



Alleghany Historical Museum  
Style & Logo Guidelines

This Style Guide has been developed by Imaging Specialists, Inc. for the Alleghany Historical Museum.

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All fonts are the property of their respective creators. Typefaces included herein are for illustrative purposes. Please respect all applicable copyrights and follow terms of use agreements.

Questions about this style guide can be directed to:

**Imaging Specialists, Inc.**  
**PO Box 533**  
**Sparta, NC 28675**

or online at: **info@imagingspecialists.net**

Unauthorized use of the Alleghany Historical Museum logo is strictly prohibited. All materials using the logo must be approved by:

**Alleghany Historical Museum**  
**PO Box 817**  
**Sparta, NC 28675**

or online at: **info@ahgs.org**

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# Introduction

Logos and typography outlined in this guide are the primary graphic elements of the Alleghany Historical Museum branding program.

We have developed these guidelines to enhance and reinforce the public image of the Alleghany Historical Museum.

Proper application of graphics will ensure that the appearance of the Alleghany Historical Museum is consistent and professional. Usage guidelines described in this manual will apply to all communication, marketing, or branding.

Also, we ask that *anyone* needing to represent the Alleghany Historical Museum, including affiliates, news organizations or projects not necessarily initiated by the Alleghany Historical Museum (such as charity sponsorships, etc.) comply with these guidelines.

Please contact the Alleghany Historical Museum with any questions regarding an intended use prior to printing, use or dissemination.

The new Alleghany Historical Museum will house, protect and display information and artifacts important to our county, here in the Blue Ridge Mountains of northwestern North Carolina.

As caretakers of the county's history, public trust is an important element, and our image should always encourage that.

# Versions

Color



Grayscale



Black & White



# Colors

The Alleghany Historical Museum logo incorporates several colors that can accompany the logo in type or illustrative elements.



Blue



Red



Gold



WEB	Hexadecimal	RGB
Blue	0F1A30	15, 35, 64
Red	64291C	121, 55, 35
Gold	C9AF60	212, 188, 112

PRINT	CMYK	PMS
Blue	C-100 M-85 Y-45 K-50	295c
Red	C-33 M-80 Y-90 K-40	1805c
Gold	C-18 M-21 Y-67 K-0	155c

# Typefaces

The Alleghany Historical Museum logo uses the Antique Caslon type face and the Alleghany Historical - Genealogical Society usually uses Windsor BT and Garamond Premier Pro.

CASLONANTT

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

WINDSOR BT

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

GARAMOND PREMIER PRO REGULAR

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ



# Guidelines

Please do not alter the Allegheny Historical Museum logo in any way including these common changes:



Do Not Change or Substitute Colors



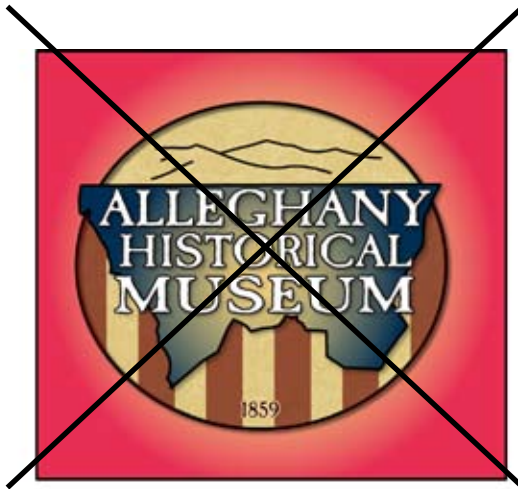
Do Not Change or Substitute Typeface



Do Not Scale to .75" or less in Height



Do Not Stretch or Skew



Do Not Add Backgrounds



Do Not Change Size of Elements

# Formats

Versions of the Alleghany Historical Museum logo will be available in a Logo Bank accessible online, via password. To obtain access, please contact the Alleghany Historical Museum at:  
info@ahgs.org

Different applications require different file formats. Your graphics professional will usually let you know what format they need, but here are some definitions that might be helpful:

**Vector Graphics-** are images built by mathematical calculations and are infinitely resizable- no fuzzy images at large sizes. Vector formats include .eps, .ai (Adobe Illustrator)

**Raster Images-** are images made up of different colored dots like a mosaic. Raster image formats include .jpg, .gif, .png .tif

**PDF-** Stands for Portable Document Format- invented by Adobe for printing so that a document will print the same on any device.

**Resolution-** Screen versus Print- Computer screen resolution is approximately 72 dpi, Print resolution is 300 for high quality and 200 for newspaper. Images downloaded from a web page should never be used in a printed document.

**RGB Images-** are images made up of **R**ed, **G**reen and **B**lue dots for display on a computer.

**CMYK Images-** are images made up of **C**yan, **M**agenta, **Y**ellow and **B**lack dots for 4-color printing.

**PMS Colors-** are Pantone® standard inks used for colors that need to be more exact than cmyk can build on different systems at different printing companies.

**.jpg, .tif-** Usually high-resolution raster images, 4-color CMYK, Grayscale or Black/White for Offset Printing,

**.gif, .png, .jpg-** Usually low-resolution raster images, RGB for web, email

**.eps, .ai-** Vector Graphics for Signage, Sublimation Printing, Embroidery

**.eps, .ai-** Vector Graphics- One or two color versions of your logo for Silk Screening, Embroidery or any print method paid for by the number of colors.

# Stationery

**Alleghany Historical-Genealogical Society, Inc.**  
**Alleghany Historical Museum**

**John Doe**  
President

[jdoe@ahgs.org](mailto:jdoe@ahgs.org)  
[www.ahgs.org](http://www.ahgs.org)



Alleghany Historical - Genealogical Society, Inc.  
PO Box 817 Sparta, NC 28675



Alleghany Historical Museum  
Alleghany Historical-Genealogical Society  
P.O. Box 817  
Sparta, NC 28675

P.O. BOX 817 • SPARTA • NORTH CAROLINA • 28675

# Letterhead

For continuity, the Alleghany Historical Museum letter template should be formatted as shown below.

**Alleghany Historical-Genealogical Society, Inc.**  
**Alleghany Historical Museum** \_\_\_\_\_

.75"

August 27, 2010 \_\_\_\_\_

Mr. John Doe  
President  
123 Company  
1234 Main St.  
Raleigh, NC 12345

Garamond 10 pt.

Dear Sir,

Thanks for your interest in the Alleghany Historical Museum. We do not have the artifacts you are asking about, but we will be on the lookout for items like the ones you describe

This letterhead will be available as a Word® template on the website. Letterhead templates will be accessible with a password, or emailed to you for your convenience.

Very truly yours,

Janey Smith-Jones  
Acting Director

1859

P.O. BOX 817 • SPARTA • NORTH CAROLINA • 28675

.75"

.75"

# Envelopes

Business Envelopes should be preprinted, #10 (4.125" x 9.5")

.25"

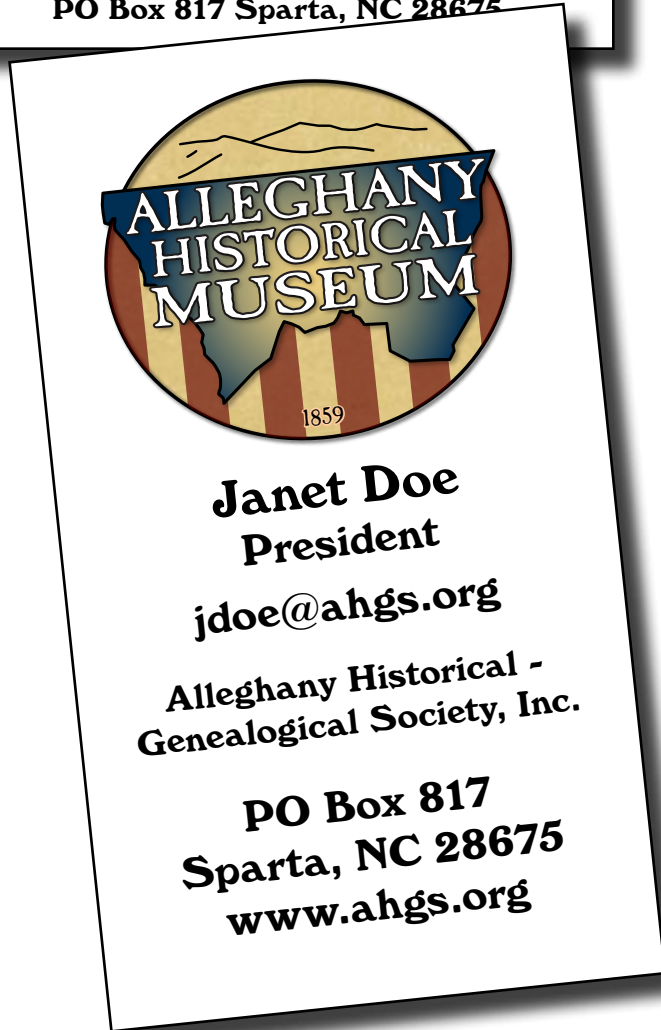
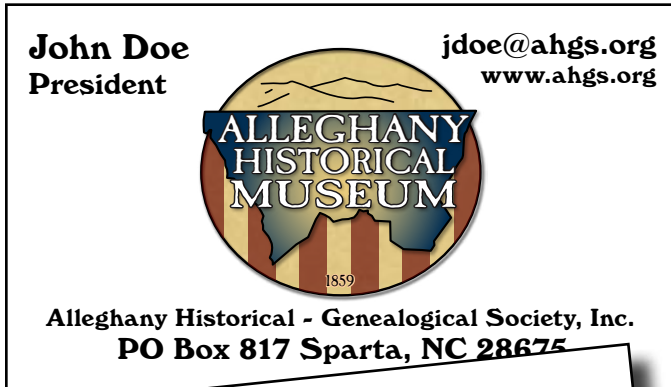


**Alleghany Historical Museum**  
**Alleghany Historical-Genealogical Society**  
**P.O. Box 817**  
**Sparta, NC 28675**

Windsor BT 14pt.

# Business Cards

Business cards should be standard 2" x 3.5".and can be in either configuration shown here.



# Press Releases

Press releases for the Alleghany Historical Museum should be generated on standard letterhead in this configuration. Press releases should be in PDF format and attached to email sent to the current media list for the organization.

**Alleghany Historical-Genealogical Society, Inc.**  
**Alleghany Historical Museum**

.75"

For Immediate Release

Dateline

## Headline Headline Headline Head- line Headline Headline

Introduction paragraph. Includes who, what, when, where and why information as an overview of event.

Body of release. Includes further explanation, background information, illustrations, photographs, links to high resolution photos online.

The Sparta Historical Museum is a project of the Alleghany Historical - Genealogical Society, Inc. AHGS is a nonprofit 501(c)(3) organization. More information can be found at ahgs.org.

###

Name, phone number, email address, mailing address, or other contact information for person responsible for press release

.75"

.75"

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# Press Kit

A Press Kit for the Alleghany Historical Museum is available online at [ahgs.org](http://ahgs.org).

The press kit includes high resolution versions of the logo, photographs, information on the Alleghany Historical Museum, contact information and recent press releases. There is also a fact sheet on Alleghany County and the surrounding area.

Please Note: Graphics included in the press kit are subject to the style guide regulations outlined in this manual.

Please contact the Alleghany Historical Museum with any questions regarding an intended use prior to printing, use or dissemination.



# Logo Bank

A Logo Bank for the Alleghany Historical Museum is also available online at [ahgs.org](http://ahgs.org). As the press kit is available to the general public, the logo bank can be made available to any authorized user.

The logo bank includes the logo in raster and vector formats, CMYK and RGB and in Black & White, Grayscale and Color versions.

In short we've optimized versions for different applications including offset printing, silk screen, embroidery, web or office printing.

Please Note: Graphics included in the logo bank are subject to the style guide regulations outlined in this manual.

Please contact the Alleghany Historical Museum with any questions regarding an intended use prior to printing, use or dissemination.

# Web

The Alleghany Historical Museum logo should never be depicted smaller than 175 pixels wide on a web page, and backgrounds should be white or off-white if possible.

All guidelines for printing of the Alleghany Historical Museum logo should be applied for online display.

PDFs should include vector graphics or high resolution raster images of the Alleghany Historical Museum logo. Never attempt to use a graphic from the web page for print applications.

An 3" x 3" screen image could only be 1.0" square if printed in a newspaper or only .72" in a magazine.

For authorized web graphics, please go to: [ahgs.org](http://ahgs.org) and go to Press Kit or contact: [info@ahgs.org](mailto:info@ahgs.org)

Web masters, the Alleghany Historical Museum welcomes appropriate, reciprocal links. For consideration of a link on our site, please contact [info@ahgs.org](mailto:info@ahgs.org)

Please respect all copyrights and do not hotlink to images on [ahgs.org](http://ahgs.org).



