Logo Standards
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The new American Liver Foundation logo is the only mark we use; it replaces the old logo in all applications.

**Exclusion Zone & Sizing:**
Exclusion Zone—This refers to an equal proportional space created around the logo and it serves to protect the logo from overcrowding. This distance is determined by the size of the signature being used. It should not be encroached on by typography, imagery, or any elements that could compromise the integrity of the mark. Use the diameter of the circular portion of the logo to determine this area. See Exhibit 3.1.a

**Sizing**—The logo size should always be specified by the line length of the tagline "Your Liver. Your Life." No version of the logo should be reproduced with a line length of less than 3/4" to ensure the legibility and aesthetic quality of our brandmark. See Exhibit 3.1.b

Exhibit 3.1.a
Height of logo.

Exhibit 3.1.b
Minimum Size is 3/4" wide
Logo Usage

Color Options: Full Color Version—
Color is a major component of our visual identity. The preferred expression of our corporate logo is in full color.

Color Options: Single Color Usage—
When necessary, some applications of our logo may require a single color alternative—Solid Cool Gray 11, or Solid Black are acceptable variants.

Color Options: White and Reverse Versions—
Certain situations may require white or reverse applications of the logo. Keep in mind that there needs to be sufficient contrast of background value and white for this option to succeed. Minimizing visual noise when reversing the logo from imagery is also important.
Logo Incorrect Usage

Logo may not be turned vertically.

Logo lockup may not be altered with the exception of instances where the tagline is used as a headline.

Logo may not be stretched.

Logo may not be within or over a shape, nor should it sit on a pattern.