundation, Incorporated** are written in entirety, the following styles must be adhered to:

- “**The**” in all references to the national organization and its foundation **MUST BE capitalized**
- A comma **MUST BE** placed after “Links” in “**The Links, Incorporated**” and after “Foundation” in “**The Links Foundation, Incorporated**”.
- “Incorporated” **SHOULD NOT be abbreviated** in any instance

✓ CORRECT STYLES:

The Links, Incorporated
The Links Foundation, Incorporated
The Links (on second reference)
The Links Foundation (on second reference)

✗ INCORRECT STYLES EXAMPLES:

the Links, Incorporated
Links Foundation Inc
The Links, Inc.
Links, Inc.
Links Inc.
the Links

Our Name – Areas and Chapters

When written, the name of one of the areas or chapters of The Links, Incorporated precedes the organization's name and be separated by the word "of" or set off by a comma.

Area and chapter names can stand alone without the organization's name.

The names of chapters within the United States **MUST BE** immediately followed by the two character state abbreviation of the U.S. Postal Service in parenthesis.

The Nassau, Bahamas Chapter should be written as such, with Bahamas written after Nassau and separated by a comma.

The London (UK) Chapter should be written as such, with UK placed in parenthesis.



CORRECT STYLES EXAMPLES:

Eastern Area of The Links, Incorporated

Southern Area, The Links, Incorporated

Central Area and Western Area

Chapter Name (ST) Chapter

Nassau, Bahamas Chapter

London (UK) Chapter

Area and Chapter Logos

Area and chapter names are centered below the organizational logo to create a branded area/chapter lock-up that maintains brand alignment across all levels of the organization.



Linked in Friendship, Connected in Service
XYZ Area



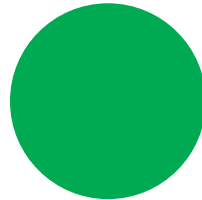
Linked in Friendship, Connected in Service
ABC (XY) Chapter

Color Standards

Depending on the media, the colors for The Links, Incorporated logo and logotype can be reproduced using one of these formulas.

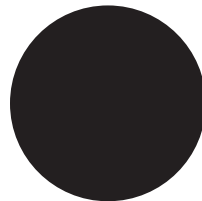
NOTE: The true colors cannot be reproduced on your screen. Use the formulas for exact matches.

Official colors of The Links, Incorporated are green and white, representative of the organization's flower, a white rose. Our primary logo and logotype is designed in The Links green. Use green and white as the major colors in communications pieces to maintain and protect The Links brand identity. Complementary colors can be used to add interest but never overpowering our brand green.



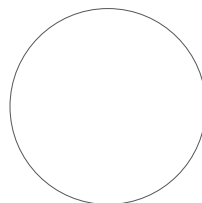
GREEN

CMYK: 92 / 0 / 97 / 0
RGB: 0 / 154 / 68
HEX: 009A44
PMS: 347



BLACK

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
HEX: 000000
PMS: BLACK 6



WHITE

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255
HEX: FFFFFFFF
PMS: OPAQUE WHITE

Logo File Formats & Usage

ORIGINAL ARTWORK / ARCHIVE

.AI

Adobe Illustrator is a vector-artwork based design program in which your logo or artwork was originally rendered. These files are your original artwork files that were created. The AI files are for reference only and should not be sent out to a third party.

WHEN TO USE: Only for archive purposes.

PRINTING

.EPS

EPS is a file in vector format that has been designed to produce high-resolution graphics for print. An EPS file can be scaled to any size without losing resolution.

WHEN TO USE: All printing projects. If it is being viewed anywhere but a computer screen, use the EPS.

.PDF

PDFs were invented by Adobe with the goal of capturing and reviewing rich information from any application, on any computer, with anyone, anywhere. When your vector logo is saved in PDF format, you can view it without design editing software. The PDF is a complete version of your logo artwork file and other information needed to display it.

WHEN TO USE: Sending files electronically to share. Sending files to print.

ONLINE / SCREEN / DIGITAL

.JPG

You can use JPEGs for projects on the web, in Microsoft Office documents, or for online viewing like an email signature. The JPG files are raster graphics. In short, an JPG file has a specific resolution at a specific size. Scaling the image will change the resolution and your image may become blurry.

WHEN TO USE: Use JPG files for online/screen/multimedia projects. NOT recommended for print.

.PNG

PNGs also a raster graphic and are amazing for interactive documents such as web pages, but are **NOT suitable for print**. While PNGs are “lossless”, meaning you can edit them and not lose quality, they are still low resolution.

WHEN TO USE: Use PNG files for online/screen/multimedia projects. NOT recommended for print.

EXCEPTION: MS Word is used for print projects but because the application is limited to the file allowed for import, the user will need to use a JPG/PNG file. In this situation, please use the JPG version.



Please contact us with any questions:
communications@linksinc.org