

Using the ACE Logo



The ACE Logo

The ACE logo is the visual representation of our name and the foundation of our visual identity.

The ACE Logo

The unique, connected arrangement of the ACE letters in the logo represents the connections we make with our customers. The letters also form an arrow at the center of the logo that suggests upward or forward movement. The ACE logo has been carefully designed. Do not alter the size or position of any of the elements in the logo.



Registered Mark

The ACE logo is a valuable company asset, and our legal right to it must be protected. The registered mark (®) is always positioned at the lower right-hand corner of the square.

The registered mark becomes illegible when the ACE logo is reproduced in small sizes. The registered mark may be omitted when the height of the ACE logo is smaller than .375" or 9.5mm.

Never alter, redraw or recreate any part of the ACE logo. Always use authorized digital artwork when reproducing the ACE logo.





Color Variations

The ACE logo system derives its strength from careful and consistent use of the ACE corporate colors. There are three authorized color variations for the ACE logo:

1. Two Color Positive

The two-color positive logo uses ACE Gray and ACE Green. This logo color variation is preferred because it highlights the arrow at the center of the ACE logo. Use it on white or light-colored backgrounds.




	CMYK	PMS	RGB (Web)
	56/0/100/0	376	153/204/0
	23/0/0/79	432	51/51/51

2. Black and White

The black and white logo is used on white or light-colored backgrounds when the two-color or one-color positive logos cannot be used. Always use 100% black; never reproduce the logo in a tint of black.




	CMYK	Grayscale
	0/0/0/100	100% Black

3. White Reverse

The white reverse logo is used on black or dark-colored backgrounds. This drawing of the ACE logo features a white border to define the square.



	CMYK	Grayscale
	0/0/0/0	100% White

Size & Clear Space

Minimum size and clear space guidelines ensure that the ACE logo maintains its visual impact and clarity wherever we use it.

Clear Space

Crowding the ACE logo with competing text, images or other graphics takes away from its visual strength. Always keep a generous clear space around any ACE logo. As illustrated below, the minimum required clear space between the ACE logo and any other element is equal to half the height of the ACE logo.



Minimum Size

Using the ACE logo in very small sizes diminishes its image quality and legibility. The minimum size for the ACE logo for print applications is .25" or 6.5mm. Be extra careful if you are embroidering the ACE logo or silk-screening it on a rough surface; the minimum size may need to be increased to keep reproduction sharp and clean.



Inches	mm	Pixels (web)
.25"	6.5mm	33 Pixels

Using the ACE Logo

The ACE logo is the primary visual representation of our brand. The logo must be deployed correctly and consistently in all communications. Always use the authorized digital artwork, and never alter or redraw the logo artwork.

1. Do not change the orientation of the ACE logo. The arrow at the center of the logo must always point straight up.



2. Always scale the logo proportionately. Do not stretch, distort or skew the ACE logo.



3. Do not change the colors of the ACE logo.



4. Do not use a green arrow with the black and white or white reverse logo color combination.



5. Do not use an image, texture or different color within the ACE logo.



6. Do not outline the ACE logo.



7. Do not place the ACE logo on a background that makes it difficult to read.



ACE Logo Illustrations

Illustrations of the ACE Logo, in color and black and white, have been created for the media to underpin editorial stories about ACE.

Usage

The application of the ACE Logo Illustrations is subject to the same guidelines and principles as the ACE Logo.

