



# Graphic Style Guide

02.15.06

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This is an exciting crossroads for the Massachusetts Service Alliance. We are pleased to present to you a bold, new graphic identity that will serve as a vehicle to consistently and effectively promote our work in an increasingly crowded marketplace.

Designed by Allen & Gerritsen, our new identity brings together elements of our new and old looks, including updated graphics, colors, and typeface. The fabric motif recalls MSA's history of weaving together the strands that make up our greater community – individuals, nonprofits, government officials – in order to build a stronger Commonwealth.

Updated colors signify the Massachusetts Service Alliance's movement into a new stage of growth, with broader appeal to individuals, nonprofits, government agencies, and corporations. Finally, placing an equal emphasis on all parts of our name reinforces our commitment to promoting community service statewide.

This style guide serves to ensure the consistent and effective use of the Massachusetts Service Alliance brand. Therefore, all new printed, electronic, and other materials released by the Massachusetts Service Alliance will follow the standards established in this guide.

This publication also serves as a tool for grantees and other partners in the production of marketing collateral and publications. Logos of the Massachusetts Service Alliance and the Corporation for National and Community Service must be used in accordance with each program's specific grant provisions and the standards listed in this guide as well as the Corporation's own style guide.

All materials created by grantees and partners from this point forward must be produced according to the standards established in this style guide. However, a complete transition to the new look is an ongoing process that will take some time. We understand that it may be costly to replace the logo and colors on items ordered for use over the long-term, such as stationery and other supplies. In this case, we ask that you use the new logo on such items as soon as is fiscally possible, or when supplies are depleted.

We rely on your partnership to communicate the distinctive identity of the Massachusetts Service Alliance. Thank you for helping us convey a powerful and consistent message about who we are and what we do. This, in turn, will allow us to leverage more resources to support and advocate for your work.

**“Massachusetts Service Alliance,”** is our official name and should be used whenever possible, especially at beginning of print or web documents and in all other possible instances.

Alternatively, **“Mass Service Alliance”** may be used in verbal communication or if a shortened form is required on print or web documents.

**“MSA”** may be used in print only when word count and spacing are at a premium. **“Massachusetts Service Alliance (MSA)”** must be used once at the beginning of the document in order to define the abbreviation.

Please refrain from using the following:

- “MA Service Alliance”
- “The Service Alliance”
- “The Alliance”
- “The MSA”
- “MYSA”
- “MASA”
- “The Commission”

Please use the MSA logo as shown here without additions or alterations. The full-color logo in brown, blue, and white should be used whenever possible.



full color MSA logo on white background



full color MSA logo on colored background

Other acceptable uses of the logo include:



2-color on white background



2-color on light background



knockout on dark background



grayscale on white background

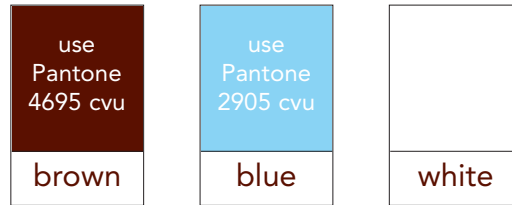


grayscale on light background

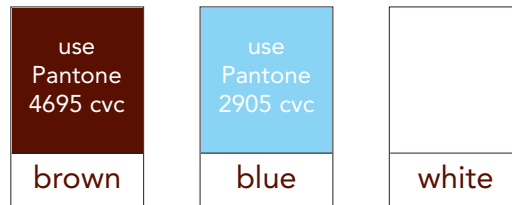


knockout on dark background

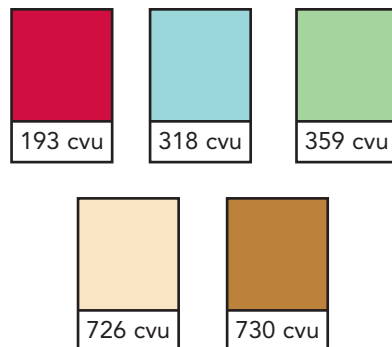
For uncoated paper:



For coated paper:



Complementary colors:



The official colors of MSA are blue and brown. When printing, there are two ways to create these colors: with Pantone spot colors or with four-color process.

**Pantone**

Pantone is a color standard used by designers and printers. To learn more about Pantone, please visit [www.pantone.com](http://www.pantone.com).

**Brown:** Pantone 4695 CVU to be used on UNcoated paper or Pantone 4695 CV to be used on Coated paper

**Blue:** Pantone 2905 CVU to be used on UNcoated paper or Pantone 2905 CV to be used on Coated paper

Please use the following colors to complement Pantone 4695 (brown) and Pantone 2905 (blue).

- Pantone 318
- Pantone 359
- Pantone 726
- Pantone 730
- Pantone 193



**Four-color process (CMYK build)**

CMYK is a four-color blending process. The four colors used are Cyan (C), Magenta (M), Yellow (Y), and Black (K). The amount (%) of each color is blended together to create a similar look to a specific PMS color. This process is used as a replacement for a PMS color.

PMS colors can not be used in ads and most digitally printed materials. They can be used in printed pieces such as brochures, letterhead or other materials where the printing is being controlled by the client or the agency. using a PMS color is usually determined by the designer, type of project being printed or budget.

**Percentages for Mass Service Alliance colors**

**Blue: PMS 2905**

- C: 41%
- M: 2%
- Y: 0%
- K: 0%

**Brown: PMS 4695**

- C: 0%
- M: 81%
- Y: 100%
- K: 77%



3/4"



The MSA logo should always appear large enough to be clearly identified. If you cannot read the “Massachusetts Service Alliance” text clearly, it is too small.

**Print:** The minimum logo size is 3/4 inch.

**Online:** The minimum logo size is 75x75 pixels at 72dpi.  
 RGB colors breakdown:  
 Brown: R:100 / G:29 / B:0  
 Blue: R:135 / G:201 / B:239

**Spacing:** The space around all sides of the logo must equal one quarter the height of the logo to properly distinguish it from other elements.



When placing the MSA logo next to other logos, please make sure that the MSA logo is the same size and has an impact greater than or equal to other logos.

The MSA logo should always be used as a single element, which includes the distinct brown box and everything inside it. Please do not alter the logo or use it in a way that diminishes its weight or impact.



do not place text over the logo



do not crop the logo



do not screen back the logo



do not stretch, skew or reshape the logo



do not tilt or invert the logo



do not eliminate logo border



do not use logo on dark background



do not use logo on dark background with white border

We welcome the use of the MSA logo on program websites. Generally, the same graphic standards apply.

**Size:** The minimum web logo size is 75x75 pixels at 72dpi, or X inches.

**Links:** You may link to the MSA website by simply displaying our web address, [www.mass-service.org](http://www.mass-service.org), or by using the MSA logo as a button.

**Web Palette:**

The hexadecimal and RGB values for the two colors are:

Brown

Hex: #641b00, RGB: 100, 27, 0

Blue

Hex: #87c9ef RGB: 135, 201, 239

These values are taken from the logo rather than directly translating the Pantone values for print. This results in colors that more closely resemble the logo.

The logo should be exported as a GIF.

MSA logos may be downloaded from our website: [www.mass-service.org/branding](http://www.mass-service.org/branding).

Logos are available in the following formats:

EPS – Best format for printing. Can be scaled infinitely big without losing quality.

JPEG – Best format for on-screen viewing, such as in Powerpoint documents or web pages. Provides a small file size, but usually lower quality.

TIFF – Decent format for printing, but only when used at a high resolution. Cannot be scaled up without losing quality.

PDF – A universal format (Mac and PC), but unusual for use in logos. Usually best for document exchange.

MSA logos found on other pages of our website are low-resolution files and are for display only. Please visit the above website and download the appropriate format for your needs. If you have any questions, contact the MSA marketing team.

Grantees should acknowledge the Massachusetts Service Alliance on all promotional materials that pertain to the funded program. This includes but is not limited to:

- advertisements
- annual reports
- applications forms
- banners
- fundraising solicitations
- media interviews and events
- member contracts
- member curriculum
- member paperwork
- newsletters
- orientation materials
- press releases
- programs
- publications created by members
- recruitment brochures
- service gear
- signs
- special event invitations
- stationery
- timelogs
- videos
- websites

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## SPECIFIC INFORMATION FOR GRANTEES

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Acknowledgement may be made using the MSA logo according to the standards outlined in this guide, or by inserting the following credit line:

"<NAME OF PROGRAM>" is supported in part by the Massachusetts Service Alliance."

Programs with specific funding from the Corporation may use the MSA logo according to the standards outlined in this guide, or by inserting a credit line customized for their specific funding source:

"<NAME OF PROGRAM>" is supported in part by the Massachusetts Service Alliance through a grant from AmeriCorps, a program of the Corporation for National and Community Service."

"<NAME OF PROGRAM>" is supported in part by the Massachusetts Service Alliance through a grant from Learn & Serve America, a program of the Corporation for National and Community Service."

## **Service Apparel**

MSA and Corporation logos should be clearly identifiable on member apparel while service is being performed. By displaying the logos, members are affiliated with and help build a nationwide movement of service that we seek to cultivate.

It is acceptable to add the MSA logo to service apparel using a button or pin if apparel is not program-specific or produced on a national scale.

All of the above graphic standards still apply.

In addition,

MSA and Corporation logos should be between 1 inch and 9 inches in size on clothing, and be at least 2 inches in size on hats.

Logos should be positioned on the chest whenever possible. Secondary options include positioning logos on the right sleeve or on the back of the shirt.

If you have specific questions about logo placement on apparel, please consult the MSA marketing team.

## **Signage**

Placards or banners displaying program, MSA, and Corporation logos should be displayed prominently at member service sites. Such signage serves to designate a service site and increase the visibility of both your program and its funding sources.

Preferred locations include but are not limited to:

agency headquarters

classroom door

main entrance of school or community center

administration offices

construction, clean-up or other service sites



100 North Washington Street, 3rd Floor  
Boston, MA 02114

Tel: 617-542-2544  
Fax: 617-542-0240

[www.mass-service.org](http://www.mass-service.org)

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