



# Logo Guidelines

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ACE APPROVED PROVIDER

## CONTACT

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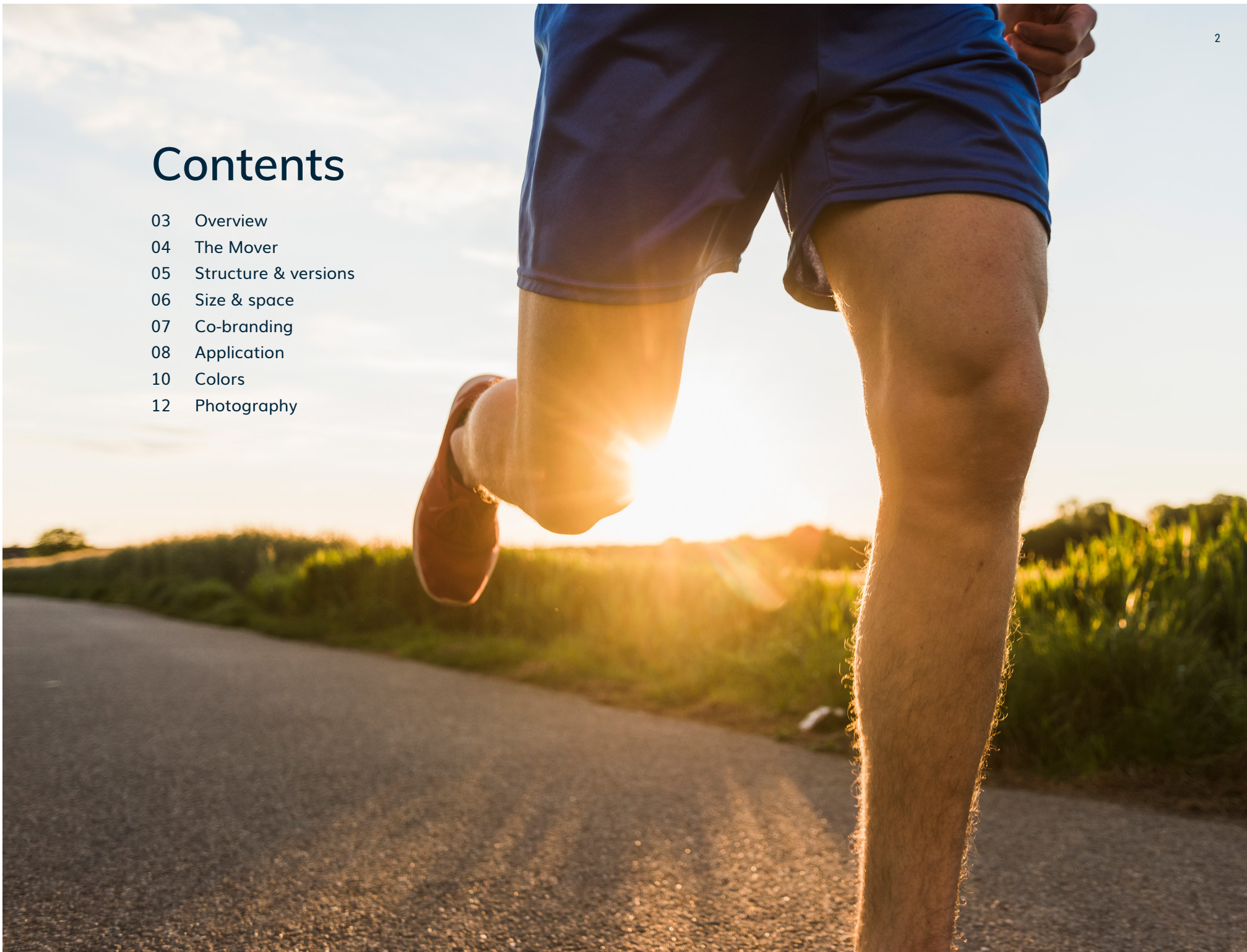
Questions on how to apply  
the brand? Gives us a shout.

Educational Services  
800.825.3636

9444 Balboa Ave. Suite # 290  
San Diego, California 92123

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# Overview

The **ACE Approved Provider Logo Guidelines** specify the requirements to use our trademark. You are required to carefully read, understand and agree to follow the ACE Approved Provider Logo Guidelines.

ACE is providing you with a limited use license for the ACE<sup>®</sup> Approved Provider logo listed herein under the terms in this Agreement. By using the ACE Approved Provider logo you are agreeing to abide by all the terms and conditions in this Agreement. Usage of the ACE Approved Provider logo is only permitted as long as the provider continues to be approved by ACE. Once the approval becomes void, the permission to use the ACE Approved Provider logo ends immediately—the provider must stop using the marks and remove them from any website, marketing collateral, and written material. If you do not agree to any of the terms contained within this Agreement, you may not use the ACE Approved Provider logo.

## WHAT IS ACCEPTABLE?

Approved providers can use the ACE Approved Provider logo to promote their partnership with ACE. Examples include Certificates of Completion, professional websites, advertisements or brochures marketing any ACE Approved Continuing Education including live workshops, distance learning and blended learning courses and conferences. Approved Providers can also use the ACE Approved Provider logo on **staff** clothing, **not for resale**, without prior approval from ACE.

## WHAT IS NOT ACCEPTABLE?

The ACE Approved Provider logo cannot be used to promote any educational course or event that has not been approved, where approval has lapsed or where the education is pending approval. Additionally, the ACE Approved Provider logo may not be used in conjunction with any other product or merchandise you sell, such as videos or clothing **without a written agreement**.

You will find your logos licensed specifically to you in your ACE Business Account. If you have any questions concerning these guidelines or use of the ACE name or logos, please contact Educational Services at 800.825.3636.

# The Mover

Movement is vitally important. It's at the core of what it means to feel healthy, to feel alive, to be engaged in the human experience. We believe movement should be celebrated, and this demands its own symbol. Get to know the story behind our logo, The Mover.

[Watch the video >](#)

\*The Mover is not permitted for stand-alone use.

The Mover is comprised of two elements:



## AN ARROW

Represents career growth

## LEGS IN MOTION

Represents physical activity

## THE MOVER

Embodies our desire to move

## Structure & versions

The following is the only approved structure for the ACE Approved Provider logo and must not be altered. Upon request, you will be provided with the appropriate logo for placement.

\* All ACE logos must always appear with the registration mark ®.



REVERSED LOGO (WHITE)



## Size & space

We like our logos to be easy to read. Keep the size legible and always give it adequate breathing room.

How small can the logo go? Depending on whether it is being printed or displayed digitally on screen, reference the minimum size guidelines as indicated to the right.

How much clear space does the logo need, exactly? 2.5 less the width of The Mover, on every side, as indicated in the graphic in the lower-right corner.



IN PRINT  
1 inch width

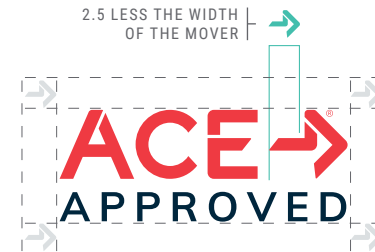
**ACE** →  
APPROVED

ON SCREEN  
72 pixel width

**ACE** →  
APPROVED



2.5 LESS THE WIDTH  
OF THE MOVER





## Co-branding

When using your organization's logo in conjunction with the ACE Approved Provider logo, it is important that your logo takes priority and is more prominently displayed. The ACE Approved Provider logo should be secondary to your organization's logo. This is done in order to clearly show that the piece of collateral belongs to your organization, and not to ACE. If done correctly (where your organization's logo is the most prominent logo being displayed), anyone viewing the collateral should be able to immediately recognize that it is being presented by your organization and that you are the owner. If done incorrectly (with the ACE Approved Provider logo taking priority), those viewing the collateral could potentially be confused as to whether it is being presented by your organization or ACE. You can view examples of this in application on the following pages.



### FIRST PRIORITY

Your logo should be more prominently displayed.



### SECONDARY

The ACE logo should be secondary to your logo.

# Application



SAMPLE PRINT AD



SAMPLE OFFICE SIGNAGE



# Application



SAMPLE PRODUCTS



SAMPLE APPAREL

**PRIMARY**

# We are red

Red represents the heart of ACE, which is our passion for movement. A strong, highly visible color, it brings ambition, determination and soul to the forefront of what we believe in as a brand.

PANTONE PMS 185 C

CMYK 0 - 92 - 76 - 0

HEX E93D42

RGB 233 - 61 - 66

## SECONDARY

# Blue

The vibrant passion of red is balanced by the calming stability of blue, accented by celeste and gray, in a soothing blend that provides peace of mind during times of intense focus.

PANTONE PMS 2965 C  
CMYK 100 - 78 - 48 - 54  
HEX 00263D  
RGB 0 - 38 - 61

# Celeste

PANTONE PMS 7465 C  
CMYK 67 - 0 - 40 - 0  
HEX 3FBFAD  
RGB 63 - 190 - 172

# Gray

PANTONE PMS 7541 C  
CMYK 13 - 8 - 8 - 0  
HEX DADFE1  
RGB 219 - 223 - 225

# Slate

PANTONE Cool Gray 10 C  
Used for body copy

# Photography

When selecting photography to use with your collateral and/or promotional materials, you are free to choose any photography that you feel will best represent your organization and appeal to your audience. However, you may also be interested in following the general guidelines that we at ACE use when deciding on photography.

In general, we want to be sure the photography leaves an impression that is overwhelmingly positive and inspirational, and motivates the viewer to get moving. You'll see photos of smiling people taking authentic joy in movement and enjoying their interactions with health and fitness professionals.

We portray ACE Certified Health and Fitness Professionals as having passion for what they do and for the people they work with. The purpose behind our photography is to show the path toward a healthier, fitter and more active way of life for everyone. Our photography is divided into two categories: functional photography that captures certified professionals working with a diverse demographic of clients, and lifestyle photography that shows certified professionals living out their passion for health and fitness in their daily lives.

## **A FEW RESOURCES FOR FINDING QUALITY, ROYALTY-FREE STOCK PHOTOS:**

+ [iStock >](#)

+ [Shutterstock >](#)

+ [Dreamstime >](#)

+ [Getty Images >](#)





If you ever have any questions,  
just give us a shout.

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