

# Brand Standards Logo Usage

A symbol or icon creates the link between a consumer and an organization's services or products. The symbol grows to represent a consumer's association with the services or products and their benefits.

## The Arc of the Triangle

Proper Usage: The proper way to refer to the association as a whole is "The Arc of the Triangle" or simply "The Arc".

**INCORRECT:** "Arc", "ARC"

The Arc of the United States

Proper Usage: The proper way to refer to the association as a whole is "The Arc of the United States" or "The Arc of the U.S." or simply "The Arc."

**Avoid saying or writing "Arc national" or "The national Arc."**

- In identifying materials, chapters should include The Arc of the United States logo along with "An affiliated chapter of The Arc of the United States."
- Affiliated chapters are required to use the proper logo of The Arc of the United States in their identifying materials.
- For electronic versions of the logo of The Arc of the United States – or if you have any questions about proper references to The Arc and use of its logo – visit [www.thearc.org](http://www.thearc.org)

The Arc of North Carolina

• Proper Usage: The proper way to refer to chapters as a whole is "chapters of The Arc." It's also okay to refer to "The Arc's chapters" in the possessive.

**Avoid:** using "The Arc" or "Arc" as descriptors. **INCORRECT:** "Arc chapters."

## Use logo exactly as shown with no alterations:



## COLORS:

**ORANGE:** Pantone 158C

**YELLOW:** Pantone 116C

**PURPLE:** Pantone 2593C

## FONTS:

Poppins Light

Poppins Regular

**Poppins Semi Bold**

**Poppins Bold**

**Poppins Black**

## ACCENT FONT:

***Georgia Bold Italic***

Arial (System Font) can be used as a substitute if Poppins is unavailable







## Facebook, Twitter, LinkedIn, and Instagram

#arcofthetriangle #seetheperson



### Why use social media?

To grow The Arc of the Triangle's community (both local and virtually): individuals connect their circle with The Arc's circle. Which in turn will grow awareness of our mission and fundraising opportunities.

People give to people they know.

### What and How The Arc posts:

It is important to give as much as you ask. So we make sure we post not only fundraising opportunities and our own events and services- but also community events, interesting articles on I/DD and our community; links to other resources that might be helpful. Even something as simple as recognizing a national holiday or special day of the year.

Photos are a significant and easy way to connect with people. Whether it is a snapshot on Instagram of The Arc at a community event, or a photo album on facebook from a large event like our Annual Meeting.

Tagging is crucial to success- tag a person, another agency, community partner

Hashtags can spread the message even further than just our circle.

#seetheperson #betonagoodcause #DisabilityAwareness #DDAware

### How you can help The Arc's success with social media:

For starters, which social media outlets are you already using?

#### 1. On Facebook:

- a) "Like" The Arc of the Triangle's Page
- b) "Like" the latest Facebook content regularly
- c) "Share" latest content with your "friends"
- d) Tag photos of yourself or your friends and Comment
- e) If you attend an Arc event, post a picture and make sure you tag The Arc as well as the Event and or location (start typing @The Arc of the Triangle and if you like the page it should pop up as a suggestion)

#### 2. On Twitter:

- a) "Follow" The Arc of the Triangle @ArcofTriangle
- b) "Favorite" @ArcofTriangle Tweets



- c) "Retweet" The Arc's Tweets (add your own short comment to personalize it)



3. On **LinkedIn**, search **The Arc of the Triangle** and "follow", as well as share posts
  - a) Add The Arc of the Triangle, Inc. to your profile as volunteer/work.
4. On **Instagram**, follow **arctriangle**
  - a) "Like" The Arc's posts
  - b) If you attend an Arc event, and post a picture, and make sure you tag @arctriangle
  - c) Use our hashtags too!
5. Watch for **emails (Constant Contact)** from The Arc of the Triangle. Forward when appropriate to your circles.
6. Send to the office the name's any colleagues, friends, family [addresses/email addresses] that you would like to receive Arc information (services, fundraising, etc.)