



VISUAL IDENTITY STANDARDS

JUNE 2019

Introduction

The Association for Corporate Growth® (ACG) drives middle-market growth. Through consistent application of ACG's unique brand signature, typography, colors and imagery detailed in these standards, communications at all levels will reflect ACG's mission and present a unified, consistent image across the world.

The guidelines covered in this section will provide the know-how to accurately design ACG communications in all formats and across all platforms.

These guidelines have been drafted to allow freedom and flexibility for creativity. However, to protect ACG's trademarks and intellectual property, certain elements must be strictly enforced.

If you have any questions about any of the rules and applications presented here, please contact the ACG Global® marketing team at marketing@acg.org.

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VIS Resource Center

To better aid in the creation, updating and maintaining of the ACG brand look and feel, visit the Visual Identity Standards (VIS) Resource Center at www.acg.org/global/marketing.aspx. The VIS Resource Center will be a repository that houses ACG logos, Corporate Signatures, collateral templates and an image library.

If you have any questions about the VIS Resource Center, please contact the ACG Global marketing team at marketing@acg.org.

TRADEMARK STANDARDS - ACG LOGO

A key aspect of maintaining a brand's integrity is the proper and consistent usage of trademarks*. There are different rules and regulations for using the ACG logo as a graphic, and the use of ACG or Association for Corporate Growth in text.

ACG aggressively monitors and pursues copyright and trademark infringement. The rules outlined below are not negotiable and must be followed in all printed and electronic communications materials.

①

Whenever the ACG logo appears graphically, it must be accompanied by an ®.

②

When Association for Corporate Growth is first used in text, it must be accompanied with an ®. For the remainder of the text, no trademark is necessary.

③

If the text version is followed by ACG in parenthesis, no trademark on the acronym ACG is necessary, but the first ® on "Association for Corporate Growth" should remain.

④

Individual chapter names are not registered. When referring to a chapter by name, the first use of the ACG identifier should be accompanied by the ® symbol.

①



②

Association for Corporate Growth®

③

Association for Corporate Growth® (ACG)

④

ACG® Central Texas

* Technically, the term "trademark" refers to a mark used to label or otherwise identify goods, while the term "service mark" refers to a mark used to label or otherwise identify services. Generally in this document, the term "trademark" is used without distinction.

USAGE GUIDELINES FOR ACG TRADEMARKS

Below is a list of trademarks that ACG has registered in the United States and select foreign jurisdictions:

The symbol ® is used only for marks that have been "registered" with the United States Patent and Trademark Office (USPTO) or its foreign equivalent. The symbols ™ and ℠ are used for trademarks or service marks that have not been registered but in which the user claims common law ownership rights. Such marks may be (and in the case of most of the service marks listed above), most are the subject of pending registration applications. Registration is not legally required, but it confers certain enforcement benefits, as well as the benefit of public notice of claimed ownership rights. These guidelines will be updated as additional registrations are granted.

ACG chapters (but not individual members) are licensed to use ACG's registered and unregistered marks. A condition of usage is that all of the marks be used in accordance with usage guidelines established by ACG. This ensures the protection of ACG's proprietary rights in the marks, protects against inadvertent infringement of marks owned by third parties, and puts ACG in a position to enforce its proprietary rights against infringing uses by third parties. **The rules set forth below are non-negotiable and must be followed in all printed and electronic communications materials.**

ACG Global®

ACG Capital Connection®

ACG CapitalLink®

ACG Cup®

ACG DealSource®

ACG EuroGrowth®

USAGE GUIDELINES FOR ACG TRADEMARKS CONTINUED

Below is a list of trademarks that ACG has registered in the United States and select foreign jurisdictions:

①
ACG Global®

① ACG Global refers to the international organization, where the context requires it to be distinguished from ACG's chapters. When referring to ACG Global, you must always use the ® symbol, on the first mention: ACG Global®.

②
ACG Capital Connection®

② When referring to ACG Capital Connection, you must always use the full registered name accompanied by the ® on the first mention, without inserting additional words. Additional words, however, may be inserted before, after or under the registered mark:

③
ACG CapitalLink®

④
ACG Cup®

Acceptable:	Far West ACG Capital Connection®
Acceptable:	ACG Capital Connection® Great Lakes
Not Acceptable:	ACG Montana Capital Connection

Note that the term "Capital Connection" is a registered trademark of the Mid-Atlantic Venture Capital Connection (MAVA) and is not affiliated with ACG. ACG and its chapters should never use that term unless it is preceded by the ACG identifier. Doing so would infringe the trademark rights of MAVA and violate federal law.

③ When referring to ACG Capital Link, you must always use the ® symbol with the first usage: ACG CapitalLink®.

④ When referring to ACG Cup, you must always use the full registered name, accompanied by the symbol, on the first mention, without inserting additional words. Additional words, however, may be inserted before, after or under the registered mark:

Acceptable:	Los Angeles ACG Cup®
Acceptable:	ACG Cup® Philadelphia
Not Acceptable:	ACG Oklahoma Cup

USAGE GUIDELINES FOR ACG TRADEMARKS CONTINUED

Below is a list of trademarks that ACG has registered in the United States and select foreign jurisdictions:

①
ACG DealSource®

②
ACG InterGrowth® /ACG EuroGrowth®

③
ACG JobSource®

④
ACG University®

① When referring to ACG DealSource, you must always use the full registered name, accompanied by the ® on the first mention, without inserting additional words. Additional words, however, may be inserted before, after or under the registered mark:

Acceptable:	Florida ACG DealSource®
Acceptable:	ACG DealSource® Chicago
Not Acceptable:	ACG Springfield DealSource

② When referring to InterGrowth or EuroGrowth, you must always use the ® symbol with the first usage: InterGrowth® or EuroGrowth®. This usage may be combined with registered mark ACG®: ACG InterGrowth® or ACG EuroGrowth®.

③ When referring to ACG JobSource®, you must always use the full registered name, accompanied by the symbol, on the first mention, without inserting additional words. Additional words, however, may be inserted before, after or under the registered mark:

Acceptable:	ACG JobSource® Seattle
Acceptable:	New York ACG JobSource®
Not Acceptable:	ACG Wyoming JobSource

④ When referring to ACG University®, you must always use the full registered name, accompanied by the symbol, on the first mention. Without inserting additional words. Additional words, however, may be inserted before, after or under the registered mark:

Acceptable:	ACG University SM Philadelphia
Acceptable:	New York ACG University®
Not Acceptable:	ACG Alabama University

tone and manner guidelines

The ACG brand has been built through providing members high-quality networking events, thoughtful content creation and the communication of best practices. ACG is committed to helping members achieve their business goals. Communication with members, no matter what form, should be professional and succinct.

As an organization, ACG follows the Associated Press Stylebook for all copy guidelines. For more information, visit www.apstylebook.com.

Beyond the AP Stylebook, ACG has additional style guidelines:

When referring to chapters, the letter C should only be capitalized when following the actual location of the chapter:

- Acceptable: The Detroit Chapter...
- Not Acceptable: When reaching out to the Chapter, it is important

Dealmaking and dealmakers are used as one word, no space

Middle market only has a hyphen if it's describing something

- ACG members are professionals in the middle market
- ACG members are middle-market professionals
- ACG is an organization made up of middle-market professionals involved in dealmaking
- ACG members are professionals in the middle market involved in dealmaking

Only the first letter of Ebidta is capitalized

Website is one word with the "w" in lowercase

COLOR PALETTE - PRIMARY COLORS

One of the strongest elements of a brand is its palette of colors. Consistent use of the palette of primary colors will contribute to the cohesive and harmonious look of the ACG brand identity across all communications.

ACG's primary colors are Cool Gray and ACG Green. With both a warming and cooling effect, ACG Green denotes balance, harmony and growth. By selecting a striking, bright green, ACG can attract more attention to the logo and promotional materials by frequent use of this color. On the subsequent page, a variety of recommended colors that pair well with the primary colors are listed.

PANTONE® equivalents have been supplied for print production methods that can accommodate spot colors. This is the recommended method of printing in order to get the best quality and to maintain consistency across printed materials.

In lieu of PANTONE colors listed on this page, converted formulas for CMYK, RGB and hexadecimal use have been included. To ensure accurate color, please use these formulas and do not rely on your computer software to make this conversion. If you need clarification, please contact the ACG Global marketing team at marketing@acg.org.

ACG Gray	PANTONE® Cool Gray 11			
CMYK	C 5	M 0	Y 0	K 78
RGB	R 113	G 113	B 116	
HEXADECIMAL	717174			

ACG Green	PANTONE® 368			
CMYK	C 60	M 0	y 100	K 0
RGB	R 102	G 204	B 51	
HEXADECIMAL	66CC33			

COLOR PALETTE - COMPLIMENTARY COLORS

The colors listed here are all complementary, suitable colors that can be used on ACG communications materials, collateral, etc. Please note that these are suggestions—do not feel limited to only these options.

PANTONE® 5425				
CMYK	C 30	M 4	Y 0	K 31
RGB	R 104	G 138	B 146	
HEXADECIMAL	669999			

PANTONE® 4525				
CMYK	C 0	M 7	Y 39	K 17
RGB	R 209	G 197	B 126	
HEXADECIMAL	CCCC66			

PANTONE® 2995				
CMYK	C 90	M 11	Y 0	K 0
RGB	R 1	G 146	B 191	
HEXADECIMAL	0099CC			

PANTONE® 1665				
CMYK	C 0	M 80	Y 100	K 0
RGB	R 255	G 79	B 0	
HEXADECIMAL	FF6600			

PANTONE® 2955				
CMYK	C 100	M 50	Y 0	K 37
RGB	R 5	G 60	B 109	
HEXADECIMAL	003366			

PANTONE® 2623				
CMYK	C 60	M 100	Y 0	K 32
RGB	R 51	G 0	B 88	
HEXADECIMAL	330066			

PANTONE® 7427				
CMYK	C 0	M 100	Y 65	K 28
RGB	R 180	G 0	B 32	
HEXADECIMAL	CC0033			

The written word is powerful. Consistent typography is an important element of the brand identity. ACG's official corporate font is Georgia and should be used as the primary font for all main and body text.

ACG has two primary fonts—Georgia and Arial. Helvetica Neue, the former ACG official font is still used to create the chapter logos, but as this font is not readily available on most computers, it is no longer suggested as a primary font. The ACG logo and logos for all chapters and events should not be re-created.

If a chapter does not wish to use Georgia, or is in need of a second font, Times New Roman and Arial are suggested as alternatives due to their widespread availability

Avenir is also available for use as a headline font. It should be used sparingly for display copy. It should not be used for body copy.

Always use approved artwork.

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ACG LOGO

Arguably the most important aspect of the brand identity is the logo. The ACG logo not only utilizes a distinctive font treatment but a very characteristic graphic color treatment with the ACG green and is a registered trademark. ACG chapters must work to ensure that the integrity, quality and uniqueness is maintained across all representations.

The ACG logo and logos for all chapters and events **should not be re-created**. To review trademark standards, see pg. 2. These logo elements have all been created in optimal resolutions and in approved file formats. These elements are all available on the ACG site in the VIS Resource Center. If there are any formats or file types you need that are not currently on the VIS Resource Center, please contact the ACG Global marketing team at marketing@acg.org.

Always use approved artwork.

Please follow all clear space rules outlined on pg. 12.



ACG LOGO - CORPORATE SIGNATURE

To help further communicate that ACG stands for Association for Corporate Growth, the preferred logo usage includes the text spelled out below. This is referred to as the ACG Corporate Signature. The Corporate Signature should only be used when referring to ACG as a whole organization. For chapter or event purposes, use the customized chapter logo.

The ACG logo and logos for all chapters and events **should not be re-created**. These logo elements have all been created in optimal resolutions and in approved file formats. These elements are all available on the ACG site in the VIS Resource Center. If there are any formats or file types you need that are not currently on the VIS Resource Center, please contact the ACG Global marketing team at marketing@acg.org.

Always use approved artwork.

Please follow all clear space rules outlined on pg. 12.



Association for Corporate Growth



Association for Corporate Growth



Association for Corporate Growth

ACG LOGO - CLEAR SPACE

The ACG logo should stand out. With the bright ACG green accent and plenty of white space, this can be accomplished.

Allowing for a minimum amount of clear area around the ACG Corporate Signature or logo, will ensure that it has maximum visibility and impact on every communication as well as help protect it in its role as a key graphic representation of the brand. Avoid crowding the signature with other graphic elements, such as typography and imagery.

①

As illustrated here, the distance "X" is equal to the distance between the top of the ACG logo "A" and the middle bar. No type of other graphic elements may enter this zone.

Please note the dotted lines are not elements of the logo, but are included here to depict the necessary clear space.



ACG LOGO - CHAPTER / SUB-BRAND LOGOS

The strength of ACG's brand is a reflection of the quality of the chapters and events. When promoting chapters and events, it is important that the integrity of the ACG brand is maintained, which can be achieved by consistent and prominent logo usage.

Logos for each ACG Chapter and major event and sub-brand, such as ACG JobSource, ACG Capital Connection® and ACG DealSource®, have all been created in optimal resolutions and in approved file formats. These elements are all available on the ACG VIS Resource Center.

Always use approved artwork.

- ①
ACG Chapter Logo
- ②
ACG Capital Connection®
- ③
ACG JobSourceSM
- ④
ACG DealSource®
- ⑤
ACG Cup®
- ⑥
ACG University®

- ① The logo consists of the letters 'ACG' in a bold, sans-serif font, with a green triangle above the 'A'. To the right of 'ACG' is the word 'Connecticut' in a lighter, sans-serif font.
- ② The logo consists of the letters 'ACG' in a bold, sans-serif font, with a green triangle above the 'A'. To the right of 'ACG' is the phrase 'Capital Connection' in a lighter, sans-serif font, followed by a registered trademark symbol (®).
- ③ The logo consists of the letters 'ACG' in a bold, sans-serif font, with a green triangle above the 'A'. To the right of 'ACG' is the word 'JobSource' in a lighter, sans-serif font, followed by a registered trademark symbol (®).
- ④ The logo consists of the letters 'ACG' in a bold, sans-serif font, with a green triangle above the 'A'. To the right of 'ACG' is the word 'DealSource' in a lighter, sans-serif font, followed by a registered trademark symbol (®).
- ⑤ The logo consists of the letters 'ACG' in a bold, sans-serif font, with a green triangle above the 'A'. To the right of 'ACG' is the word 'Cup' in a lighter, sans-serif font, followed by a registered trademark symbol (®).
- ⑥ The logo consists of the letters 'ACG' in a bold, sans-serif font, with a green triangle above the 'A'. To the right of 'ACG' is the word 'University' in a lighter, sans-serif font, followed by a registered trademark symbol (®).

Please follow all clear space rules outlined on pg. 10.

ACG LOGO - MINIMUM LOGO SIZES

To preserve legibility, the ACG logo and Corporate Signature must be sized correctly. Do not scale the logotype smaller than the examples shown below.

To ensure the ACG Corporate Signature is always legible and correctly reproduced, minimum size guidelines have been determined. To accurately capture the fine detail in the ACG logo, never reproduce it less than 50 pixels high. Understanding that there are many applications where the logo will need to be reproduced at a smaller size, simply use the general ACG logo, not the Corporate Signature.

Below are some additional minimum size standards for printed and online applications:

①

Standard minimum size for the ACG Corporate Signature is 50 pixels high

②

Standard minimum size for the ACG logo is 27 pixels high

③

Standard minimum size for LinkedIn group is 80 x 80 pixels

④

Standard minimum size for Twitter profile is 73 x 73 pixels

⑤

Standard minimum size for Facebook profile is 180 pixels wide

①

50 pixels high



③

80 x 80 pixels



②

27 pixels high



④

73 x 73 pixels



⑤

180 pixels wide



ACG LOGO - MINIMUM CHAPTER LOGO SIZES

To preserve the longevity of the ACG chapter logo, it must be sized correctly. Do not scale the logotype smaller than the examples show below.

To ensure the ACG chapter logos are always legible and correctly reproduced, minimum size guidelines have been determined. To accurately capture the fine detail of the ACG logo and not lose the connect with the chapters, never reproduce it less than 30 pixels high.

Understanding that there may be instances where the logo must be reproduced at a smaller size, please use a stacked version of the logo.

①

Standard minimum size for the ACG chapter logos (spelled out) is 30 pixels high

②

Standard minimum size for the ACG chapter logo (stacked) is 27 pixels high

③

Standard minimum size for LinkedIn group is 80 x 80 pixels; for this application, you must use the stacked logo

④

Standard minimum size for Twitter profile is 73 x 73 pixels; for this application, you must use the stacked logo

⑤

Standard minimum size for Facebook is 180 pixels wide

①



②



③

80 x 80 pixels



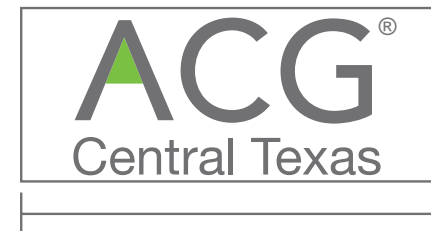
④

73 x 73 pixels



⑤

180 pixels wide



INTERGROWTH LOGO

ACG's InterGrowth conference has consistently provided a sampling of the finest business minds in an environment that encourages the exchange of ideas through panels and keynote speakers. And with this in mind, the use of the logo should echo its professionalism.

ACG InterGrowth is a trademarked name. When using the InterGrowth logo, it must appear with a ®. The InterGrowth logo also comes with a signature, which is the preferred format. When using InterGrowth in text, it must include a ® on the first mention. InterGrowth does not need to be locked with ACG ("ACG InterGrowth") as it is an independent, strong brand and can stand on its own.

Always use approved artwork.

This is the preferred InterGrowth logo.

The InterGrowth logo should follow the same clear-space rules as the ACG logo, which can be found on page 12.

Please note that the year will change every year. Make sure to have the most up-to-date artwork.

INTERGROWTH®2018

ACG LOGO - PREFERRED USAGE

Below are preferred methods for using the ACG logo. The following page provides examples of improper usage.

①

The two-color ACG Corporate Signature is the preferred version of the logo.

②

The one-color ACG Corporate Signature should only be used when reproducing in black and white. In all instances where the one-color logo is being used, the text should print as 75 percent black and the middle of the A at 50 percent black.

③

When using the ACG logo or Corporate Signature on top of a solid (or shaded) background, it is important to select which version of the logo best makes the graphic element pop. For example, if the background color is darker, use the white version.

The one - and two-color ACG Corporate Signature logos have been created for black or dark color backgrounds.

①



②



③



Examples of improper logo usage:

①

Avoid using the ACG logo on top of textured, patterned or multi-colored backgrounds

②

Do not modify, embellish, stretch or skew any elements of the logotype

③

Do not alter logotype colors

④

Do not use the logotype on busy backgrounds

⑤

Do not use the ACG signature on ACG Green

⑥

Do not use a color other than black on the one-color ACG logo

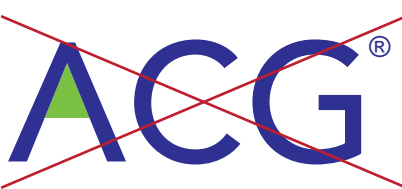
①



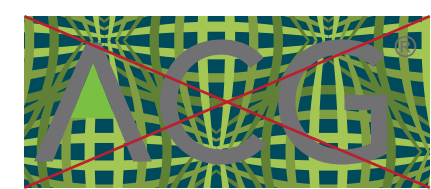
②



③



④



⑤



⑥



Below are preferred methods for using the ACG logo. The following page provides examples of improper usage.

①

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

②

The one-color ACG Corporate Signature should only be used when reproducing in black and white. In all instances where the one-color logo is being used, the text should print as 75 percent black and the middle of the A at 50 percent black.

③

When using the ACG logo or Corporate Signature on top of a solid (or shaded) background, it is important to select which version of the logo best makes the graphic element pop. For example, if the background color is darker, use the white version.

The one - and two-color ACG Corporate Signature logos have been created for black or dark color backgrounds.

①

MIDDLE MARKET
Growth

②

MIDDLE MARKET
Growth

ACG CUP STANDARDS

ACG Cup® is a case study competition designed to give students from leading MBA programs across the country real world experience and invaluable insights into mergers and acquisitions, investment banking, financial advisory and private equity. Each case study provides students with a unique opportunity to present valuation, capital markets and M&A strategic advice to a panel of seasoned M&A professionals from within the ACG community. For chapters participating in ACG Cup competitions, below are standards for the use of the ACG Cup logo visually and in text.

ACG Cup is a trademarked name. To help make competitions feel more local, chapters are welcome to include their chapter name before the formal title, for example: the ACG Cup® New York or the New York ACG Cup®.

It is not allowed to insert anything other than a chapter name in the formal title for this competition, for example: The ACG Bank XYZ Cup. Should you encounter sponsor interest, the sponsor's name should either precede or follow the formal name, for example: the Denver ACG Cup®, sponsored by Bank XYZ or Bank XYZ presents, the Denver ACG Cup®.

Always use approved artwork.

①

This is the ACG Cup logo

②

The preferred logo usage for chapter-specific ACG Cup programs is this horizontal lockup.

③

Chapter may also use this vertical lockup.

The ACG Cup logo should follow the same clear-space rules as the ACG logo, which can be found on page 12

①

ACG Cup®

②

ACG Cup® Detroit

③

ACG Cup®
Detroit

GOALS AND MISSION STATEMENT

The 2011-2015 ACG strategic plan defines four goals and introduces a new mission statement: *Driving Middle-Market Growth*. The mission statement ties the goals and defines ACG in a unique, compelling way. Below are the four goals as well as guidelines on how to graphically display the ACG logo and mission statement.

By using the new mission statement as the tagline, ACG can underscore its middle market focus.

①

With Logo - This is the preferred ACG logo and mission statement in ACG Cool Gray. The relationship with the logo and the mission statement is not fixed, but any alteration should follow the clear space rules on page 12. Always include an ® following the mission statement.

②

Graphically Above - When not locking the ACG logo and mission statement together as shown above, the mission statement should be in Helvetica Neue font in ACG Cool Gray (see pg. 7 for color details). Always include an ® following the mission statement.

③

In Text - When using the mission statement in plain text, always bold the words. Always include an ® following the mission statement.

Chapters should feel free to use the goal statements as marketing tools.

The Goals:

- Enhance global presence to facilitate member business relationships
 - Local Community, Global Reach®
- Serve diverse member needs useful products and services
 - Diverse Needs, Targeted Services®
- Provide strong voice for middle-market private investment
 - Private Capital, Public Good®
- Facilitate business connections via technology
 - Access Anytime, Business Anywhere SM



② **Driving Middle-Market Growth®**
or
**Driving
Middle-Market
Growth®**

③ ACG is **Driving Middle-Market Growth®**, learn how at www.middlemarketgrowth.org

PARTNERSHIP LOGOS

As an ACG Partner, you have the opportunity to use an ACG Partner logo to promote your collaboration as an Official Sponsor of Growth, Growth Leader, Growth Champion, or Growth Supporter. These creative elements can be used in any medium to communicate your partnership with ACG, including marketing materials, your company website, print and digital ads, and more.

①

The horizontal orientation is the preferred layout of the ACG Partnership logo. The lockup should not be altered or resized. If using the logo on a solid background, please use the white version of the logo. Please allow clear space around the badge.

②

When unable to use the horizontal orientation, a vertical stacked badge is available. The same rules apply with regards to alteration, resizing and white space.

Always use approved artwork.

①

ACG®
PARTNER

OFFICIAL SPONSOR
OF GROWTHSM

②

ACG®
PARTNER

OFFICIAL SPONSOR
OF GROWTHSM

ACG®
PARTNER

OFFICIAL SPONSOR
OF GROWTHSM

ACG®
PARTNER

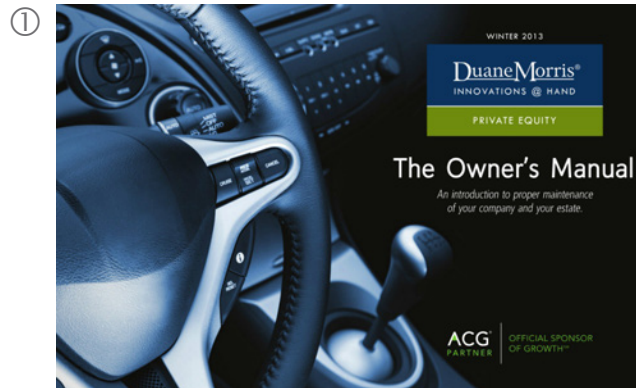
OFFICIAL SPONSOR
OF GROWTHSM

PARTNERSHIP LOGOS

Below are examples of how partners have used the ACG Partner logo to promote their collaboration.

- ① Partner logo used on publication
- ② Partner logo used on hotel key cards
- ③ Partner logo used on digital ad
- ④ Partner logo used on company collateral

Always use approved artwork.



IMAGERY / PHOTOGRAPHY

Photos in ACG collateral materials should be honest and genuine and clearly communicate the key benefits provided through membership such as networking and facilitating dealmaking.

Examples of improper photo usage:

①

If purchasing stock photography, avoid scenes that appear contrived or overly staged

②

Do not use images that will appear dated in the future

- For example, images of computers or mobile devices can become outdated quickly, as the technology frequently changes

③

Do not distort images or crop body parts in an unnatural way

④

Never use low-resolution images

Never use images that require royalty fees beyond what has been approved or purchased

If you have questions about photo re-sizing, please contact the ACG Global marketing team at marketing@acg.org.

To view a library of approved, purchased images that are open to all ACG chapters for use in collateral materials, visit the VIS Resource Center at www.acg.org/marketing.

①



②



③



④



Do not use images for which you do not have a license or permission to use.

IMAGERY SOURCES

ACG Global is always looking for ways to help chapters increase the quality of their creative. One such way is through the ACG Image library. All ACG Chapters have access to the image library through the ACG Marketing site (www.acg.org/global/marketing.aspx). Read on for more information. If you have any questions about acceptable photography, please contact the ACG Global marketing team at marketing@acg.org.

Using, purchasing or photographing new images

When photographing images featuring individuals, make sure all people in the picture have signed the ACG photo/video release form. This form can be found on the VIS Resource Center.

When images in the ACG photo library are not satisfactory and you opt to purchase stock photography, consider consulting the marketing team, who can help ensure that all legal requirements and copyrights are respected and will ensure proper usage of the image.

If you have commissioned original photography or are taking photography at a local event, we ask that you send the ACG Global marketing team the images for storing and sharing with other chapters. You should also obtain from the photographer a reference of all ownership rights.

ACG Image Library

ACG maintains an extensive catalog of images with all copyrights and usage rights prearranged. If you wish to use an image from the ACG image library, please contact the ACG Global marketing team to receive a high-resolution image.

The following section of the VIS will outline suggested templates for collateral materials. All source files can be found on the VIS Resource Center at www.acg.org/global/marketing.aspx. Please note that these are not mandatory templates.

These templates were created to help simplify the collateral creation process for chapters, as well as maintain a consistent brand look and feel. Should a chapter opt to create its own collateral pieces from scratch, the chapter should strive to maintain the overall brand look and feel which has been outlined on the previous pages. Chapters are encouraged to share their templates by submitting them to marketing@acg.org.

PRESENTATIONS

By projecting a consistent image throughout all on-screen presentations (such as Microsoft® PowerPoint and Apple Keynote), ACG will make a lasting impression on members and prospects.

A template has been created for use when both presenting internally to ACG members, and also when presenting externally on behalf of ACG.

All templates are available in the VIS Resource Center on the ACG Web site. Please note, the legal copy included on the final slide should remain, especially if the presentation is being used as a printed leave-behind.

If the purpose of the PowerPoint is to focus the audience's attention, rely less on the written word and more on graphical representations of the presentation topics. If the PowerPoint is intended as an informational piece or a leave-behind, the use of more descriptive text is accepted business procedure.

When formatting slides, avoid having images that go beyond the boundaries of the white space and onto the slide design.



STATIONARY

ACG strives to communicate professionally in all outreach—from electronic newsletters and in-person presentations to event collateral and conference materials. The most basic level of professional communication requires a consistent presentation and delivery. Below are guidelines for printed stationery. For templates created specifically for chapters, contact the ACG Global marketing team at marketing@acg.org.

①

Letterhead and Envelopes

ACG is a business professional brand. With this in mind, when sending letters out on ACG letterhead, copy should be professional and brief. When printing ACG stationery, it is recommended that you invest in a high quality stock.

②

Business Cards

ACG employees, chapter executives and chapter presidents are invited to create business cards. ACG business cards may only be used when conducting official ACG related business. The approved format is depicted here. Do not recreate this artwork. A template has been built and can be customized for any chapter.

③

Name Tags

To ensure optimum visibility, we recommend utilizing a 3" x 4" name tag with names entered in Georgia at 36 point font for the first name and 24 point font for additional copy, such as firm name. Print all name tags on card stock paper.

Custom templates are available to all chapters. If you would like a template customized with your chapter, please contact the ACG Global marketing team at marketing@acg.org.

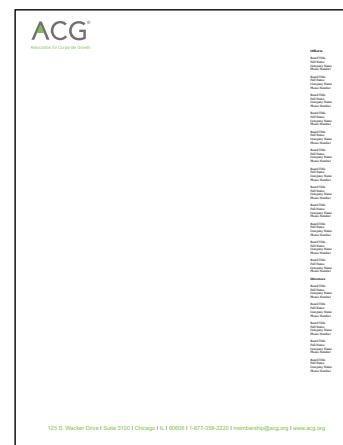
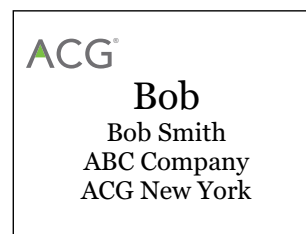
①



②



③



Please note: letters on ACG letterhead may not be distributed unless approved by the chapter executive and chapter president.

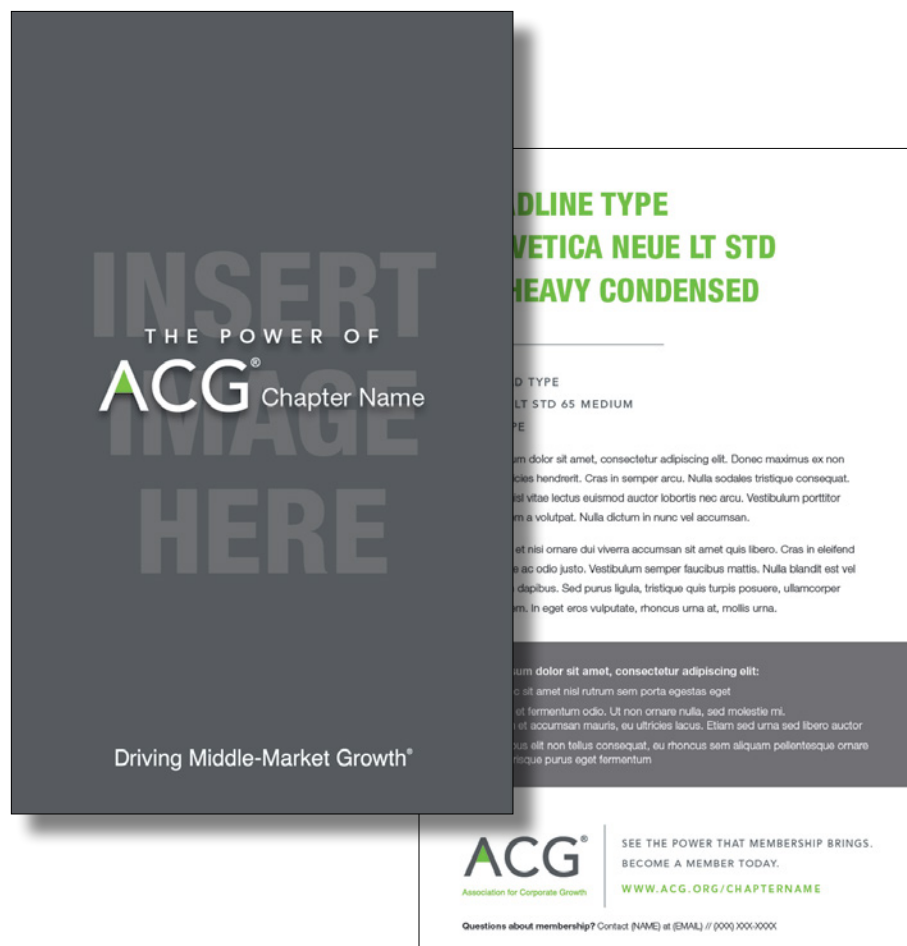
BROCHURE TEMPLATES

Whether promoting an event or chapter membership, the ACG brochure templates provide quick and easy plug and print capabilities. In addition, the format allows for creative freedom and flexibility without having to re-create entire files and file formats.

The new ACG Membership allows for chapters to include and design their own insert that will fit neatly into the ACG Membership folder.

The insert is a 5" x 8" sheet with .125 bleed all-around.

All templates can be accessed in the VIS Resource Center on the acg.org Web site. If the template is not in the program or format you'd like, please contact the ACG Global marketing team at marketing@acg.org.



Marketing Resources

To better aid in the creating, updating and maintaining of the ACG brand look and feel, visit the [Marketing Resource Center](#). The Marketing Resources Center will be a repository that houses ACG logos, Corporate Signatures, and an image library. Custom templates are also available. Contact the marketing team with your inquiry.

If you have any questions about the VIS Resource Center, please contact the ACG Global marketing team at marketing@acg.org.

ACG VISUAL IDENTITY STANDARDS

Questions or comments on these standards should be directed to the ACG Global marketing team at marketing@acg.org

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ELECTRONIC COMMUNICATIONS

All electronic communications, such as Web sites, newsletters and emails are all subject to the ACG VIS. Given that chapters utilize a variety of electronic channels to communicate with members, templates for these materials have not been created. If you have any questions, please contact the ACG Global marketing team at marketing@acg.org.

ACG's preferred vendor for email distribution is Real Magnet. ACG has an agreement with the vendor to provide all ACG Chapters with free email distribution. If you would like to be set up with a username and password, please contact the ACG Global marketing team at marketing@acg.org

The collage displays three distinct pieces of ACG's electronic communications:

- Top Left:** A website banner for the Association for Corporate Growth (ACG). It features the ACG logo, the tagline "Driving Middle-Market Growth", and a photograph of two professionals in a meeting. Below the photo, it says "Welcome to the Association for Corporate Growth!" and "Leverage These Key Benefits to Make the Most of Your ACG".
- Top Right:** A flyer for the "INTERGROWTH® 2019" conference. It includes the ACG logo, the dates "MAY 4 - 8, 2019", and the location "WALDORF ASTORIA AND HILTON BONNET CREEK | ORLANDO, FL".
- Bottom Center:** A "WEEKLY NEWSLETTER" dated "6/20/2019". The header reads "MIDDLE MARKET Growth // THE OFFICIAL PUBLICATION OF ACG". The main content features a portrait of a man and the headline "Aberdeen Standard Investments' Senior Investment Director Has Some Advice for GPs". Below this, it mentions "A Middle Market Growth // Conversations Podcast" and "By Kathryn Mulligan". There is a section for "Listen to the podcast" with social media icons. At the bottom, there is a "JUST CHECK THE BOX" section with a green checkmark icon and a link to "UPDATE YOUR PROFILE".
- Bottom Right:** A flyer titled "THE LIST IS LIVE" with the subtitle "NOT ON IT." It features a photograph of a woman and mentions "\$400 off on-site pricing. Get a head start on meetings." and "Access to the full attendee list with contact information you need about your investors." It also mentions "In Orlando this May. At least 40% of current attendees will be in attendance." and "The List" in a green box.