

AIRS Logo Guide

Alliance of Information & Referral Systems

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The Alliance of information & Referral Systems has selected a new tagline for our logo to better reflect the services we provide to our member organizations:

“Setting the Standards for Information & Referral Services.”

- The new tagline will run beneath or beside the AIRS logo on all printed material distributed by the Alliance of Information & Referral Systems.
- The AIRS logo must appear on all AIRS websites. It must appear on the “home” page and on any other pages that also feature secondary logos.
- Other I&R, affiliates logo, sponsored logos, may be included on printed material and Internet pages. However, these secondary logos should never be larger than, higher than, or to the left of the main logo. These logos can be the same size and anywhere below or to the right of the primary AIRS logo.
- The AIRS logo should not be altered. This means the accompanying words must not be “cropped off” below the logo. Also, in positioning the logo electronically (to lay out printed materials), be sure it always maintains its proper shape.
- The AIRS logo should appear only in its proper colors or in gray scale. It should always be in its proper colors in four-color print projects.
- All business cards for AIRS staff will feature the AIRS logo in the upper left corner.
- Affiliates and membership organizations may use the AIRS logo on their printed material. The logo must be in specified colors or gray scale.

AIRS presents itself to the world through a variety of printed and digital sources. Each of these items has a graphic style or look.

By coordinating the look of everything we publish, we can present a consistent image to the world – an image that reflects who we are and communicates what we do.

Logotype Color:

RGB:

Red: 23

Green: 110

Blue: 107

Pantone:

329 Teal

CMYK:

Cyan: 87

Magenta: 39

Yellow: 55

Black: 18

Tagline Font:

Hiroshige Italic



*Setting the Standards for
Information and Referral Services*

Acceptable Variations

The flat logo without the drop shadow can be printed against a white background or light background colors that won't blend in or hide the logo.



Because of the drop shadow, this version of the logo, color or grayscale, needs to be printed on a white background.



Unacceptable Variations

These logos have been misshapen electronically—should not be done.



The AIRS logo should never appear smaller than 5/8” tall. When printed smaller than 1” (from top of logo to bottom of “AIRS”), the tagline should be removed, as it is too small to read.

