IDENTITY CONFIGURATIONS

1. AGO Seal + full organization name
   The AGO Seal plus full organizational name uses one configuration. There is not a vertical version.
   This identity consists of two elements: the seal symbol, and the organization name: American Guild of Organists. Both elements have been carefully drafted and should not be altered.

2. AGO Seal only
   The AGO Seal can be used without the full organization name when appropriate. The seal has been carefully drafted and should not be altered.

IDENTITY COLORS

The identity has been designed using CMYK (4-color process) colors.

4-COLOR PROCESS VERSION:
   Use EPS (CMYK) files.

1-COLOR VERSION:
   Use black eps or jpg files.

REVERSE VERSION:
   There is no reverse (all white) version.

COLORS

<table>
<thead>
<tr>
<th>CRIMSON: for seal border and text</th>
<th>c13-m100-y84-k35</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional crimson shades used in seal</td>
<td>c13-m100-y84-k50</td>
</tr>
<tr>
<td></td>
<td>c13-m100-y84-k25</td>
</tr>
<tr>
<td></td>
<td>c15-m100-y100-k0</td>
</tr>
<tr>
<td>GOLD</td>
<td>c5-m18-y100-k0</td>
</tr>
</tbody>
</table>
IDENTITY FILE TYPES and USAGE

**EPS files**
EPS files are scalable vector files and should be used for all high quality print jobs. These files are transparent (have no background color), so can be used over a background color.

**JPG files**
JPG files are pixel-based files, and are best used in Microsoft files for in-office printing. These files have a white background.

**PNG files**
PNG files are best used for web applications. These files are transparent (have no background color).

IDENTITY MINIMUM SIZE and CLEAR SPACE

To ensure that the identity reads clearly on all communication materials:

The AGO Seal + organization name should never be used at a size smaller than 1.25” width.

The AGO Seal only should never be used at a size smaller than .75” width.

IDENTITY FONTS

Adobe Garamond Pro Semibold and Semibold Italic fonts are used for the organization name.

IDENTITY FONT samples
Adobe Garamond Pro Semibold
Adobe Garamond Pro Semibold Italic

THINGS TO AVOID

Use the identity in its original colors and fonts only; do not add or alter any elements.

Do not apply the identity over a photograph, dark color, or patterned background that renders any part of it difficult to read.