

Brand Identification Guidelines



AMERICAN
KENNEL CLUBSM

Message From the President

The American Kennel Club name, seal and its graphic representations are among our most valuable assets.

In order to preserve and strengthen our identity we have developed a Brand Identification Program which encompasses all aspects of our visual identity.

The requirements, policies and guidelines of this program are summarized in this manual. The manual serves as a reference for all who are involved in any phase of development or implementation of materials.

This program will serve to make all of our communications more visually consistent and will present the AKC brand in the most effective and positive manner.

The success of this new AKC Brand Identification Program requires your understanding and cooperation.

I have been involved in the development of this program from its inception and am highly committed to its successful operation. I know I can count on your complete and enthusiastic support.

Dennis B. Sprung
President and Chief Executive Officer

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Glossary of Terms

The terms introduced on this page are the basic building blocks of the AKC Brand Identification Program. Each term is followed by a short definition.

Seal

The circular graphic seal design containing the AKC initials without the signature.

Signature

The specific letterforms and two-line presentation for the AKC name without the seal.

Logotype/Lockup

The prescribed arrangement or “lock-up” of the circular seal with the AKC signature.

Tagline

The current AKC tagline is “We’re more than champion dogs. We’re the dog’s champion.”

Reserved area or “clear zone”

The minimum space to be left free or uncluttered around the AKC logotype, in order to avoid any other competing graphic or typographic element.

Positive reproduction

The printing of black or a dark-color logotype or typographic element on a white or a light-colored background.

Negative reproduction

Producing a white or a light-colored logotype or typographic element on a black or a dark-colored background.

The terms “reverse,” “knock-out” or “dropout” also refer to negative reproduction, because it is the background color that is printed, with the type appearing in the color of the paper stock.

Supporting typography

The specific typefaces selected for primary use in the AKC program.

Grid system

The organized or disciplined arrangement of all elements in a layout.

Flush left alignment

The vertical alignment of the left edge or margin of typography and graphic elements. In this form of alignment the right margin is usually not aligned vertically, and is described as “ragged right” or “non-justified”. “Justification” aligns both the left and right margins, and is sometimes used in the design of body copy.

Centered alignment

The controlled design of formats by balancing headlines or titles, body copy and illustrative materials equally on each side of a center line drawn through the format.

Flush right alignment

The vertical alignment of the right edge or margin of typography and graphic elements. In this form of alignment the left margin is usually not aligned vertically.

Headline or title copy

The featured or primary use of typography in an advertisement, brochure, newsletter, etc.

Body copy

The text of an ad, brochure or manual.

Address copy

The copy block that presents the address information and telephone numbers in stationery, forms, ads and brochures.

Bleed-off or bleeding

The term used to describe having a graphic element (whether a photograph, rule or line, band, or any other graphic element) continue off the edge of a communications item (such as a printed page or a banner).

Introduction

The AKC logotype is the cornerstone of our Brand Identity Program. Designed to reflect unique core values, it is important to follow specific implementation guidelines when reproducing the logotype.

In addition, a full range of graphic formats and principles have been developed for all communications materials, and guidelines have been developed for future applications.

Adherence to these guidelines should be considered an important part of each employee's responsibility.



AMERICAN
KENNEL CLUBSM

Logotype

The new logotype combines the seal with the customized rendition of the words “American Kennel Club” in a deliberate size and placement relationship.

The stand alone seal is only to be used in exceptional cases. Contact AKC Executive Secretary James Crowley for permission, at jxc@akc.org, or 212-696-8234.

This relationship of the graphic seal to the “American Kennel Club” name is **fixed** and **may not** be altered.

The two authorized “lock-ups” illustrated below are the **only** renditions of the logotype to be used.

Logotype

Horizontal lock-up

Either the Horizontal or the Vertical lock-up of the logotype, as illustrated, is to be used for all applications.



AMERICAN
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Logotype

Vertical lock-up



AMERICAN
KENNEL CLUBSM

Seal



Logotype
With Themeline

A themeline has been created to compliment the AKC logotype in a range of marketing and promotional applications. The themeline serves to reinforce the AKC brand and may be used in applications such as advertising, brochures, banners and other collateral material, in support of AKC programs and events.

Rendition of the themeline in relationship to the AKC logotype should conform to the examples illustrated below.

Preferred
One color blue
Pantone 286



We're more than champion dogs.
We're the dog's champion.



We're more than champion dogs.
We're the dog's champion.

Preferred
One color black



AMERICAN
KENNEL CLUBSM

We're more than champion dogs.
We're the dog's champion.



Logotype
Legal Considerations

We are in the process of applying for federal registration of the AKC logotype and seal. Until that time, each use of the AKC logotype must bear either the SM (service mark) or TM (trademark) designation. The nature of the use will determine whether SM or TM is appropriate. The AKC logotype should bear the SM when used on items such as, but not limited to, letterhead, brochures or materials promoting the AKC services. The AKC logotype should bear the TM when used on items such as, but not limited to, baseball caps, sweatshirts, videos and licensed prod-

ucts. When federal registration is obtained, all uses of the AKC logotype should bear the ®. The Legal Department will advise when such registration is obtained.

If you are in doubt as to which designation to use, contact Michael Swick in the AKC Legal Department at mxs@akc.org, or 212-696-8311.

Logotype
Horizontal lock-up



AMERICAN
KENNEL CLUBSM



AMERICAN
KENNEL CLUBTM

Logotype
Vertical lock-up



AMERICAN
KENNEL CLUBSM



AMERICAN
KENNEL CLUBTM

Seal



Logotype
Minimum Size

In order to ensure sharp reproduction and clear legibility the logotype should not be printed smaller than the minimum sizes indicated below.

Consideration of printing method (e.g., offset, hot stamp, digital printing) should be taken into account to determine readable small scale reproduction.

Minimum Size
Horizontal lock-up



Minimum Size
Vertical lock-up



Logotype
Preferred Colors
Positive

Two preferred color options are available for positive rendition of the logotype; Blue Pantone 286 and Black. When possible, use the preferred color options, especially on “high exposure” materials.

Care should be taken to provide sufficient contrast from background color or value to ensure good contrast and clear legibility.

Preferred
One color Blue
Pantone 286



AMERICAN
KENNEL CLUBSM



AMERICAN
KENNEL CLUBSM

Preferred
One color Black



AMERICAN
KENNEL CLUBSM



AMERICAN
KENNEL CLUBSM

Logotype
Preferred Colors
Negative

The AKC logotype may also be presented using negative or reverse "drop-out" reproduction. The following alternatives are all acceptable:

White (or a light paper stock) reversed out of Black or Dark Blue.

White (or a light grey background) reversed out of any sufficiently dark color.

Be sure to achieve sufficient contrast between background color and logotype.

Never reverse the logotype out of two or more different background colors.

Presented **correctly**
reversed out of a single color
background



Presented **incorrectly**
reversed out of a single color
background



Logotype
Reserved Area or
“Clear Zone”

In order to present the AKC logotype without competition from other typographic or design elements, a sufficient reserved area or “clear zone” has been established.

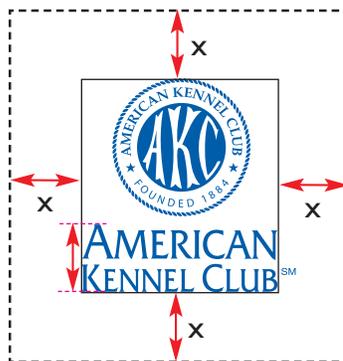
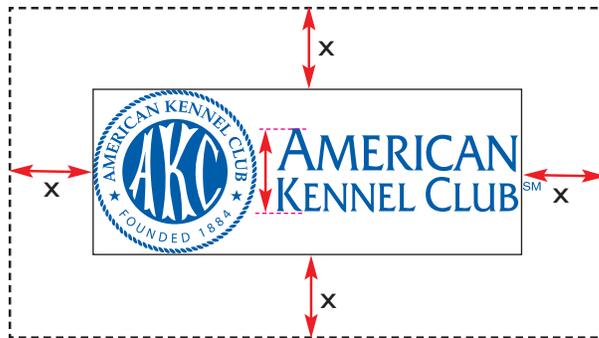
The reserved area will remain proportionate to the sizing of the logotype.

As a “rule of thumb,” leave at least the equivalent height of the two lines of type that render the AKC name around all four sides of the logotype as illustrated below.

1x= Two lines of type



Minimum Reserved
Area or “Clear Zone”



Logotype
Incorrect Use/Examples

The general guidelines for avoiding incorrect presentation of the AKC logotype are:

- Never reproduce the logotype from unauthorized artwork.
- No modifications to the artwork, including color specifications, position and relative size of the elements, or “drop shadowing,” are permitted.
- The logotype should never be presented on a textured or heavily patterned background.

- Never present the logotype in a geometric shape that may appear to be part of the signature, or confine it tightly in a band or bar.
- Do not present other seals, logotypes or copy in close proximity to the logotype.

Unauthorized “lock-up”



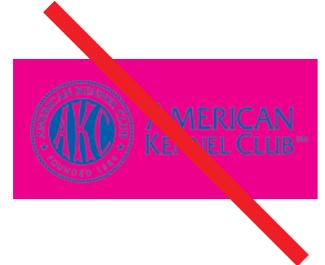
Patterned background



Unauthorized color treatment



Insufficient contrast



Distorted image



Logotype as part of a headline or other copy treatment



Stationery
Overview

Specific guidelines governing the design and production of stationery materials have been established. On the following pages are examples of stationery items, which reflect desired visual coordination in terms of layout, placement of the AKC logotype, and use of color and typography.

Please refer to the Purchasing Department stationery order form which can be found in the network "P" drive in the forms directory;

P: Forms/ New AKC Logo Info/ Order Forms

Stationery items (letterheads, business cards, etc.) must be ordered only through approved vendors who have been instructed in the proper formatting of materials.

Fax Transmittal

AMERICAN KENNEL CLUB™

Date: _____ Time: _____

To: _____ Fax: _____

From: _____ Fax: _____

Tel: _____ Pages, incl this cover: _____

Message: _____

AMERICAN KENNEL CLUB™

AMERICAN KENNEL CLUB™

AMERICAN KENNEL CLUB™

260 Madison Avenue
New York, NY 10016

AMERICAN KENNEL CLUB™

260 Madison Avenue New York, NY 10016 Tel 212 696-8359 Fax 212 696-8329 E-Mail rhm@akc.org

AMERICAN KENNEL CLUB™

5580 Centerview Drive Raleigh, NC 27606 Tel 919 816-3600 Fax 919 816-3627 www.akc.org

AMERICAN KENNEL CLUB™

James Crowley
Executive Secretary

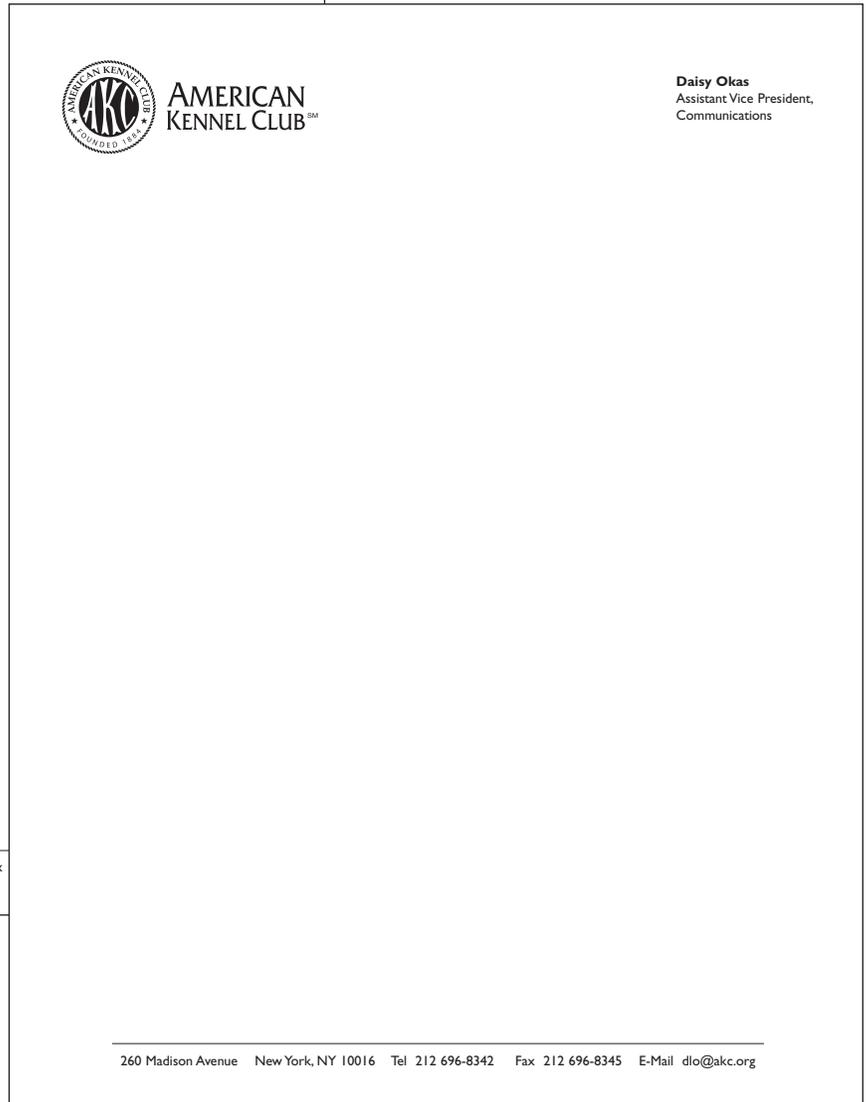
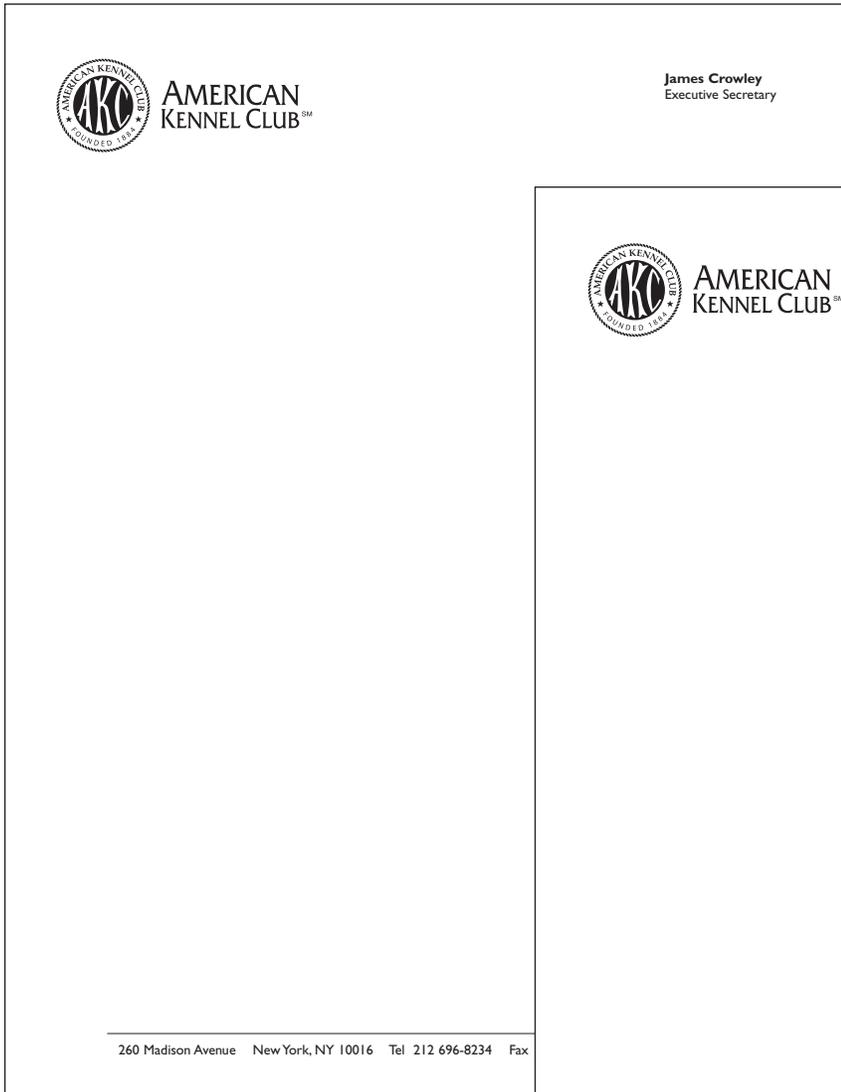
260 Madison Avenue New York, NY 10016 Tel 212 696-8234 Fax 212 696-8252 E-Mail jxc@akc.org

260 Madison Avenue New York, NY 10016 Tel 212 696-8359 Fax 212 696-8329 www.akc.org

Stationery
Letterhead
Electronic Templates

Electronic templates have been developed to provide computer/laser print-out capability for individual/personalized letterhead (black and white). Size and placement of the logotype, individual name and title, and address information are pre-determined and may not be altered.

Templates are located at;
P: Forms/ New AKC Logo Info/ Templates



Stationery
Forms
Electronic Templates

Electronic templates have also been developed to enable computer generated reproduction for the facsimile cover sheet, memorandum form and press release form.

The schematics below illustrate the correct application of the AKC logotype and typographic layout on these materials.

Templates are located at;
P: Forms/ New AKC Logo Info/ Templates

The image displays three overlapping schematic diagrams of American Kennel Club stationery forms. Each form features the AKC logo (a circular emblem with 'AKC' and 'FOUNDED 1888') and the text 'AMERICAN KENNEL CLUB™'.

- Press Release:** The top-left diagram shows the logo and text in the upper left corner, with the title 'Press Release' centered below it.
- Memorandum:** The middle diagram shows the logo and text in the upper left corner. Below them are fields for 'To:', 'From:', 'Subject:', and 'Date:'. The title 'Memorandum' is centered in the upper right.
- Fax Transmittal:** The bottom-right diagram shows the logo and text in the upper left corner. Below them are fields for 'Date:', 'Time:', 'To:', 'From:', 'Tel:', and 'Pages, incl this cover:'. The title 'Fax Transmittal' is centered in the upper right. Below these fields is a 'Message:' field.

At the bottom left of the Press Release schematic, the address '260 Madison Avenue New York, NY 10016' is listed. At the bottom right of the Fax Transmittal schematic, the contact information '260 Madison Avenue New York, NY 10016 Tel 212 696-8359 Fax 212 696-8329 www.akc.org' is provided.

Stationery
Business Cards

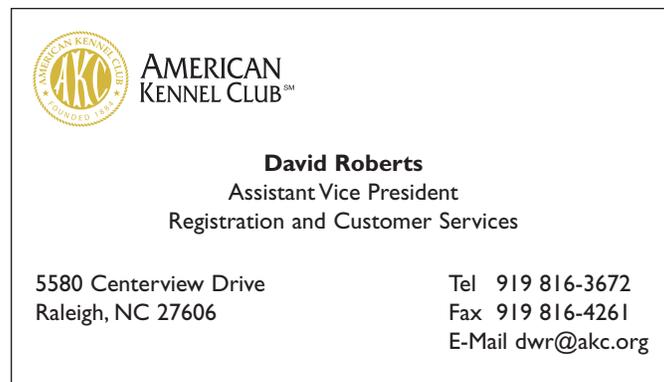
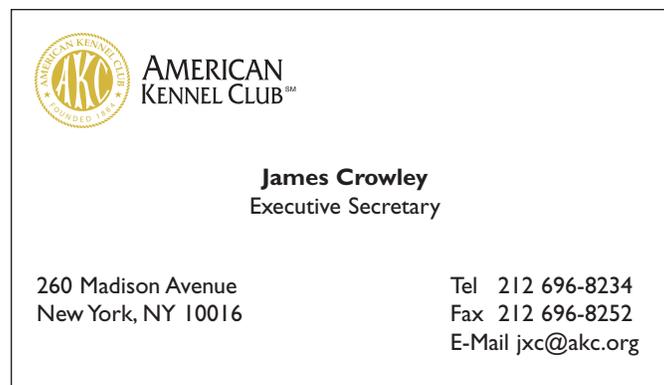
Business cards are a simple yet formal means of introduction.

Do not overload them with too much information, such as multiple addresses and contact numbers. The inclusion of too much data is likely to confuse rather than clarify information for the recipient.

All attendant information is typeset in Gill Sans and prints in black.

A gold foil seal may be used in the lockup on prominent items such as business cards, AKC Pedigrees, Champion certificates, DNA certificates, and Junior certificates.

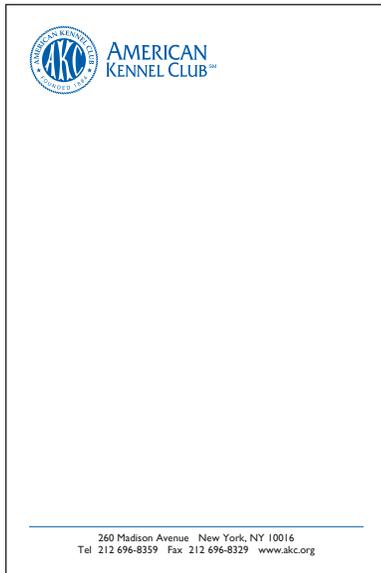
Authorized digital artwork is provided for the reproduction of **all** business cards.



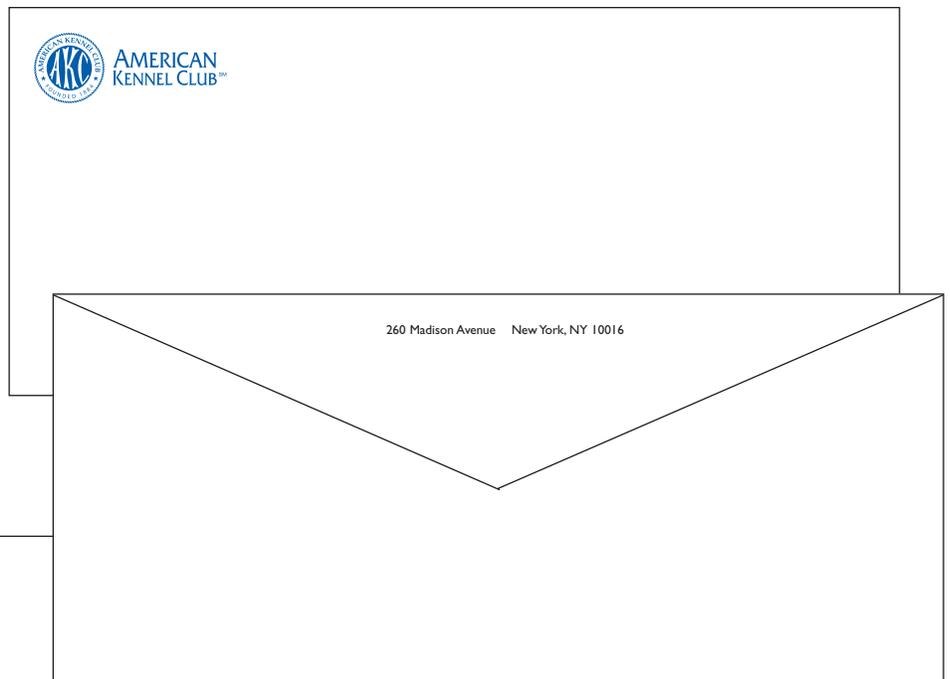
Stationery
Additional Applications

The schematics below illustrate the correct application of the AKC logotype and placement of typographic information on a range of stationery materials.

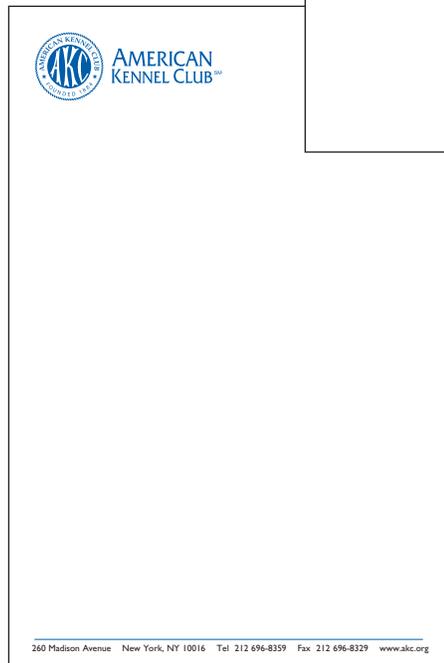
Authorized digital artwork is provided for the reproduction of these materials.



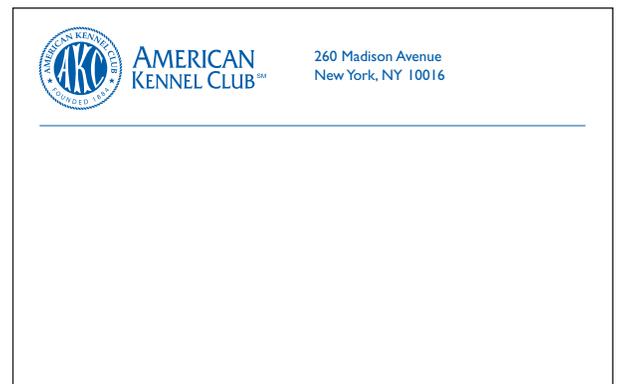
4" x 6" notepad



#10 business envelope



6" x 9" notepad



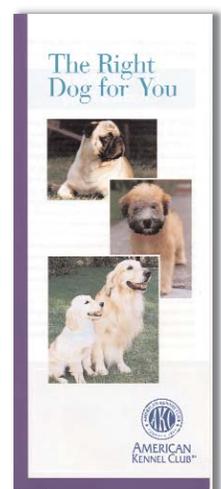
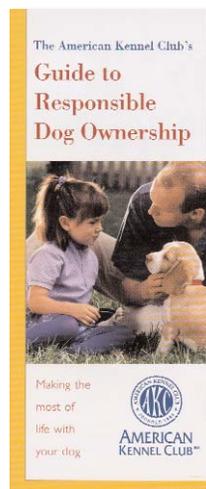
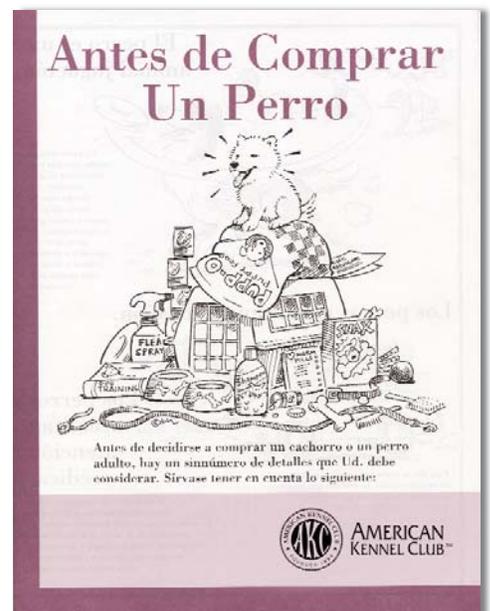
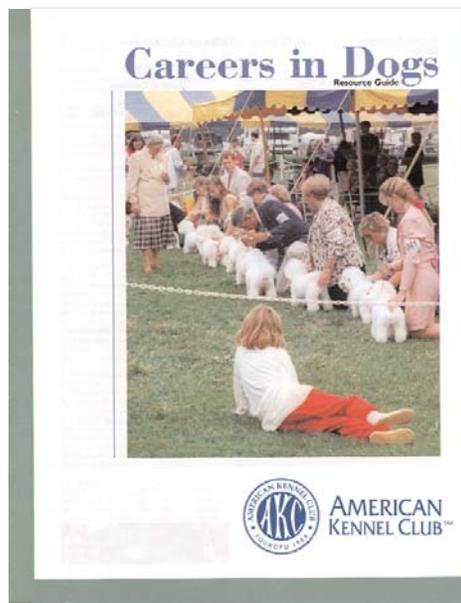
5.5" x 3.5" mailing label

**Marketing/
Publications Design
Overview**

Marketing and educational materials and other publications provide opportunities for the AKC to reflect a cohesive and prestigious brand impression to its audiences.

Since promotional literature requires a reasonable variety of graphic layouts, the objective in developing marketing materials is to achieve a high level of visual consistency while providing sufficient design flexibility.

To accomplish this objective, certain key elements have been identified and coordinated within a structural layout system called a design “grid.”



**Marketing/
Publications Design
Layout and Graphic Style**

Use the recommended grid system on all cover and interior layouts.

Placement of the logotype on the grid quadrant is fixed in lower right position.

Preferred rendition of the logotype is blue on a white background.

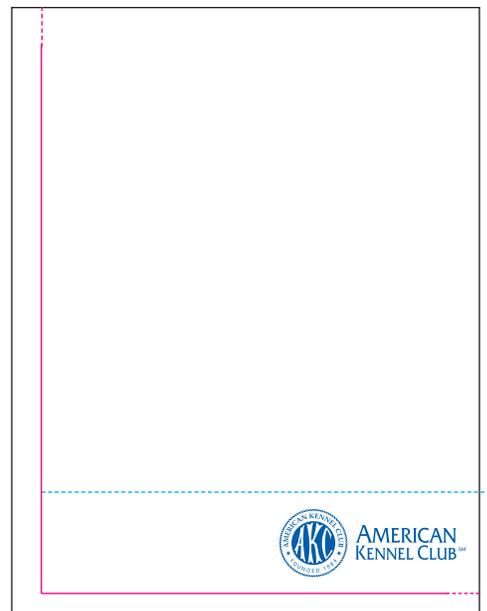
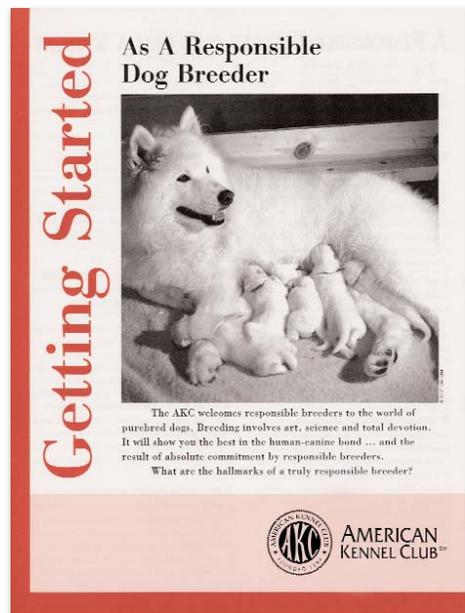
Border System Element

The border system element is integral to the AKC publication design system and should be incorporated on all cover designs.

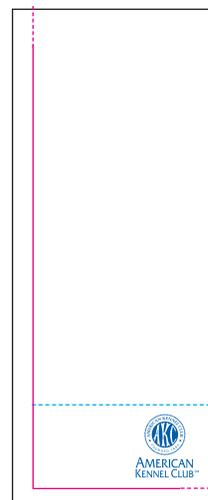
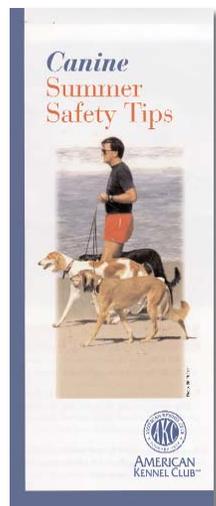
Use the border system element to integrate photography, illustrations, typography, and other graphics.

The border system element can be rendered in linear form as well as solid bands. For non-bleed situations, the linear system element is cropped off as shown in the grid.

Sample cover showing the border system element as a solid band.



Sample cover showing the border system element as linear form.



**Marketing/
Publications Design**
Design Grid System

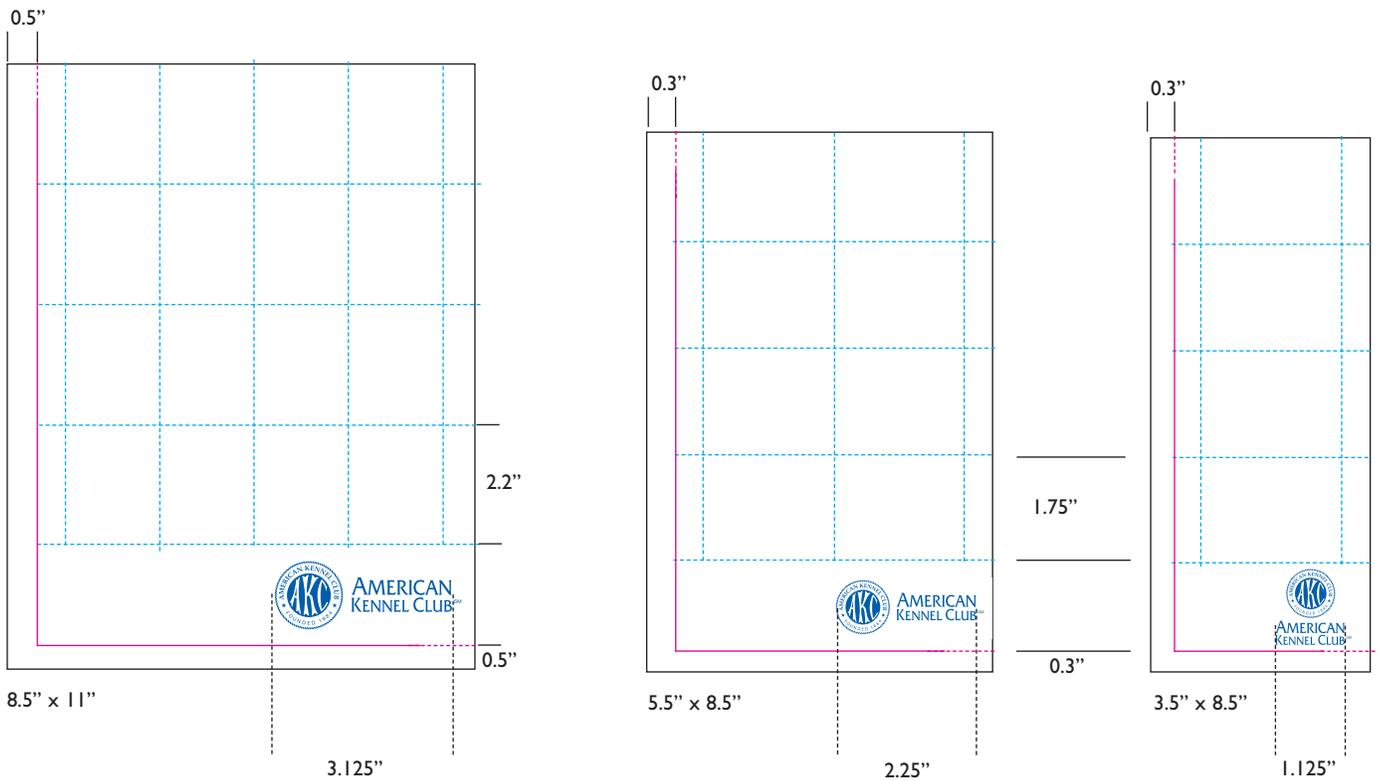
A design grid is a flexible planning aid for structuring the layout of a printed page or publication. Basically, a design grid provides the user with a visual aid for creating a wide variety of layouts within a prescribed, coordinated visual/graphic format. A grid provides the underlying structure of horizontal and vertical reference points for the placement of graphic elements.

Design grids serve both to help organize an individual publication and to establish

a coordinated style across a series of publications.

Attendant graphic elements, including headings, text, rules, photographs and illustrations can be aligned on any given grid in a variety of ways.

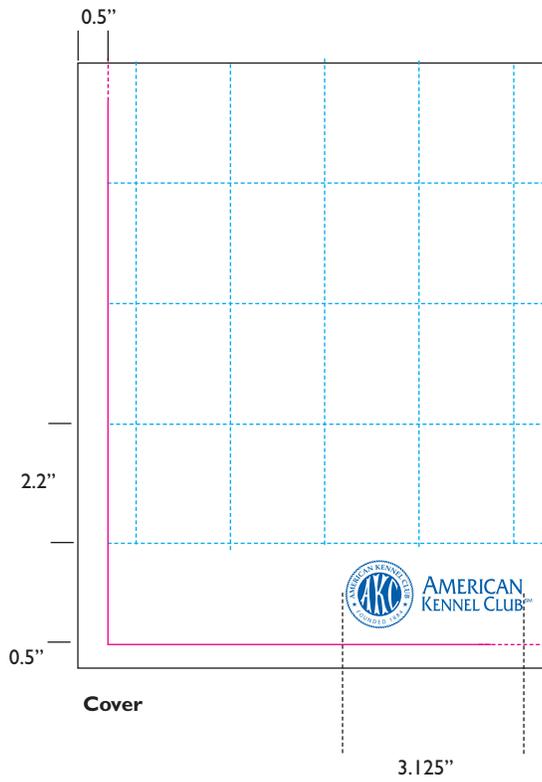
The grid for the cover page is divided into five horizontal sections. The bottom quadrant is left clear to provide a neutral background for the logotype.



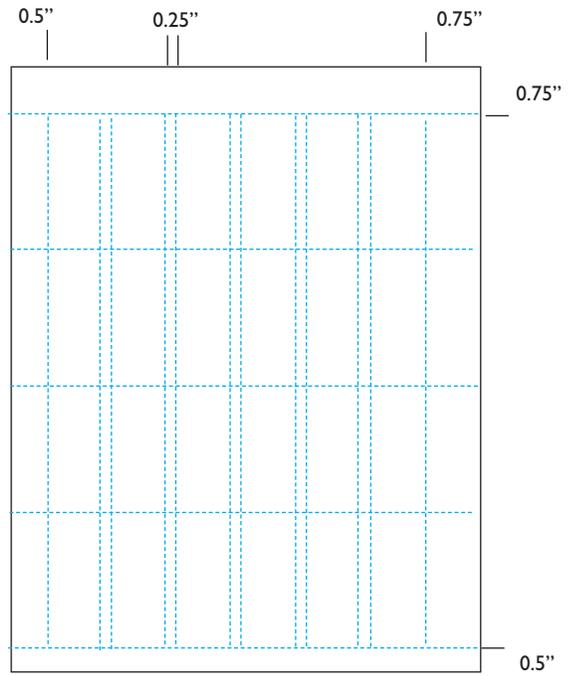
Note: Fixed size and placement of the logotype for brochure cover design.

**Marketing/
Publications Design**
Grid 8.5" x 11"
Cover and Back Cover

30% of Actual Size



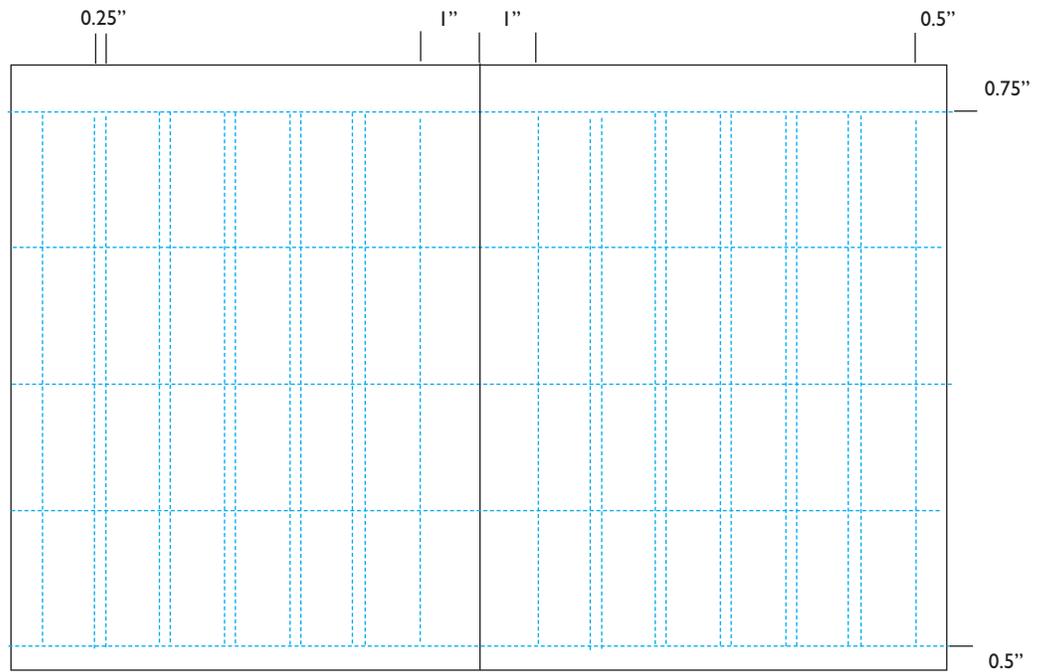
Cover



Back Cover

**Marketing/
Publications Design**
Grid 8.5" x 11"
Interior Pages

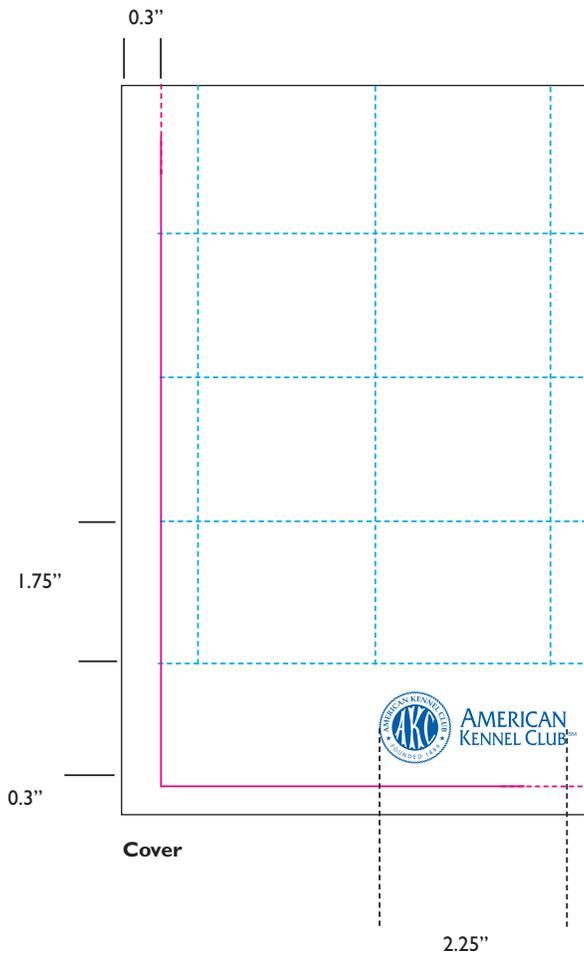
30% of Actual Size



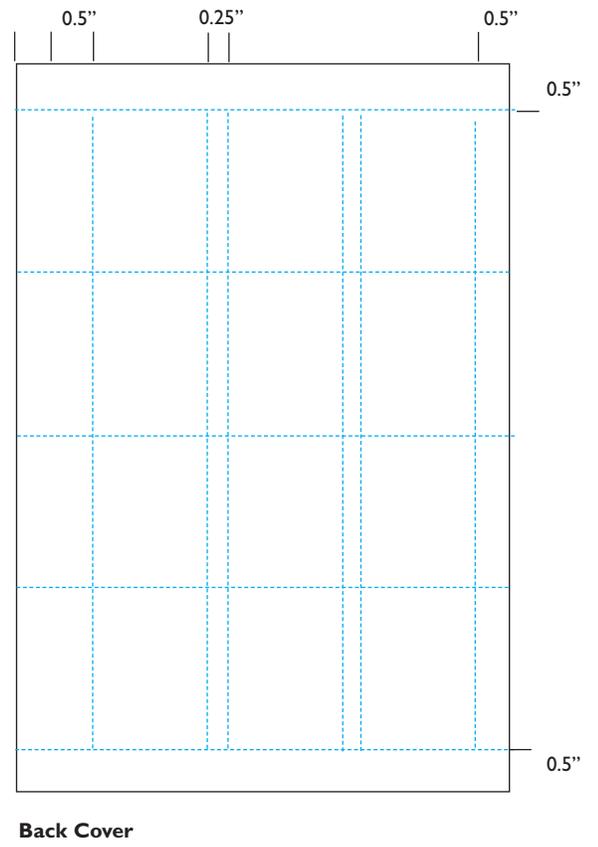
Interior

**Marketing/
Publications Design**
Grid 5.5" x 8.5"
Cover and Back Cover

45% of Actual Size



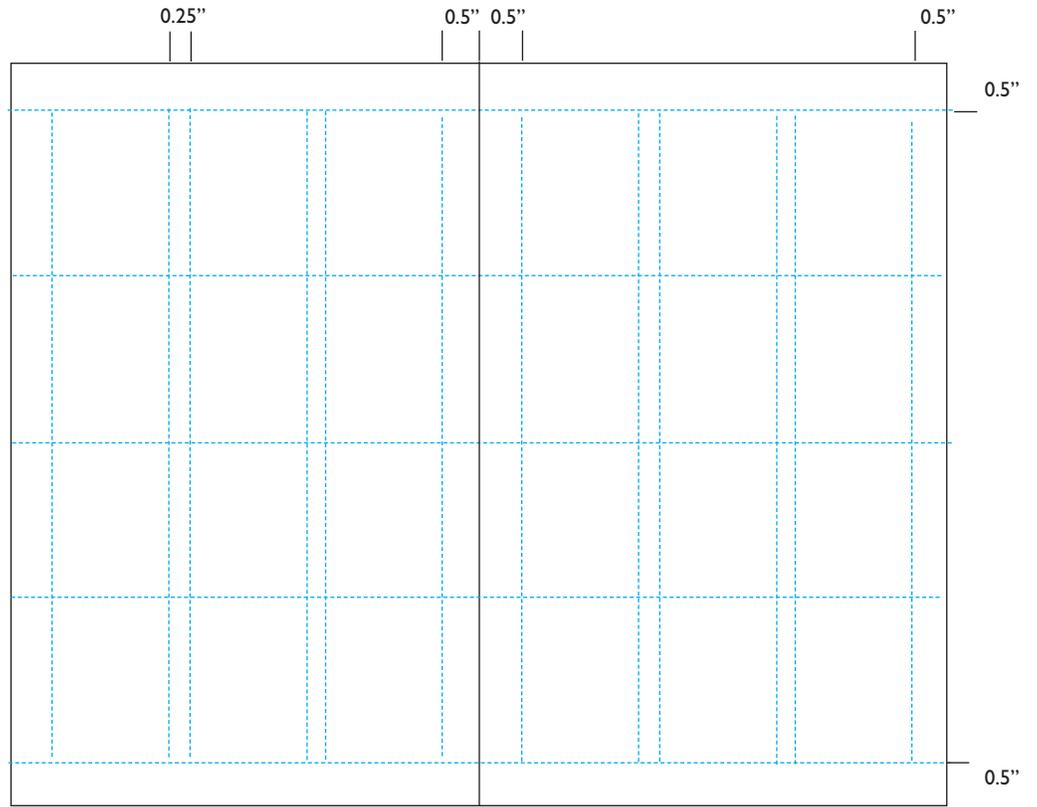
Cover



Back Cover

**Marketing/
Publications Design**
Grid 5.5" x 8.5"
Interior Pages

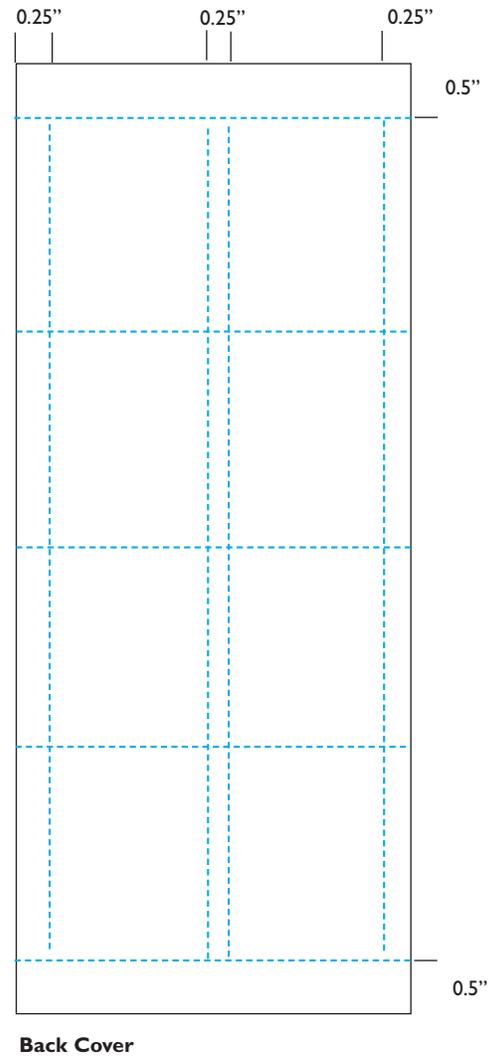
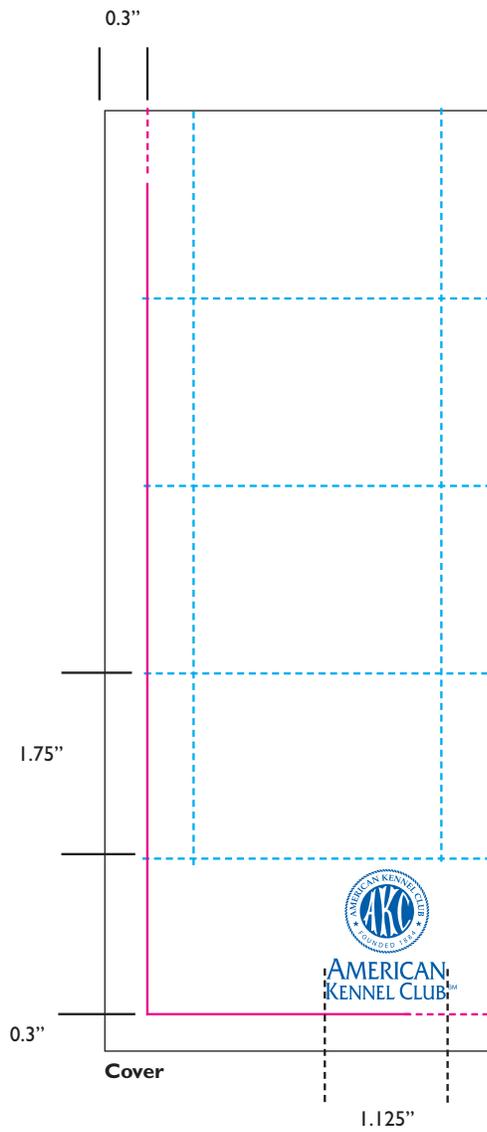
45% of Actual Size



Interior

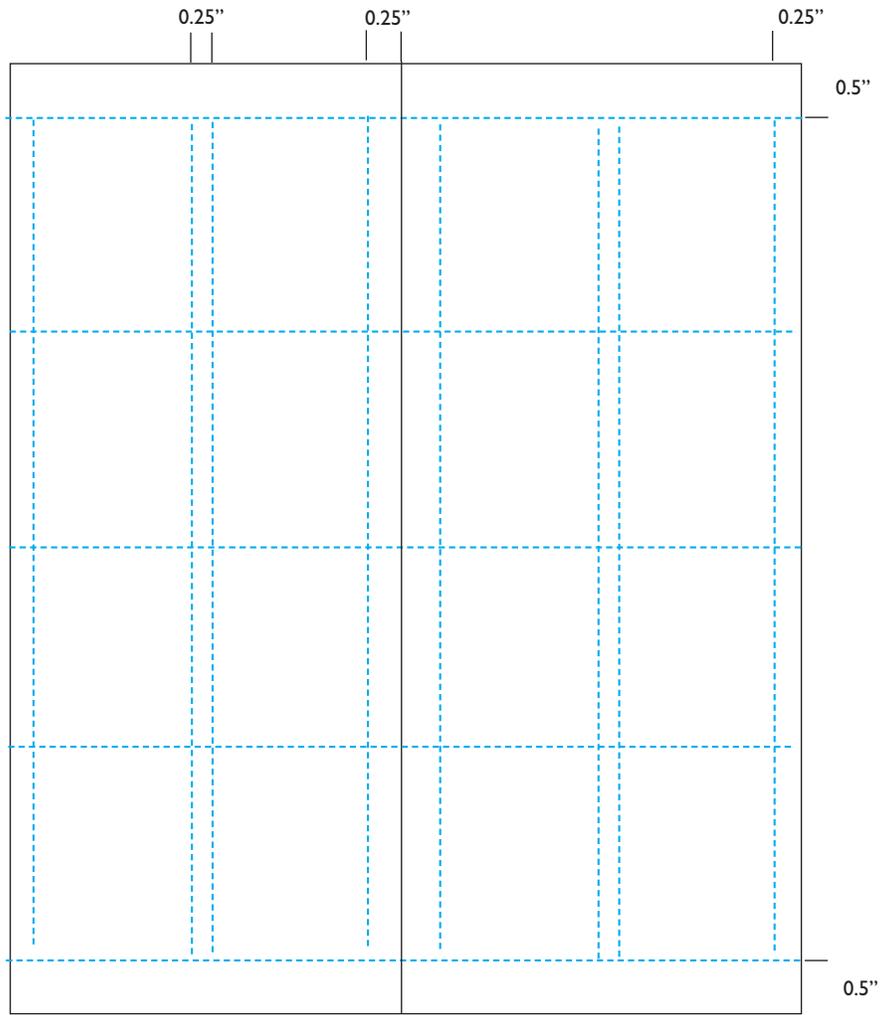
**Marketing/
Publications Design**
Grid 3.5" x 8.5"
Cover and Back Cover

60% of Actual Size



**Marketing/
Publications Design**
Grid 3.5" x 8.5"
Interior Pages

60% of Actual Size



Interior

**Marketing/
Publications Design**
Advertising artwork

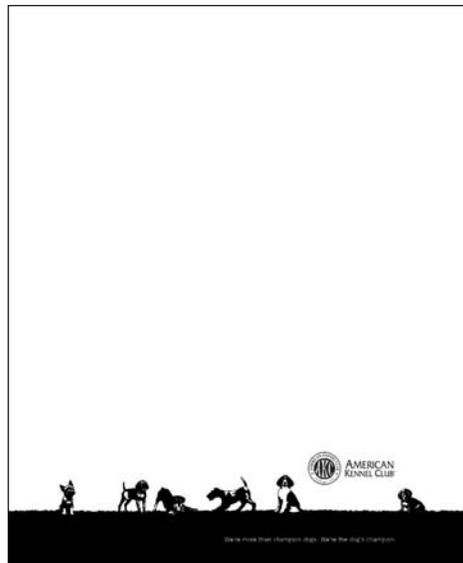
Special artwork which incorporates the lockup and tagline has been created for the current AKC advertising campaign. It may be used in marketing/publication design.

The ads are composed generally following the promotional application grids, however they do not use the border system elements.

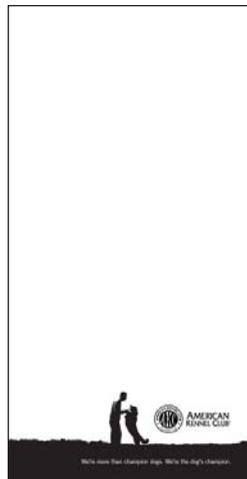


**Marketing/
Publications Design**
Advertising layout

Sample ad showing the special advertising artwork and proper use of the AKC logo and themeline.



Sample ad showing the special advertising artwork and proper use of the AKC logo and themeline.



**Marketing/
Publications Design**
Supporting Typography
Correct Use

To have cohesiveness, a Brand Identity Program should have consistent use of a few selected typefaces as supporting typography. Also to maintain the creative freedom necessary for variety, there should be the flexibility to use other typefaces as well.

The AKC program will provide such strong coordination with the use of limited typefaces, while also allowing controlled use of other typefaces for variety.

Gill Sans has been selected as a primary **sans serif** typeface to use as supporting typography for this program.

Gill Sans provides a wide variety of weights and styles.

Gill Sans should be considered for headlines and titles. All of the titles and body copy in this manual use Gill Sans.

Avoid the use of all capital letters, so that the uniqueness of the AKC logotype will be featured.

The following exhibits show various weights and styles of Gill Sans.

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gill Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Marketing/
Publications Design**
Supporting Typography
Correct Use

Bodoni has been selected as a primary **serif** typeface to use as supporting typography for this program.

Bodoni is a classic and very readable typeface and should be considered for use as body copy.

It is also appropriate to use Bodoni for headlines or titles. The use of other serif typefaces, such as Times New Roman and Garamond is also acceptable.

Present all serif type with initial capitals and lower case letters.

Avoid the use of all capital letters.

The following exhibits show various weights and styles of Bodoni.

Bodoni

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bodoni Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bodoni Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Bodoni Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Marketing/
Publications Design**
Co-Branding
Endorsement Statement

The AKC’s long tradition of sponsored programs and events typically results in the creation of additional logotypes, seals and graphic elements.

Only authorized reproduction artwork is to be used to render these endorsement statements.

In order to provide increased **coordination** and **compatibility** between the AKC brand identity and a specific program or sponsored event, an endorsement statement has been established to link all program and event activity with the AKC as illustrated below.

Endorsement Statement

An **AMERICAN KENNEL CLUB**[®] Program

or

An **AMERICAN KENNEL CLUB**[®] Event



An **AMERICAN KENNEL CLUB**[®] Program



An **AMERICAN KENNEL CLUB**[®] Event

**Established AKC
Program Logotypes
Co-Branding
Endorsement Statement**

The following examples illustrate the use of existing program and event graphics in combination with the endorsement statement.

Furthermore when new logos are developed, the AKC lock-up should be a main design element as illustrated on pg 3.14.

While the “Canine Good Citizen” graphic will continue to incorporate the stand alone AKC seal as part of its logotype, the practice of combining the stand alone AKC seal in future program or event graphics will be discontinued.



An AMERICAN KENNEL CLUB® Program



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An AMERICAN KENNEL CLUB® Event

New AKC Program Logotypes

New logotypes created since the introduction of these guidelines feature the AKC lock-up as the main design element. Therefore there is no need to include an endorsement statement. (See examples below).

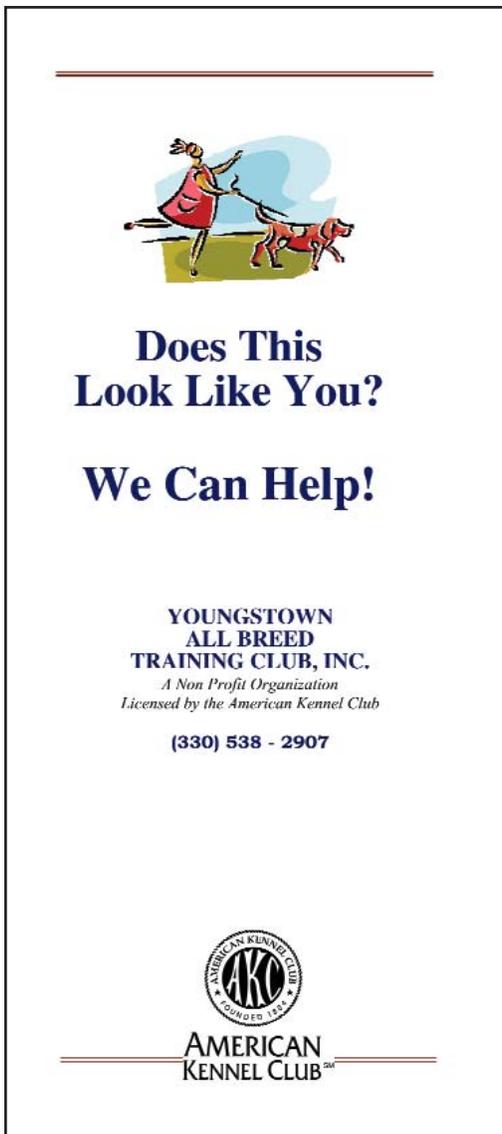


Club Usage of AKC Logotype On Printed Materials

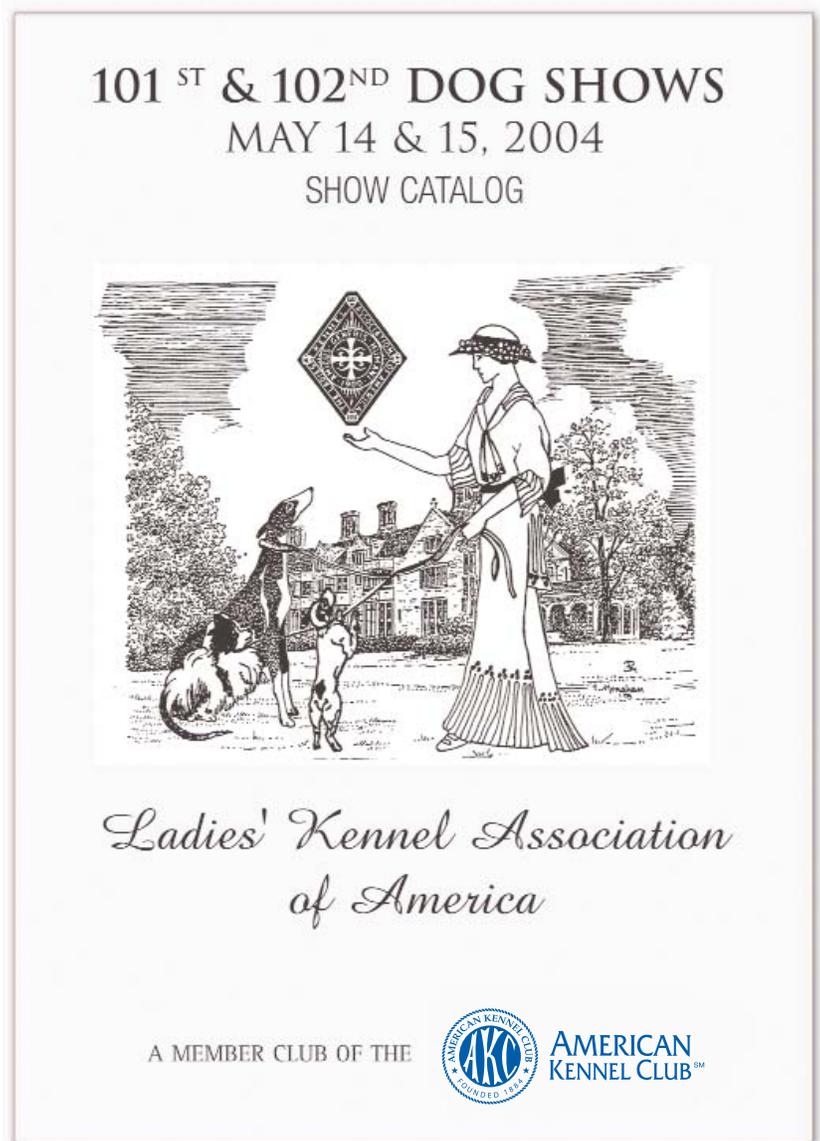
AKC member, licensed or sanctioned clubs in good standing may use the AKC logotype in newsletters, brochures or other printed materials in order to identify the club as AKC-affiliated. Logo presentation must include a description of the club's relationship to the AKC, such as "XX Kennel Club is a Member Club of the American Kennel Club" (or "Licensed" or "Sanctioned" as appropriate) along with the AKC logotype.

The AKC logo may also be used as a visual enhancement to any reprinted document authored by the AKC, such as the monthly AKC Chairman's Report, Code of Sportsmanship or an AKC press release. However, the logo may NOT be used with any editorial or other content not originally authored by the AKC.

Example of the front page of a club brochure.



Example of cover of show catalog.



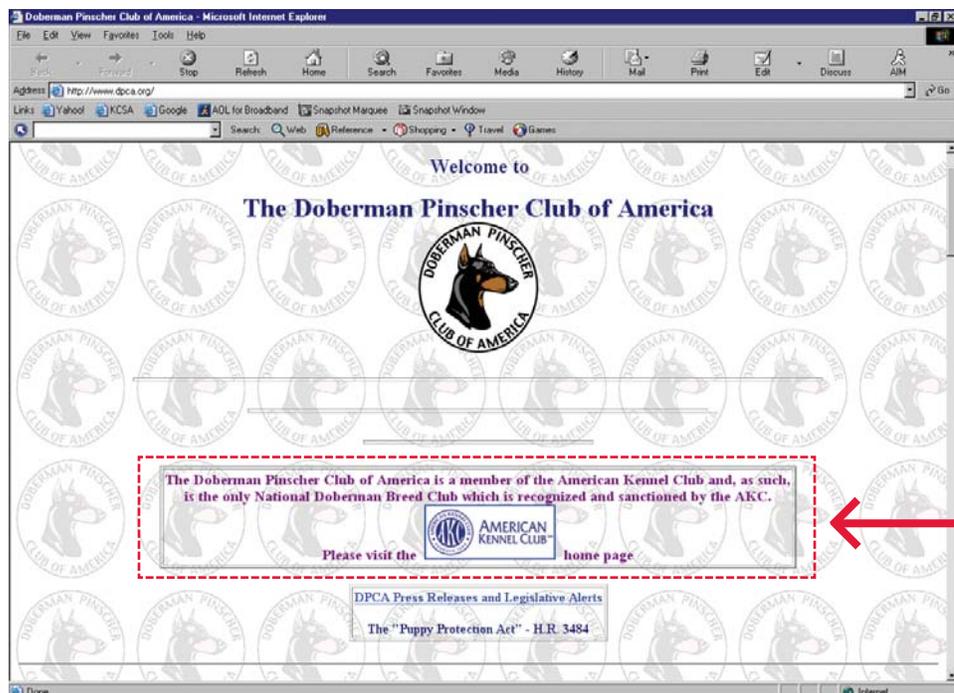
Club Usage of AKC Logotype On The Internet

AKC member, licensed or sanctioned clubs are encouraged to use the AKC logotype on their club websites. If a club chooses to do so, they must adhere to specific criteria listed below.

The AKC will, in turn, present club logos on AKC websites when applicable. However, the specific criteria listed below must be met.

- A. Club must be AKC member, licensed or sanctioned club in good standing.
 - B. Logotype will be provided by AKC and must be displayed in a manner specified by AKC as outlined in these Guidelines.
 - C. Logo presentation must include club relationship to the AKC. A description of the club's relationship to the AKC, such as "XX Kennel Club is a Member (or "Licensed" or "Sanctioned" as appropriate) club of the AKC" must be included with the AKC logotype.
 - D. Logo/graphic must be linked to AKC Website homepage.
- A. Club must be AKC member, licensed or sanctioned club in good standing.
 - B. Club will provide to AKC an electronic form of the club logo (logo file should be as large as possible to allow for flexibility to size the logo as needed). Width of 150 pixels or greater is best.
 - C. Logo/graphic, if available, will link to club Website homepage. (Send electronic version of your logo as well as the URL of your Website to POST2WEB@AKC.ORG.
 - D. Club logo will be displayed whenever club name is mentioned, if possible.

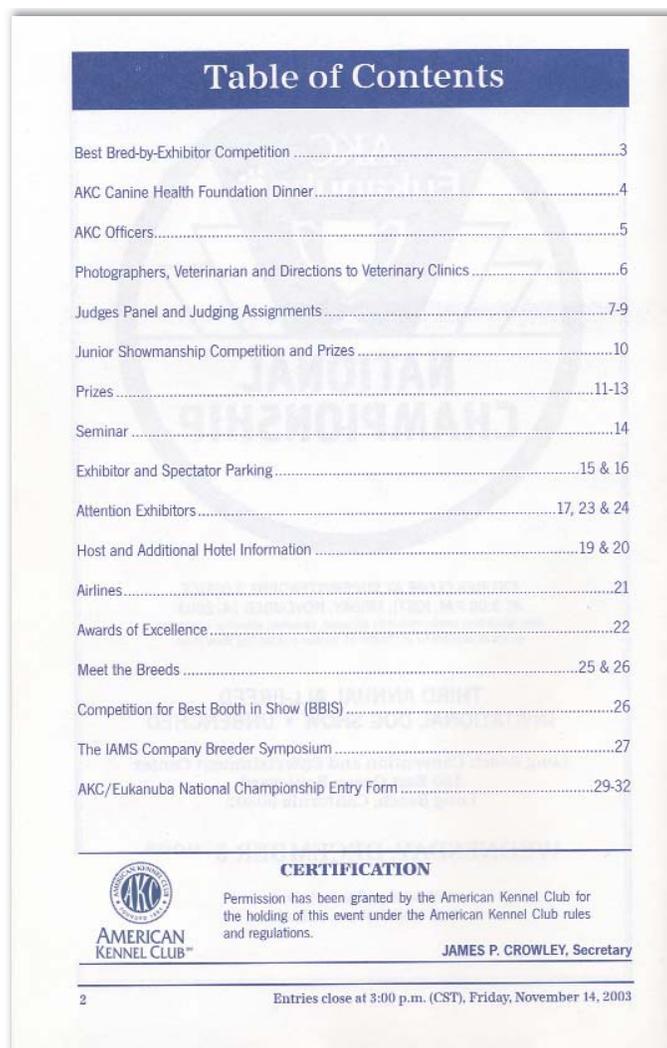
Example of approved use of AKC logotype on club website.



Use of AKC Logotype At Sanctioned Events

The AKC logotype must appear in the certification in all premium lists and catalogs. Additionally, the AKC seal must be on the face of all prize ribbons or as the button for rosettes at AKC events. The use of the standalone AKC seal is also permitted on pins, medals and stickers. When the standalone AKC seal is used, you must use the SM designation.

Example of approved use of AKC logotype in the certification statement of the premium list.



Use Of AKC Logotype On Banners

AKC banners are part of AKC licensed superintendents' equipment. AKC provides banners at no charge to all superintendents, who will work with clubs to hang the required AKC banners at shows.

The banner program policies apply to all clubs. If you are using a superintendent that is providing equipment, the superintendent will provide the banners. Clubs that are not using a superintendent are not required to display banners but are encouraged to purchase and display AKC banners in prominent places at their events.

The AKC banners are uniform in color and design so they have national recognition and promote a uniform image of the AKC. Individual club banners may be ordered customized with specific colors and designs. Additional information on the banner program is available at http://www.akc.org/clubs/banner_program.cfm

Examples of approved use of AKC logotype on club banners.



Club Usage Of AKC/Eukanuba National Championship Logotype

As with the AKC logotype, the AKC/Eukanuba National Championship logo may be used when reprinting documents issued by AKC or The Iams Company. However it may not be used as a graphic design element in any circumstance without permission from the AKC or The Iams Company. The logo may be used in photos in which it naturally appears; i.e. a "win" photo.

The Iams Company has created a separate guideline document for the use of the AKC/Eukanuba logotype. Copies may be obtained by contacting Amy Newkirk at newkirk.ar@pg.com or 937-264-7474.

This version of the logo, featuring the blue banner displayed across the lower half of the medallion, should be used on print and marketing materials.

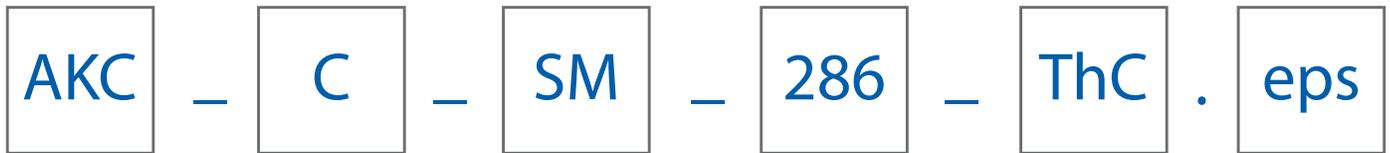


The version of the logo without the banner should be used for event prizes, ring logos or materials such as trophies or wearables.



File Naming

Artwork files for all the AKC logos and endorsements detailed in these guidelines use a specific naming convention shown on this page. This convention allows you to quickly identify and organize all the necessary artwork files.



American Kennel Club official logo

Logo layout

C
Centered

H
Horizontal

EE
Endorsement:
Event

EP
Endorsement:
Program

Legal Usage

SM
Service Mark

TM
Trademark

Color

286
Pantone 286

CMYK
Four color process translation of 286

K
Black positive

W286
White logo on Pantone 286 background

WCMYK
White logo on Four color process translation of 286 background

WK
White logo on black background

WRGB
White logo on RGB translation of 286 background

WT
White logo on transparent background

Supplementary Information

ThC
Centered Themeline

ThFR
Flush Right Themeline

www
Internet address

Sm
Small version of logo

Electronic File Format

EPS
High-resolution vector artwork created in Adobe Illustrator

JPG
High-resolution raster artwork created in Adobe Photoshop, primarily for screen use

TIFF
High-resolution raster artwork created in Adobe Photoshop, primarily for screen use