

Altrusa International Logo Usage Guidelines

The minimum height of the logo is .75" (3/4")

A guide to the color palette is below and must be used whenever the logo is printed.



PMS 2995



PMS 5415



PMS 123



PMS 1788



BLACK



DARK BLUE



CREAM



WHITE



There should be clear space around the logo at all times, as outlined above.

Whenever possible, the minimum clear space should be the same width as the letters "ALTR" in the word mark Altrusa.

Altrusa International Logo Dos and Don'ts:

- Don't change the proportions of any aspect of the logo.
- Don't turn the logo at an angle.
- Don't add shadow or glow to the logo.
- Don't place the logo on 'busy backgrounds.
- Don't place the logo over a high contrast photo.
- Never add elements (graphic or other types) inside of the logo and its clear space.
- Do include the symbol ®.