



ACI
SPECIALTY
BENEFITS

BRAND STYLE GUIDE





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Less is more.

- Limit and simplify text on all materials.
- PPT – 25 key words or less per slide. Additional verbiage in notes.

Capitalization:

- Use Title Capitalization for all headers/titles. Follow regular capitalization rules for rest of content.

One word or two words?

- *Child care, elder care and pet care* are two words.
- *Onsite, online, email and coworker* are one word.

When to hyphenate, when not to hyphenate:

- *Follow up* vs. *follow-up* –
Two words when used as a verb (e.g. *I'm going to follow up with him*).
Hyphenated when used as a noun or adjective (e.g. *I scheduled a follow-up with them* or *I have a follow-up appointment*).
- *Log in* vs. *Login* –
Two words when used as a verb (e.g. *Please log in to the account*).
One word when used as a noun or adjective (e.g. *What's your login?* or *Enter your login information*).
- *Work-Life* and *work-life* –
Match capitalization and use a dash.

CONTENT STANDARDS

Naming Conventions

Always use full company name:

- Always write out *ACI Specialty Benefits* the first time it is used. *ACI* can be used in all following references.
- Always write out email addresses for external communications (e.g. *learnmore@acispecialtybenefits.com* not *@acieap.com*).

Websites, apps, newsletters:

- *Affinity™* Online
- myACIonline
- myLeverageOnline
- mySOARonline
- myASPIREonline
- HealthYMail™

Products:

- Employee Assistance Program — or — EAP
- Leverage Concierge
- SOAR Student Assistance — or — SOAR: Student Outreach, Assistance, Resources
- EAP Plus
- Crisis Ready
- Ethics Hotline
- ASPIRE Student Assistance
- CARE Student Assistance

****Check with Marketing for any questions about other words/phrases.**

CONTENT STANDARDS

Terminology Dos and Don'ts

✗ Don't Use

✓ Use

Counseling or *Counselor*

Clinical Sessions and *Clinician*

Ampersands
(*&*)

and

Pronouns
(*you, your, we, our, their*)

Generalizations
(e.g. *today's employees, the workforce*),
proper nouns
(e.g. *ACI, Leverage Concierge*),
or remove the subject completely by using
questions and imperative sentences
(e.g. *Overwhelmed by school and work?*
Perk up with the best benefits).

Exclamation points
(*!*)

One exclamation at the beginning or
end of a message is generally enough to
convey enthusiasm.

Diminutive words
(*simply, just*)

Eliminate those words for stronger,
clearer messaging.

Oxford commas
(comma before 'and' at the end of a list)

Clichés, adages, sayings

GRAPHIC STANDARDS

Logos

ACI Logo

The ACI Specialty Benefits logo should be used on all client/employee-facing collateral.

Do not alter the logo in any way. The ACI logo should have spacing on all sides equal to or greater than the height of “A”. The minimum height is 0.5” for print and 60px for digital use.



Program Logos

ACI's program logos should be used in addition to the ACI logo on all relevant client/employee-facing collateral. *Do not alter the logos in any way.* The program logos should have spacing on all sides equal to or greater than the height of their first initial. The minimum height is 0.5" for print and 60px for digital use.



GRAPHIC STANDARDS

Logos

✓ Acceptable Logo Usage

Full Color:
for use on white or light
backgrounds

Single Color:
all black logo for use on
color-restrictive collateral

Reverse:
for use on dark or busy
backgrounds



GRAPHIC STANDARDS

Typefaces

Primary Typeface:

Gotham

Uses: collateral created by marketing, our website and logos

Regular	ABCDEFGHJKLMN-abcdefghijklm-1234567890
Italic	<i>ABCDEFGHJKLMN-abcdefghijklm-1234567890</i>
Bold Italic	<i>ABCDEFGHJKLMN-abcdefghijklm-1234567890</i>
Bold	ABCDEFGHJKLMN-abcdefghijklm-1234567890

Secondary Typefaces:

Century Gothic

Uses: Microsoft Office collateral templates and company email

Regular	ABCDEFGHJKLMN-abcdefghijklm-1234567890
Italic	<i>ABCDEFGHJKLMN-abcdefghijklm-1234567890</i>
Bold Italic	<i>ABCDEFGHJKLMN-abcdefghijklm-1234567890</i>
Bold	ABCDEFGHJKLMN-abcdefghijklm-1234567890

Verdana

Uses: PowerPoint files being presented via Adobe Connect







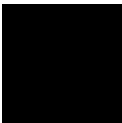

Regular	ABCDEFGHJKLMN-abcdefghijklm-1234567890
Italic	<i>ABCDEFGHJKLMN-abcdefghijklm-1234567890</i>
Bold Italic	<i>ABCDEFGHJKLMN-abcdefghijklm-1234567890</i>
Bold	ABCDEFGHJKLMN-abcdefghijklm-1234567890

Garamond

Uses: formal documents, proposals and contracts

Regular	ABCDEFGHJKLMN-abcdefghijklm-1234567890
Italic	<i>ABCDEFGHJKLMN-abcdefghijklm-1234567890</i>
Bold Italic	<i>ABCDEFGHJKLMN-abcdefghijklm-1234567890</i>
Bold	ABCDEFGHJKLMN-abcdefghijklm-1234567890

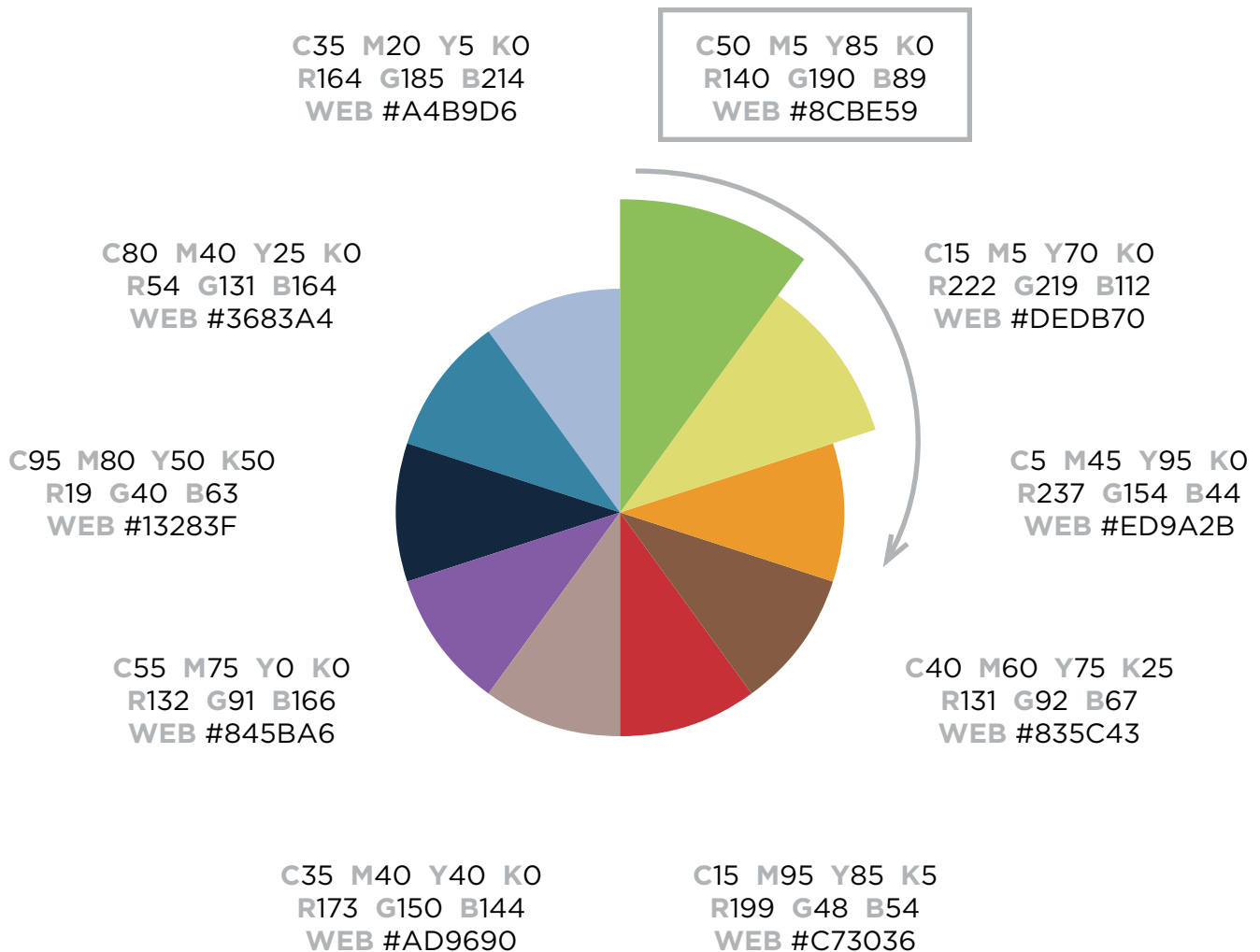
The following list outlines the colors in ACI's brand. While each program has a primary color association, all colors can support the design of any collateral. Different hues or partial transparency of these colors is not allowed. Process colors are recommended for printing; Pantone colors are approximations for when they are required.

	C50 M5 Y85 K0 R140 G190 B89 WEB #8CBE59 PMS 360 C	Primary color for EAP program, used in ACI logo
	C95 M80 Y50 K50 R19 G40 B63 WEB #13283F PMS 2767 C	Used in ACI logo
	C80 M40 Y25 K0 R54 G131 B164 WEB #3683A4 PMS 7697 C	Used in ACI logo
	C55 M75 Y0 K0 R132 G91 B166 WEB #845BA6 PMS 7676 C	Used in ACI logo
	C5 M45 Y95 K0 R237 G154 B44 WEB #ED9A2B PMS 7563 C	Primary color for Leverage Concierge program, used in ACI logo
	C15 M95 Y85 K5 R199 G48 B54 WEB #C73036 PMS 1797 C	Primary color for SOAR program, used in ACI logo
	C0 M0 Y0 K100 R0 G0 B0 WEB #000000 PMS Black 6 C	Primary color for body text, used in ACI logo
	C0 M0 Y0 K85 R77 G77 B77 WEB #4D4D4D PMS Black 6 U	Secondary color for body text

GRAPHIC STANDARDS

Colors

Additional colors may be used when creating data graphs and charts for reports. In these cases, start with green, then yellow and so on.



GRAPHIC STANDARDS

Colors

Below are color palettes for additional brands and private labels of ACI. Contact Marketing for full graphic standards of each. Process colors are recommended for printing; Pantone colors are approximations for when they are required.



C50 M5 Y85 K0
R140 G190 B89
WEB #8CBE59
PMS 360 C

C5 M45 Y95 K0
R237 G154 B44
WEB #ED9A2C
PMS 7563 C



C0 M0 Y0 K85
R77 G77 B77
WEB #4D4D4D
PMS Black 6 U

C50 M5 Y85 K0
R140 G190 B89
WEB #8CBE59
PMS 360 C



C87 M65 Y30 K11
R50 G89 B127
WEB #32597F
PMS 7699 C

C66 M29 Y9 K0
R87 G152 B196
WEB #5798C4
PMS 7688 C

C2 M27 Y70 K0
R247 G191 B102
WEB #F7BF66
PMS 1355 C



C0 M67 Y53 K0
R247 G120 B107
WEB #F7786B
PMS 805 C

C43 M27 Y4 K0
R145 G168 B208
WEB #91A8D0
PMS 7451 C

C43 M38 Y27 K0
R152 G150 B164
WEB #9896A4
PMS 7660 C



C100 M56 Y0 K23
R0 G86 B149
WEB #005695
PMS 7462 C

C0 M28 Y100 K18
R213 G159 B15
WEB #D59F0F
PMS 7555 C

C46 M38 Y47 K5
R142 G140 B129
WEB #8E8C81
PMS 7539 C



C100 M46 Y5 K18
R0 G82 B147
WEB #005293
PMS 641 C

C0 M56 Y100 K7
R212 G118 B0
WEB #D47600
PMS 7569 C



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