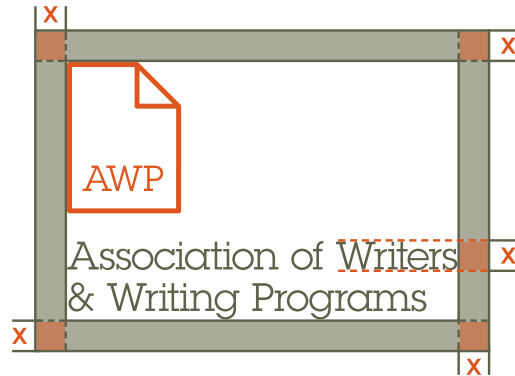AWP

Association of Writers & Writing Programs

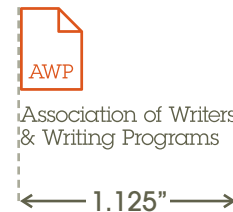## Logo Use Guidelines

Clear Space

Our clear space is based on the cap-height of our logo text.

Minimum Size—Print

1.5"

Side note: Maximum printing size for the horizontal JPEG files is 2.5". If you need to print a logo larger than that, the EPS file is the optimal choice.

1.125"

Side note: Maximum printing size for the vertical JPEG files is 1.875". If you need to print a logo larger than that, the EPS file is the optimal choice.

Minimum Size—Web

150 pixels

100 pixels

Listed below are the available color variations of our logo:

AWP — Association of Writers & Writing Programs

AWP — Association of Writers & Writing Programs

AWP — Association of Writers & Writing Programs

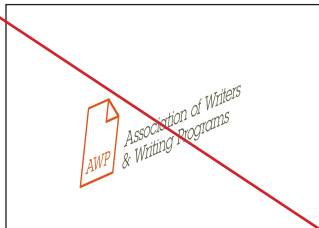**AWP** — Association of Writers & Writing Programs

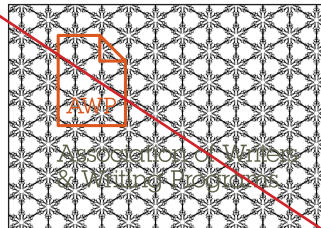**AWP** — Association of Writers & Writing Programs

AWP — Association of Writers & Writing Programs

Never recreate, deconstruct, or graphically alter any logo in any way, including but not limited to the following:
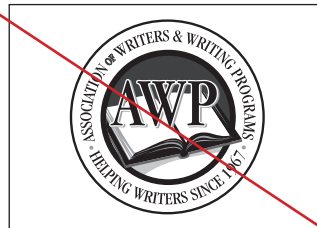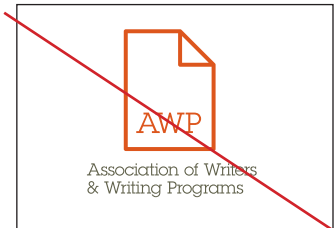
STRETCHING OR DISTORTING

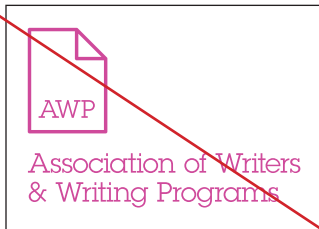ADDING A PATTERN THAT INTERFERES WITH LEGIBILITY
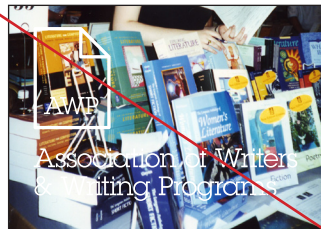
USING OUTDATED LOGOS
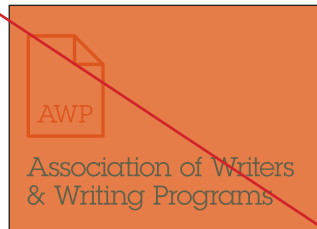
REARRANGING OR SEPARATING LOGO ELEMENTS

CHANGING COLORS OF LOGO FILES

PLACING OVER PHOTO WHICH INTERFERES WITH LEGIBILITY

USING A BACKGROUND THAT CREATES LITTLE OR NO CONTRAST

USING SPECIAL EFFECTS