STANDARD LOGO   STAR   BLOCK LOGO   RULES

PRINT METHOD	STANDARD LOGO			STAR	BLOCK LOGO		RULES
	Generic AFSCME logo	AFSCME logo with tagline	AFSCME logo with organization's name fully written	Standalone star graphic to be used as a graphic element.	Alternate AFSCME block logo to be used when limited space restricts usage of the primary AFSCME logo	AFSCME block logo to be used when partnered with affiliates and special bodies logos	The logo for AFSCME's special bodies, such as United Nurses of America are to be placed in the green square of the block logo.
Black	AFSCME_Logo-Black.eps	AFSCME_TagLogo-Black.eps	AFSCME_NameLogo-Black.eps	Star-Black.eps	AFSCME_BlockLogo-Black.eps	AFSCME_PartnerLogo-Black.eps	Affiliates may customize the AFSCME block logo by putting their logo in the green square.
1 Color	AFSCME_Logo-IColor.eps	AFSCME_TagLogo-IColor.eps	AFSCME_NameLogo-IColor.eps	Star-IColor.eps	AFSCME_BlockLogo-IColor.eps	AFSCME_PartnerLogo-IColor.eps	Locals and Councils can adopt the AFSCME logo by placing their name above it, preferably typeset in "Gill Sans Bold Italic."
2 Color	AFSCME_Logo-2Color.eps	AFSCME_TagLogo-2Color.eps	AFSCME_NameLogo-2Color.eps		AFSCME_BlockLogo-2Color.eps	AFSCME_PartnerLogo-2Color.eps	**COLORS** Pantone 355 Pantone 286

Graphic Standards Guide: AFSCME

1. The logotype, AFSCME, can never stand alone. It must always be used in conjunction with the mark (mark = arches with star). The mark should be on top of AFSCME whenever the acronym is used.

2. The tagline, "We Make America Happen" does not always have to be part of the logo (logo = the star plus the acronym).

3. AFSCME spelled out can be used in place of the tagline. It must include ", AFL-CIO" after "American Federation of State, County and Municipal Employees."

4. The Pantone colors are 355 for Green and 286 for Blue.

5. The affiliate name and number can be added in a smaller point font

6. Companion logos (such as PEOPLE) or an affiliate's logo may be added in the box to the right of the boxed logo.

7. The star (arches with star) can be used alone, without AFSCME.

8. The font for the logo type is Gill Sans, italicized.

9. If using black and white, the logo should be a solid black on white.

10. If using one color, the entire logo should be in green.

11. "America" in the tagline can be replaced with a jurisdiction or state, such as "We Make New York Happen" or an activity, such as "We Make Health Care Happen".