



Association of Bridal Consultants 2024 Logo Branding Guidelines

The Association of Bridal Consultants is excited to share our new logos moving forward. As of February 1st, 2024, ABC members are encouraged to replace the previous logos and utilize the new ones. They can be used for email signatures, websites, and promotional materials, but all members must comply with the guidelines included in this document to ensure a consistent and professional representation of the ABC brand.

Logo Variations:

Logo variations **MUST** be approved by the leadership team before usage. We need the logo to remain consistent to maintain branding across all media usage including print, social, digital, and more.

You can download the logo on the ABCWeddingPlanners.com website under <https://www.abcweddingplanners.com/your-membership>.

1. Primary Logo:
 - a. The full-color version of the logo (navy or sky blue) is the primary and preferred version for most use cases.
 - b. Use the primary logo on light backgrounds where the colors can be seen and appreciated.
2. Inverse Version:
 - a. An inverse version of the logo (on a white background) has been provided for use on dark backgrounds.
 - b. The inverse version should be used when the primary logo does not provide sufficient contrast on a dark background.
3. Monochromatic Version:

- a. A monochromatic version of the logo will be released soon to be used in situations where a full-color logo is not practical,, maintaining the essential brand logo
4. New Designations Badges with The Logo Coming Soon
- a. New Designation Badges with the new logo will be released soon for your usage.

Size and Placement:

1. Minimum Size Guidelines:
 - a. The logo should not be reproduced smaller than 1 inch in width for print materials and 100 pixels in width for digital applications to ensure legibility.
 - b. For print clarity, the logos need to be used at a minimum of 300 ppi. For web resolution, the logos can be used at 72 ppi.
2. Clear Space Requirements:
 - a. Maintain a clear space around the logo to prevent visual clutter and ensure that other elements do not encroach on the logo.
3. Placement on Printed Materials:
 - a. On printed materials such as letterheads and business cards, place the logo in the upper left or right corner for a professional and balanced appearance.
 - b. Ensure that the logo is centered and aligned correctly with other design elements.
4. Digital Media Placement:
 - a. On digital platforms like websites and social media profiles, place the logo in the header or a prominent location for maximum visibility.
5. Merchandise Placement:
 - a. For merchandise such as promotional items and apparel, ensure that the logo is appropriately sized and placed to maintain visibility without compromising the overall design of the product. This must be approved by Leadership PRIOR TO PURCHASING.
6. Consistent Orientation:

Maintain a consistent orientation of the logo, whether it's horizontally or vertically aligned, to reinforce brand recognition. (No twisting it or turning in on a diagonal.)

Color Palette:



PRINT at least 300 ppi

Hex #789fda

C = 45

M = 28

Y = 0

K = 15

WEB 72 ppi

Hex#789fda

R = 120

G = 159

B = 218



PRINT at least 300 ppi

Hex #253556

C = 57

M = 39

Y = 0

K = 67

WEB 72 ppi

Hex#253556

R = 37

G = 53

B = 86

- When using a light-colored background, you can choose between the sky-blue logo or the navy logo. If printing on a dark background, you should use the white logo.

Prohibited Modifications:

- The logo should not be altered, distorted, or modified in any way.
- Using unauthorized colors or elements that may compromise the integrity of the logo are prohibited.

Usage Examples:

- The ABC logo may only be used by current members in good standing. When using the logo on your website it should include a link back to www.abcweddingplanners.com.
- You must be a Certified Wedding Planner/Vendor or higher to use the ABC Logo on your website or any of your promotional materials.

Logo Misuse Consequences:

- If members or leadership is found using the log in other ways than approved membership will be revoked.
- If you see someone using the logo in any other way than intended please send an email with a link to President@abcweddingplanners.com

ABC Contact Information:

General Information:

President@abcweddingplanners.com

Website:

www.ABCWeddingPlanners.com

Phone: 1-336-690-5511

Social Media:

<https://www.instagram.com/abcassoc/>

Mailing Address:

Association of Bridal Consultants
820 Church Street
Gibsonville, NC 27249

<https://www.facebook.com/AssocBridalConsultants/>

<https://www.tiktok.com/@abcassoc>

<https://www.pinterest.ca/ABCASSOC/>

Specific Requests:

If you wish to have the logo printed on merchandising items, please submit your request for approval to President@abcweddingplanners.com. Include a photo of the item and a mock-up of how the logo will be used. You can expect a response within 2 business days.