

American Coaster Enthusiasts Logo Guidelines

Introduction.....	2
Downloads of Logo Artwork.....	2
ACE Logos	2
ACE Region Logos.....	3
Usage Guidelines.....	5
Logo Usage Rights.....	5
ACE Logo and ACE Region Logo.....	5
ACE Member Logo.....	5
All Logos.....	6
Logo Usage Specifications.....	6
Logo spacing	7
Minimum size	7
Background	8
Color palette.....	8
Full-color Logo	9
One-color Logo	9
Logo elements	11
Orientation	11
Aspect ratio	12
New Logo artwork.....	12
Compliance with guidelines.....	12
Usage Examples.....	12
Business cards.....	12
Letterhead	13
Web sites	13
E-mail auto-signatures	13
Marketing materials.....	14
Contacts	15

Introduction

American Coaster Enthusiasts™ (ACE) is the world's largest club of amusement ride enthusiasts. ACE was founded in 1978 as a non-profit, all-volunteer club that works with amusement parks to foster and promote the conservation, appreciation, and safe enjoyment of classic wooden and contemporary steel roller coasters.

ACE has grown from a handful of enthusiasts to nearly 8,000 members worldwide representing over a dozen countries. ACE sends its membership a bimonthly newsletter and a quarterly magazine, and also sponsors events at parks each year.



The following guidelines explain how the Logos for the American Coaster Enthusiasts are to be used.

Downloads of Logo Artwork

Electronic artwork files for the Logo are available on the ACE Web site at <[TBD](#)>.













ACE Logos








The Logos are as follows:








National Logos	Logo
American Coaster Enthusiasts (ACE) Logo	 <p>The logo features a wireframe roller coaster track above a red rectangular box containing the text "AMERICAN COASTER ENTHUSIASTS" in white, bold, sans-serif capital letters.</p>
American Coaster Enthusiasts (ACE) Member Logo	 <p>The logo features a wireframe roller coaster track above a red rectangular box containing the text "AMERICAN COASTER ENTHUSIASTS" in white, bold, sans-serif capital letters, and a smaller red rectangular box below it containing the word "MEMBER" in white, bold, sans-serif capital letters.</p>

ACE Region Logos

There are 26 regions within ACE. Each region has its own region Logo, as follows:

Region	Region Name	Region Logo	Region	Region Name	Region Logo
1	New England Region		7	Western Pennsylvania Region	
2	New York City Region		8	Midwest Region	
3	New York State Region		9	Michigan Region	
4	New Jersey Region		10	Northern Ohio Region	
5	Eastern Pennsylvania Region		11	Southern Ohio Region	
6	Central Pennsylvania Region		12	Mid-Atlantic Region	

Region	Region Name	Region Logo
14	Southeast Region	
15	Florida Region	
16	North Central Region	
17	Western Great Lakes Region	
18	Heart of America Region	
19	South Central Region	
20	Southwest Region	

Region	Region Name	Region Logo
21	Northern California Region	
22	Southern California Region	
23	Northwest Region	
24	Canada Region	
25	England Region	
26	Sweden Region	
27	Germany Region	

Usage Guidelines

Logo Usage Rights

You must enter into the American Coaster Enthusiasts Logo Usage Agreement (the “Agreement”) before using any of the ACE Logos. The Logos may be used only to indicate that you are officially affiliated with or are a member of American Coaster Enthusiasts. If your official affiliation or membership has expired or is terminated, you must immediately discontinue use of the Logo.

ACE Logo and ACE Region Logo

- Solely ACE Officers, ACE Executive Committee members, Regional Reps, and Assistant Regional Reps may use the ACE Logo and ACE Regional Logo solely on your business cards, letterhead stationery, Web sites, and e-mail signatures to indicate your official affiliation with American Coaster Enthusiasts or one of the named regions of American Coaster Enthusiasts. You may **not** use the Logo on any product, book, or other material without express written permission from ACE.
- Host amusement parks for ACE national or regional events and other organizations designated by ACE may use the ACE Logo or ACE Regional Logo in advertisements and other marketing communications specifically relating to an ACE national or regional event or other ACE activity. Parks and organizations may **not** use the Logos to symbolize its organization or its employees. Use of the ACE Logos on generic business cards or letterhead stationery or on Web pages that do not pertain to ACE national or regional events or other ACE activity is **not** allowed.

ACE Member Logo

- General ACE members—including ACE Officers, ACE Executive Committee members, Regional Reps, Assistant Regional Reps, and Honorary members—and Member Organizations may use the ACE Member Logo solely on your business cards, letterhead stationery, Web sites, and e-mail signatures to indicate your membership in good standing with American Coaster Enthusiasts. You may **not** use the Logo on any product, book, or other material without express written permission from ACE.
- You may not display the ACE Member Logo in any manner that suggests you are an ACE Officer, ACE Executive Committee member, Regional Rep, or Assistant Regional Rep or in a manner that suggests that “American Coaster Enthusiasts” is a part of your company name. Your use of the ACE Member Logo must clearly indicate that you are independent from ACE.
- Your name, trade name, or company name must appear on any materials where the ACE Member Logo is used. The ACE Member Logo cannot appear larger or more prominent than your name, product or service name, trademark or service mark, logo, or trade or company name.

All Logos

- None of the ACE Logos may be used in any manner that expresses or might imply ACE's affiliation, sponsorship, endorsement, certification, or approval, without express written permission from ACE.
- Neither the Logo nor the American Coaster Enthusiasts (ACE) name may be included in your trade or business name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks.
- You may not combine the Logo with any other object, including, but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, design features, symbols, or Web site audio files.
- The Logo may not be used as a design feature on any of your materials.
- The Logo may not be imitated in any manner in your materials.
- You may use the Logo only as provided by American Coaster Enthusiasts. Except for size, which is subject to the restrictions in these guidelines, the Logo may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance.
- The Logo may not be translated or otherwise localized into any other language. Any localized versions of the Logo must be provided by American Coaster Enthusiasts.
- The Logo shall include the registered trademark symbol (®) as shown in these Guidelines.
- The ACE Logo, ACE Regional Logo, and ACE Member Logo shall be attributed to American Coaster Enthusiasts in all materials where it is used, with the following attribution clause: "American Coaster Enthusiasts (ACE) is a trademark of American Coaster Enthusiasts in the United States and other countries."

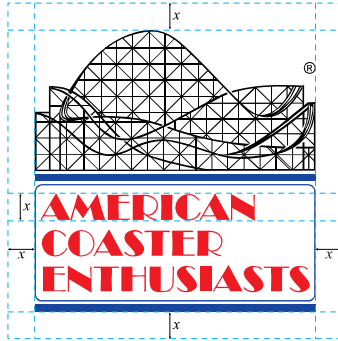
You may not use the Logo in any way other than as specified in these guidelines. Failure to comply with these instructions shall constitute a breach of the American Coaster Enthusiasts Logo Usage Agreement.

Logo Usage Specifications

The following specifications indicate how you must use the ACE Logo, ACE Member Logo, and ACE Regional Logos. For illustrative purposes, the ACE Logo is used in this section; however the specifications apply to the other Logos as well.

Logo spacing

The Logo must stand alone. A minimum amount of space must be left between the Logo and any other object such as type, other logos, photography, borders, edges, and so on. The required border of space around the Logo must be x wide, where x equals the height of the word "AMERICAN" in the Logo.



Minimum size

You should take care to maintain the integrity of all elements of the Logo. For example, the logotype and trademark notations must be readable; in no case should the Logo appear at such a small size that these conditions are not met. The minimum acceptable size for the Logo is 0.75 inches (1.91 cm) in width. For on-line use, the minimum acceptable size for the Logo is 100 pixels in width.



When used in documents or media that contain your own Logo or company name, the ACE Logo should be neither larger nor more prominent than your Logo.

Background

The Logo should appear on a solid white background. It is acceptable—but not preferred—to reproduce the Logo on an appropriate light-colored or dark-colored solid or low-contrast patterned background, where the Logo stands out from the background as it does on a white background. When placed on a dark or black background, the Logo should always reverse.



The most preferred placement is against a solid white background.



You should reverse the Logo against a dark background.



It is acceptable to place the Logo against a low-contrast light or dark patterned background. It is better to use a white-background text box for maximal legibility.



Do not place the Logo against a high-contrast patterned background.

Color palette




The ACE Logos can appear in full color (red, blue, and black) or in black and white. When placing the Logo on your marketing or promotional materials, use the variation most appropriate to your audience and marketing budget. Retain the colors of the Logo. Do not alter or change the color.

Color	Blue	Red
Pantone ¹	PMS 286 U	PMS 185 U
4-color process	C100% + M85%	M100% + Y100%
RGB (8-bit)	R0 + G51 + B153	R255 + G0 + B51
Hex	003399	FF0033

¹ **Note:** The colors shown on this page and throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standards. For accurate color standards, refer to the current edition of the PANTONE Color Formula Guide. For more information about Pantone, Inc. and PANTONE Products, visit the Pantone Web site at <http://www.pantone.com/>. PANTONE is a registered trademark of Pantone, Inc.

Full-color Logo

The full-color Logo consists of three colors: red, blue, and black. It has a clear or white background for the text box and should appear on a white background. When using the full-color version of the Logo, no other colors may ever be substituted for the red, blue, and black, and none of these colors may be omitted (e.g., you may not reproduce the logo in only blue and red, omitting the black). It is acceptable—but not preferred—to reproduce the Logo on a light-colored or dark-colored background, where the Logo stands out from the background as it does on a white background. When placed on a black or dark background, the Logo should always reverse.

Logo	Description
	<p>Full color Logo - White text box</p> <ul style="list-style-type: none"> • Use against a light or medium solid or low-contrast patterned background. • Do not use with a dark background or high-contrast patterned background. • Shown here against a 25% shaded background
	<p>Full color Logo - Clear text box</p> <ul style="list-style-type: none"> • Use against a white or very light solid or low-contrast patterned background. • Do not use with a medium or dark background or high-contrast patterned background. • Shown here against a 10% shaded background
	<p>Full color Logo - Reversed</p> <ul style="list-style-type: none"> • Use against a medium to dark color solid or low-contrast patterned background. • Do not use with a light background or high-contrast patterned background. • Note: the color reversed version is not available with a clear text box. • Shown here against a 65% shaded background

One-color Logo

The one-color (black-and-white) Logo should appear on a white background. It is acceptable—but not preferred—to reproduce the Logo on an appropriate light-colored or dark-colored background, where the Logo stands out from the background as it does on a white background. When placed on a black or dark background, the Logo should always reverse. Although the full-color usages of the Logo are preferred, one-color 100% black usages have been designed for media and budgetary restrictions.

The one-color Logo should be black. For printing applications where black ink color is not used, it is acceptable for the entire Logo to appear in another dark color; you should never use light pastel colors for the one-color Logo. If the printed piece solely consists of the one-color Logo and no other graphics or text (such as for a banner), then you should use black ink. The reversed Logo should always appear as white.



The most preferred placement is against a solid white background







When reversing the Logo against a dark background, it should appear white.



It is acceptable to print the Logo in a dark color if black ink is not available. Never use light pastel colors for the one-color Logo. If the printed piece solely consists of the one-color Logo and no other graphics or text (such as for a banner), then you should use black ink.



When reversing the Logo, do not substitute other light colors for white.

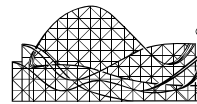
Logo	Description
	<p>Black and white Logo - white text box</p> <ul style="list-style-type: none"> • Use against a light or medium color solid or low-contrast patterned background. • Do not use with a dark background or high-contrast patterned background. • Shown here against a 25% shaded background
	<p>Black and white Logo - clear text box</p> <ul style="list-style-type: none"> • Use against a white or very light solid or low-contrast patterned background. • Do not use with a dark background or high-contrast patterned background. • Shown here against a 10% shaded background
	<p>Black and white Logo - Reversed - white text box</p> <ul style="list-style-type: none"> • Use against a medium solid background, or medium to dark low-contrast patterned background. • Do not use with a light background or high-contrast patterned background. • Shown here against a 65% shaded background
	<p>Black and white Logo - Reversed - clear text box</p> <ul style="list-style-type: none"> • Use against a medium or dark solid background, or dark low-contrast patterned background. • Do not use with a light background or high-contrast patterned background. • Shown here against a 65% shaded background

Logo elements

The preferred treatment of the Logo uses the entire artwork, which includes a coaster graphic over a text box. You should not take apart these elements and recombine them to create new artwork. No part of the Logo may be changed or re-sized in any way relative to the rest of the Logo.

For certain applications, it is permissible to use the coaster graphic element without the text box element; however, the text box element should not be used without the coaster graphic element.

If the coaster graphic is isolated from the text box, it should not be used in close proximity to a fully complete logo.



The preferred treatment uses the entire Logo artwork as provided.

It is permissible to use the coaster graphic element without the text box element; however it should not be used in close proximity to a fully complete Logo.

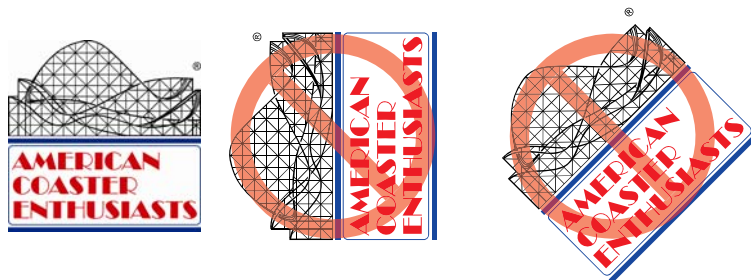


Do not use the text box element without the coaster graphic element.

No part of the Logo may be changed or re-sized in any way relative to the rest of the Logo.

Orientation

The Logo should never be displayed in any orientation different from what is provided in the artwork provided by ACE. Do not orient the Logo on its side or at an angle. The text should always read horizontally on whatever medium it is placed.



Aspect ratio

The original aspect ratio of the Logo must be preserved and must not be distorted in any way. When resizing the Logo, you must take care to lock the aspect ratio so that the type is neither extended nor condensed.

The aspect ratio of the ACE Logo is a perfect square: 1.00 x 1.00 (w x h).

The aspect ratio of the ACE Member and ACE Regional Logos is taller than wide: 1.00 x 1.10 (w x h).

**New Logo artwork**

From time to time, American Coaster Enthusiasts reserves the right to update the Logo artwork. You should begin using the new artwork as soon as it is available. You should immediately begin to phase out any materials with earlier versions of Logo artwork.

Compliance with guidelines

American Coaster Enthusiasts reserves the right to spot-check all materials bearing the Logo and may periodically send out requests for samples. You must correct any deficiencies in your use of the Logo. Refusal to correct such deficiencies or to cease publication or distribution could result in revocation of your right to use the Logo.

Usage Examples

You may use the ACE Logos on your business cards, letterhead, resume, Web sites, e-mails, and marketing materials provided you meet the qualifications specified in the “Logo Usage Rights” section of this document (see page 5). Any use of the Logo must always follow the rules outlined in the “Usage Guidelines” section (see page 5 of this document). The following section provides more details on specific applications of the Logo.

Business cards

Recommended placement of the Logo is in the lower-left or lower-right corner of the card. The Logo must appear at the minimum size (one inch), but may not be larger or more prominent than your own logo or company name. Spacing requirements, as described in the Usage Guidelines section, must be respected.

Marketing materials

When placing the Logo on brochures or demand-generation materials, use the one-color or full-color Logo most appropriate to your audience and marketing budget. The Logo should appear in a prominent spot, but it cannot be larger or more prominent than your own company's product or service name, logo, or trade or company name.

Contacts

Please contact the ACE Public Relations Director for additional information, including questions about using the Logo, getting copies of the Logo, and reporting misuse of the American Coaster Enthusiasts Logos.