Rules for Use of AIC and FAIC Logos

We require permission to be granted for every use of AIC and FAIC logos. Please contact us at info@culturalheritage.org to request permission.

Logo Permissions

The AIC and FAIC logos may only be used to refer to the organization, never an individual. The logos may be used on a webpage that describes what our organizations do and should link back to our homepage. The logo should never be used to indicate membership in AIC. Permission is required before using these logos.

AIC members in good standing who have attained peer-reviewed professional designation may use the provided "marks" in their email signatures, on their websites next to their names or biographies, or in printed materials. Additional permission is not required for this use. However, the AIC and FAIC logos should not be used in this way.

About the Logos

Four logos are used to reference the American Institute for Conservation, (AIC) the Foundation for Advancement in Conservation, (FAIC) the two organizations together, (AIC and FAIC) and the two organizations together with FAIC leading (FAIC and AIC).

- The AIC logo consists of the full name, American Institute for Conservation, the tagline "Preserving Cultural Heritage," and the corresponding icon.

- The FAIC logo consists of the full name, Foundation for Advancement in Conservation, the tagline "Protecting Cultural Heritage," and the corresponding icon.

- The joint AIC and FAIC logo consists of the AIC icon and the FAIC icon with the text culturalheritage.org.

- The joint FAIC and AIC logo consists of the FAIC icon and the AIC icon with the text culturalheritage.org.

In each instance, these elements are brought together in a specific manner to create the logo. Do not attempt to recreate the logos by using the icon in conjunction with a similar typeface. The spatial relationships between the words and images must be preserved.

Logo Size

The logo has been designed to maintain legibility across different sizes, however the preferred size for display for all logos is 2.25" wide. The minimum size for displaying all logos is 1.25" wide. When changing the size of the logo, the width to height ratio must remain in the same proportion. No elements of the logo may be deleted in resizing.

Colors

The AIC and FAIC logos must always be presented against a background that will give enough contrast for the mark to be legible. When possible, the black logo should be used on a white background.

When using the logo on a dark background, the white logo should not be placed directly on a densely patterned area. Clear space should be maintained.

AIC Logo

FAIC Logo

AIC and FAIC Logo

FAIC and AIC Logo

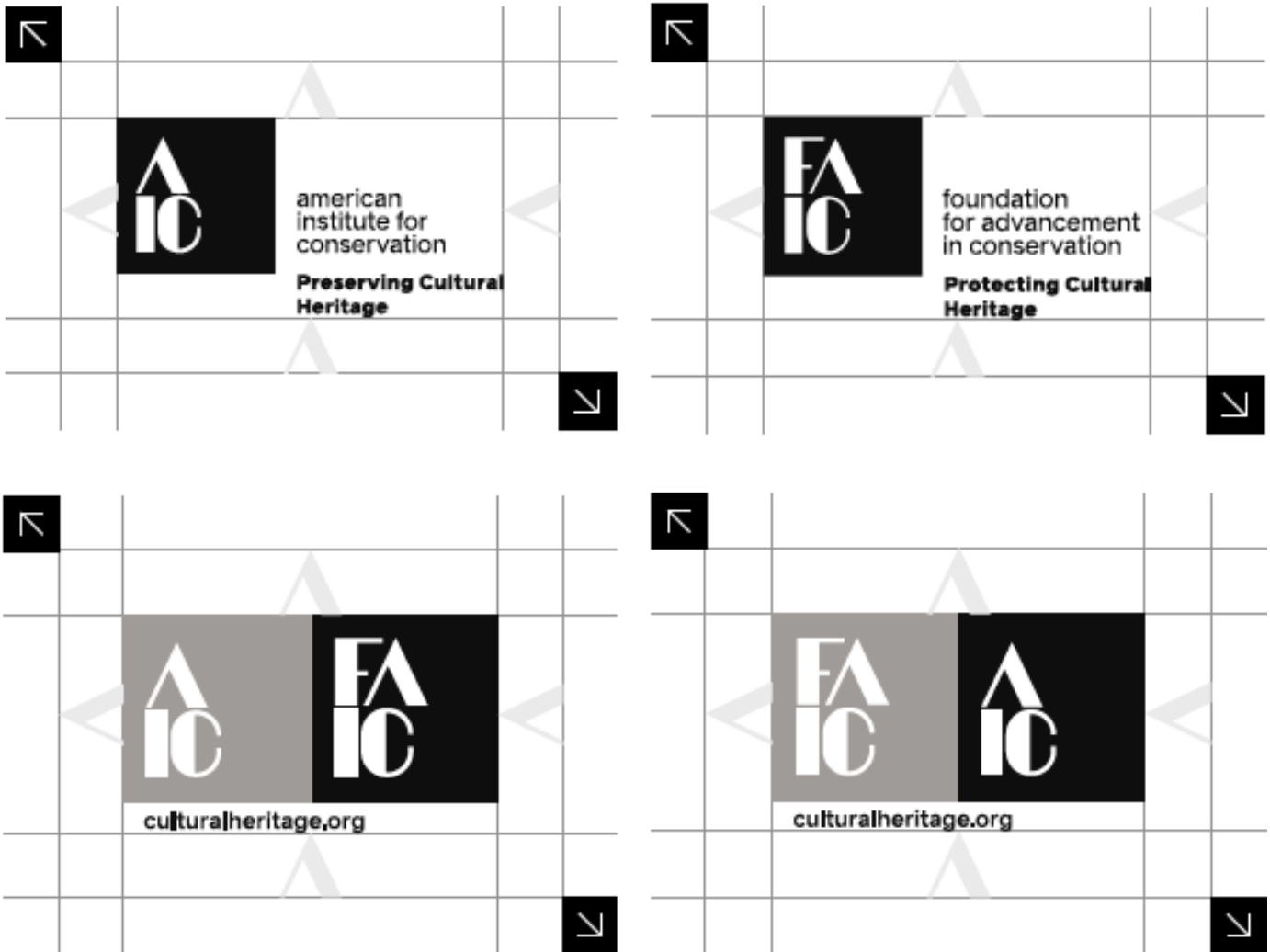### *Clear Space*

When the logos are used in combination with text or images, there must be a clear space around the logo.

The logo is required to have a set border based on the height of the upper-case "A" in the logo. No copy, graphics, or images may intrude on this minimum distance. See examples, below:

Prohibited Logo Variations

Don't compromise the overall look of the logo by rotating, skewing, or distorting it in any way, including by adding unnecessary or unattractive text decorations like drop shadows or outlines.

- Don't rotate the logo
- Don't skew the logo
- Don't place elements in the logo clear space
- Don't resize any part of the logo
- Don't alter or rearrange any part of the logo
- Don't remove any part of the logo
- Don't add any effects to the logo
- Don't alter the color of the logo
- Don't contain the logo when using imagery or colored backgrounds

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