



ALFA Graphic Standards

Guidelines for acceptable use of the new ALFA trademark/logo

The ALFA logo is a registered trademark and the property of the Assisted Living Federation of America (ALFA). The following guidelines have been developed to explain and facilitate the usage of the ALFA trademark/logo.

It is important when using the trademark/logo to accurately represent ALFA by adhering to the guidelines presented in the ALFA Graphic Standards. The purpose of these guidelines is to achieve maximum exposure and consistency of use for the new ALFA logo. Only the ALFA National Office may use the standard logo. Members may use the ALFA member logo, affiliates may use the ALFA state affiliate logo, etc.

Members and others who desire to use the ALFA logo—and its related versions—in any non-ALFA printed or electronic document, must first seek permission from ALFA. Contact Nathan Nickens at nnickens@alfa.org. ALFA state affiliates, however, may use their ALFA state affiliate trademark (created by ALFA for their use) on any state affiliate materials.

The New ALFA Logo

The new logo graphic for the Assisted Living Federation of America is composed of three elements,

- *the graphic*—a triad of three crescent shapes that evolved from the previous logo image and symbolize the three ways ALFA serves members:

driving business excellence; influencing public policy, and building a more informed public.

- *the ALFA acronym*, and

- *Assisted Living Federation of America*.

Together these parts of the logo form one shape—one organization—one strong voice for assisted living communities for seniors.

Shown below is the approved version of the ALFA logo. The typeface for the acronym part of the logo is Garamond Bold. The typeface for the name Assisted Living Federation of America is Helvetica Bold Condensed. The three elements of the logo may not be tampered with or used in any format other than the ones shown below. The two-colors representing the ALFA color logo are blue (PMS 313) and black at 100% of the color. Do not use the logo in any other color. If PMS 313 is not available, the logo must be used in black & white. The minimum size the logo can be used is 5/8inch wide (see sample below.)



ALFA color logo



ALFA black & white logo



Use the logo no smaller than this

If the logo is to be used on colored backgrounds that have a color density of more than 30% of the color, the logo should be reversed like the sample below: (*boxes are to show color only*)



If the logo is to be used on colored backgrounds that have a color density of 30% of the color or less, the logo should be printed like the sample below: (*boxes are to show color only*)



The triad image should ALWAYS print in black. The logo may not be used on solid black backgrounds or on colors too dark for the black triad image to show. As a guide for placement, please allow at least a 1/4 inch buffer area around the logo.

Accepted logo variations

The following versions of the ALFA logo are acceptable. Once you have been approved to use these, the final logos will be provided by ALFA to maintain the integrity of the elements.

The versions include:



**Political Action
Committee**



State Affiliates



Member



President's Council



Industry Partner

ALFA Member trademark usage

After receiving permission from ALFA (contact Judy Hagan at jhagaman@alfa.org), ALFA Members may use the ALFA Member trademark/logo on print advertisements in *Assisted Living Executive* or ALFA state affiliate publications, or in printed direct-mail pieces mailed to ALFA members. ALFA members may not use the ALFA Member trademark logo in non-ALFA advertising vehicles. When used in advertisements please use the logo at the minimum size and it must appear in the bottom left or right-hand corner of the advertisement.

Revocation and termination of right to use

The right to use the trademark shall terminate and be revoked upon the member's failure to remain in good standing or in the event of misuse by the member as determined by ALFA. Upon such termination and revocation, the member will eliminate the use of the ALFA logo from all materials, products, and services, regardless of whether such materials, products, and services are preprinted or preexisting at that time. Legal action may be taken against anyone who uses the logo in violation of these terms.