The Accreditation Council for Business Schools and Programs (ACBSP) is a leading specialized accreditation association for business education supporting, celebrating, and rewarding teaching excellence on a diverse and global scale. We are proud to partner with our schools, universities and colleges to help establish the credibility that comes with accreditation. Adding our logo to your communication materials gives your program a stamp of approval that proudly proclaims you are part of a larger community of the leading business educators in the world.

To unify and reflect the brand image of ACBSP to our constituent groups, I am pleased to provide you with our standard logo and graphic identity, as well as a series of supporting logos.

To maintain a consistent and compelling message, we are providing this book that will help ensure that ACBSP’s brand identity is clearly understood. It will guide you through proper use of all ACBSP logos, establishing a consistent image for you to present to the public.

ACBSP is one of the most recognized names in business higher education worldwide, known for having the highest standards of excellence in accreditation. The ACBSP logo accurately captures the essence of the organization and its reputation. I look forward to seeing it implemented across all of your communication materials—from websites to brochures, letterhead to catalogs and posters to advertising. I encourage you to add the ACBSP logo to your official transcripts as well. This logo, properly used on your communications, should assist you in building the brand of your school or program, and will build our brand recognition as well.

Jeffrey Alderman
Chief Executive Officer
ACBSP
TABLE OF CONTENTS

The ACBSP Logo design and concept 3

Logo colors 4

Logo with tagline 5

Logo placement specifications 6

Logo size specifications 7

Logo scale specifications 8

Logo placed on backgrounds 9

Prohibited logo usage 10

Supporting logos and taglines 11

Logo file specifications 12
Building off the heritage of our previous logo, the main pyramid graphic was retained, but revised and updated. A curved base representing a horizon line was incorporated to convey potential and energy.

The graphic rays contained within the pyramid shape convey upward movement, conveying a bright future.

The typography for the ACBSP portion of the logo uses a font that is elegant but contemporary. It has a unique appeal to both the academic and business worlds.

The supporting typography for the main logo, as well as all supporting logos, is a stylized sans serif font. The font was chosen for its clarity and simplicity, as well as its classic round shapes which compliment the main serif font used for ACBSP.
The colors for the ACBSP logo were selected to support the energy and optimism of the logo elements.

In print applications using spot or flat color, the logo should be printed using the two Pantone Matching System colors specified below. For four color process, digital printing or Web applications use the color builds specified below.

**Spot color:**

PANTONE 165
- C: 0
- M: 63
- Y: 91
- K: 0

PANTONE 294
- C: 100
- M: 58
- Y: 0
- K: 21

**4 color process or digital CMYK builds:**

- R: 244
- G: 125
- B: 48

**Web and online application RGB builds:**

- R: 0
- G: 85
- B: 150
The association logo with tagline is the primary descriptive identifier for ACBSP and should never be altered in any way. Each element of the logo (pyramid, rays, ACBSP and all supporting typography) are a complete unit and should never be “pulled” apart or used individually. The textual elements of the logo were created by customizing two different fonts, that have been carefully designed and placed. You should never typeset any portion of the logo yourself.

The main tagline, and all supporting taglines, have been designed and approved by the ACBSP Marketing Committee. You should never typeset the required tagline, but use the approved logo files. You should never write and use a tagline other than those that have been provided.
The ACBSP logo with tagline must always be reproduced from official artwork downloaded from the ACBSP Site. Logo files are available upon request from the ACBSP Marketing & Communications Department by emailing mdorning@acbsp.org.

Effective communication of the ACBSP brand identifier requires that other graphic elements must be placed at a minimum distance from the logo and the typography. When placing the logo on any of your marketing materials, be sure to leave appropriate clear space around it for proper visibility and contrast. The ACBSP clear space is equivalent to the width of the letter “C” of the ACBSP logo.

Do not “crowd” the logo with other graphic or textual elements. There may be times when maintaining proper clear space is a challenge. Please try to follow these guidelines whenever you can. These guidelines are only minimum clear space requirements. More space around the logo is always encouraged. The ACBSP logo is a prestigious “seal of approval” known around the world. As such, careful placement and proper size are essential.

Whenever the association’s name appears in print and electronic communications (other than in text), it should appear only as one of the approved logos of the association.
Effective communication of the ACBSP brand identifier also requires proper balance between design elements. Care should be taken that all necessary graphics/logos have proper prominence. There is a preferred reproduction size for the logo and a minimum reproduction size for the logo. Do not reproduce the logo below the minimum size. If there is a need to reproduce the logo below the minimum size (e.g., on a golf ball), please contact the ACBSP Marketing & Communications Department for assistance at mdorning@acbsp.org.

The preferred reproduction size of the logo is determined by the measurement of the width of the pyramid. In print applications, this SYMBOL should preferably be 1” or larger. In online applications, the SYMBOL should be 150 pixels wide, or larger. The minimum logo size is .75” width in print applications and 100 pixels wide in online applications.
The scale of the logo will vary from application to application, but the proportions should never change. All ACBSP logos, including the various taglines, have been carefully designed and placed with the proper proportions to the main typography and pyramid element. As stated earlier, none of the elements that make up any logo configuration should ever be broken apart and treated as separate elements. These elements should never be scaled independent of one another. Any sizing and scaling should treat the entire logo graphic as a unit. Also, any scaling should be done with proportions constrained, and not be stretched or distorted in any manner.
The ACBSP logo with tagline must be reproduced on a background that allows for clear legibility, paying special attention to the smaller tagline typography. In applications on a dark background, the logo reverses to all white. The logo should not be reversed on a background that has a tonal value less than 50%. When printing the logo on a solid-color background, be sure there is enough contrast to make the logo clearly legible. When using the logo over a photo, be sure that the image does not interfere with the legibility of the logo.
The ACBSP logo with tagline must be reproduced using the files provided by the association, and according to the color, size and proportion guidelines specified in this style guide. No use of fills, outlines or shadows are allowed.
ACBSP offers members a series of supporting logos and taglines. These logos and specific usage guidelines may be obtained from the ACBSP Marketing & Communications Department by emailing mdorning@acbsp.org.

NOTE: LOGOS AVAILABLE IN REGIONS 1 THROUGH 10.
The ACBSP logo with tagline must always be reproduced from official artwork downloaded from acbsp.org. Logo files are available upon request from the ACBSP Marketing & Communications Department, mdorning@acbsp.org.

Logo files are available in color, black and white, and reverse (white on a clear background) in .eps, .jpg and .png formats.

All logos are available in the following formats: