



Visual Identity Guidelines

OCTOBER 2021

The AETC NCRC is pleased to present the AETC Program Visual Identity Guidelines. They are designed to provide AETC Program recipients with branding guidance to increase consistency across AETC Program marketing and messaging to help elevate the national identity of the AETC Program. **This document** offers guidance on the use of HRSA HAB-approved graphic identity images for printed materials, websites, slide templates, and social media platforms. It also provides recommendations for appropriate fonts and colors that meet accessibility standards.

These guidelines were updated in 2021 to replace the brand typeface with one that is free and optimized for digital and print use. Suggested use of primary, neutral, and secondary color palettes were also updated.

The Graphic Identity

Consistent use of the AETC Program graphic identity is essential to maintaining a strong visual identity. The graphic identity should never be modified in any way.

Artwork for the graphic identity is available, in eps, jpeg and png formats.



Minimum Clear Space

The clear space surrounding the AETC Program graphic identity is very important to ensure readability and the integrity of the identity. Whenever possible, keep the area around the graphic identity clean and uncluttered. Text and other graphics should not overlap or intrude in the clear space as outlined here.



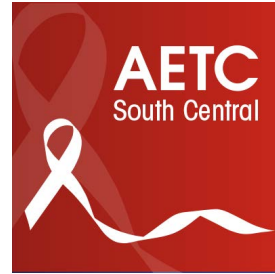
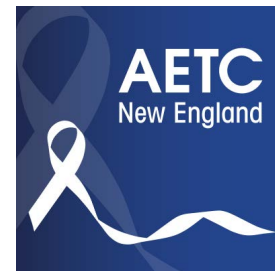
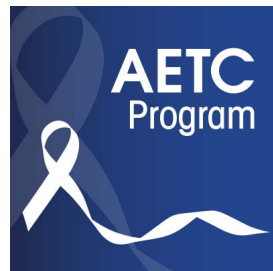
Program Identities

Each Regional and National Center has a graphic identity image. Local partners should use the appropriate Regional identity graphic when branding AETC Program funded resources.



Social Media Profiles

Each social media platform has documented recommendations for image sizes depending on the content you are posting. With any image, it's better to post something too large than too small for optimal resolution.



Typography

Inter is the primary AETC Program typeface. Inter is an open-source variable typeface made up of nine weights: Thin, Extra Light, Light, Regular, Medium, Semi Bold, Bold, Extra Bold, and Black. The default weight to use for body copy is Inter Regular. In cases where legibility is an issue, use Inter Medium.

The supporting weights of Inter may also be used, but usually for emphasis in smaller applications such as headlines, subheads, captions, tables, and charts.

Title and sentence case are preferred. Only use all caps in small instances such as subheads, charts, labels and UI navigation. Type should never be altered by adding outlines, drop shadows or effects. Always set ® and ™ as superscript.

Files for the typeface Inter are available [here](#).

PRIMARY TYPEFACE

Inter Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910\$%&?

Inter Regular Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910\$%&?

SECONDARY TYPEFACES

Inter Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910\$%&?

Inter Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910\$%&?

Inter Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678910\$%&?

Color Palette

Color is used as a strong visual tool to help define AETC Program communications. When creating AETC Program materials, always use the Primary and Neutral color palettes to the right. Infographics and illustrations may use the Secondary Palette in addition to the Primary and Neutral colors. Screens of these colors are also acceptable.

PRIMARY COLOR PALETTE



CMYK 100-87-41-39
RGB 21-41-78
HEX 15294E



CMYK 100-75-0-0
RGB 0-84-166
HEX 0054A6



CMYK 24-100-100-20
RGB 161-24-19
HEX A11813



CMYK 9-100-99-1
RGB 214-32-39
HEX D62027

NEUTRAL PALETTE



CMYK 0-0-4-70
RGB 78-77-75
HEX 4D4D4A



CMYK 0-0-3-16
RGB 224-224-217
HEX D4D4CD



CMYK 0-0-3-7
RGB 237-237-229
HEX EDEDE5

SECONDARY PALETTE



CMYK 85-56-0-0
RGB 23-110-196
HEX 176EC4



CMYK 80-0-40-0
RGB 33-187-164
HEX 21BBA4



CMYK 0-30-90-0
RGB 252-176-59
HEX FCB03B



CMYK 0-57-99-0
RGB 246-136-31
HEX F6881F



CMYK 0-90-50-0
RGB 245-67-74
HEX F5434A

Slide Presentation Template

The Slide Presentation Template can be downloaded [here](#).

Slide templates are available in both 4:3 and 16:9 aspect ratios.

