



AK | DFCS

ALASKA DEPARTMENT OF
FAMILY AND COMMUNITY
SERVICES

LOGO USAGE GUIDELINES



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ABOUT THESE GUIDELINES

This document provides guidelines for the use of the various versions of the Department of Family and Community Services logos, as outlined by the Public Information Team. The DFCS logo is an important aspect of our brand and should be used and recognized as an endorsement of our department.

This document is not meant to restrict usage of the official versions of the logos. Inclusion of the DFCS logo is encouraged with the understanding that it conveys meaning and importance.

OBJECTIVES

- Establish consistent use of the logo across all materials
- Provide clear guidance for employees, agencies, and partners producing materials for the department
- Identify who is responsible for logo management
- Explain how to obtain official logo versions and request support for their use

GOAL

Provide clear and consistent usage guidelines for all official DFCS logotypes.



SCOPE

These guidelines can be applied to everything we create, including, but not limited to:

Business & Marketing Materials

- Business cards
- Email signatures
- Press releases
- PowerPoint presentation templates
- Annual reports and other documentation

Online & Digital Presence

- Website
- Social media
- Newsletters
- Digital advertisements
- Video content (titles, lower thirds, credits)

Physical & Print Advertising

- Flyers, brochures, and posters
- Magazine and newspaper ads
- Banners and trade show displays

Branded Merchandise & Apparel

- Staff uniforms, name tags, name plates
- Hats, T-shirts, and hoodies
- Pens, notebooks, and office supplies
- Mugs, water bottles, and tumblers
- Stickers and decals
- Promotional and giveaway items
- Keycards and access badges

Office & Facility Branding

- Interior and exterior signage
- Interior wall graphics, lobby displays, wraps

LOGOS

The Department of Family and Community Services maintains four different logo variations: Primary, Insignia, Round-Text, and Signage. These logos are the only approved logo identities for the department.

PRIMARY LOGO



USAGE: This is the primary logo file, appropriate for all internal and external uses. It is the most versatile of our logos.

INSIGNIA



USAGE: The Insignia is a simplified graphic used in branding situations where the department's name is already known or not necessary. It is generally used in a decorative manner.

ROUND-TEXT LOGO











USAGE: This version is ideal for limited space or square formats where the horizontal Primary Logo may not fit. It works well for business cards, branded gear, print materials, and PowerPoint presentations.

SIGNAGE



USAGE: The Signage logo is designed for large-scale, public-facing applications and should be the preferred option for permanent or outdoor use.

COLORS

LIGHT BLUE CMYK: C57 M13 Y0 K0 PMS: 2915 HEX: #6edeff		YELLOW CMYK: C11 M38 Y100 K0 PMS: 7563 HEX: #e39e00	
DARK BLUE CMYK: C91 M59 Y0 K13 PMS: 7684 HEX: #145bde		ORANGE CMYK: C11 M71 Y100 K1 PMS: 7587 HEX: #E14900	
TEAL CMYK: C80 M24 Y42 K2 PMS: 7717 HEX: #229395		RED CMYK: C13 M98 Y100 K4 PMS: 704 HEX: #d50500	
DARK GREEN CMYK: C86 M49 Y43 K17 PMS: 5473 HEX: #1e6b79		BROWN CMYK: C38 M64 Y89 K35 PMS: 463 HEX: #673c12	



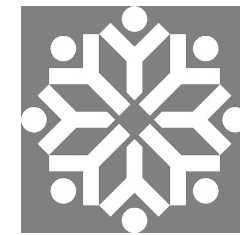
COLOR



BLUE



BLACK



WHITE

No other color combinations are authorized for use with the department logo.

FONTS

PRIMARY LOGO

- Avenir LT Std, 35 Light
- **Avenir LT Std, 95 Black**
- Helvetica LT Std, Roman

ROUND-TEXT LOGO

- **Helvetica Neue LT Std, 97 Black Condensed**

SIGNAGE

- **Helvetica LT Std, Bold**

PRIMARY LOGO

Avenir LT Std,
35 Light

**Avenir LT Std,
95 Black**



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Helvetica LT Std,
Roman

ROUND-TEXT LOGO



**Helvetica Neue LT Std,
97 Black Condensed**

SIGNAGE



Helvetica LT Std, Bold

APPROPRIATE USAGE

A variety of logotypes and color combinations are provided that should be suitable in almost every application. The Department of Family and Community Services logos should not be re-created or altered in any way.

PROPORTIONS

Maintain the proper proportions. Do not distort any version of the logo.

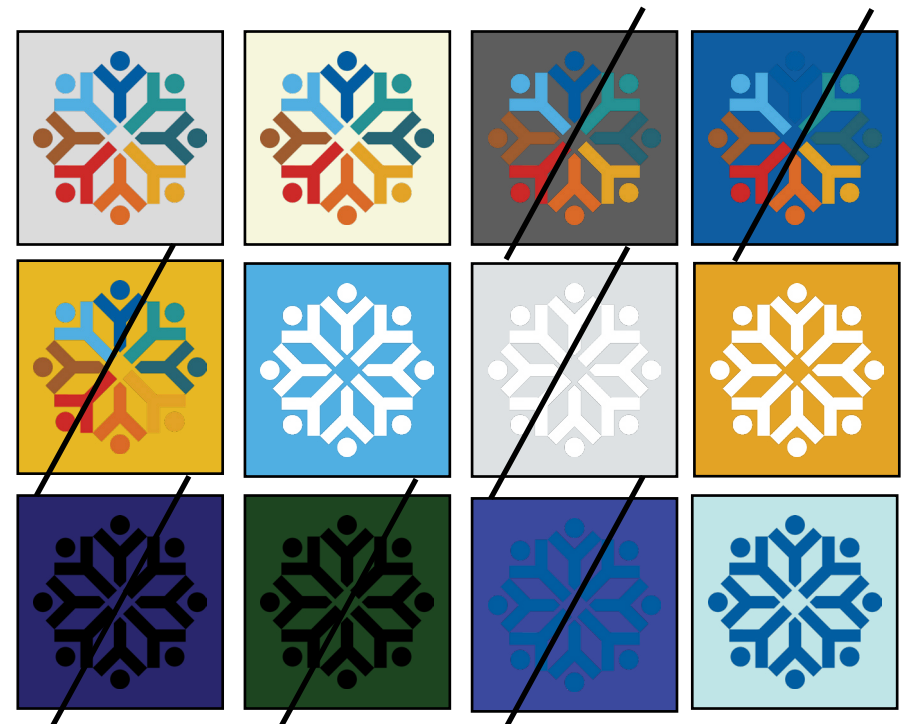
Use only approved logos and DO NOT:

- Distort, stretch, or skew the logo
- Alter the colors of the logo
- Apply special effects (glow, shadow, etc.)
- Add additional text or graphics to the logo



VISIBILITY

Do not place the logo on low-contrast or visually busy backgrounds. Background colors must have a minimum contrast ratio of 4.5:1 for the logo to remain legible and effective. Contrast checking tools can be found online; DFCS recommends the use of the [WebAIM Contrast Checker](#).



PLACEMENT

Logo type and color selection will be at the discretion of the document creator.

The preferred visual representation of any of the logo variations is always accompanied by the colored snowflake.



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The single-color versions of the logo should only be used if the project is strictly black and white, when the colored insignia does not provide sufficient contrast with the background, or when only 1-color printing is available.



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When printing on a dark background, use a color logo with white or yellow text, or an all-white logo.



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RULES AND GUIDELINES

COLOR

- No other color combinations are authorized for use with the department logo.
- The single-color black, white, or blue logos should only be used if the project is strictly black and white, when the colored insignia does not provide sufficient contrast with the background, or when only 1-color printing is available.
- When printing on a dark background, use a color logo with white or yellow text, or an all-white logo.

FONT

- Approved type styles include:
 - **Preferred Logo:** Avenir LT Std, 35 Light; Avenir LT Std, 95 Black; Helvetica LT Std, Roman;
 - **Round-Text Logo:** Helvetica Neue LT Std, 97 Black Condensed
 - **Signage Logo:** Helvetica LT Std, Bold;
- No other fonts or type styles are authorized for use with the department logos.

SIZE

- In all cases, the logo must be clearly visible, with the text (if used) easily readable.
- When used, the size of the logo should be determined by the type and size of the product to which it is attached.
- In cases where the size of the logo is too small to allow the lettering to be easily read, or for aesthetic reasons, the **Insignia Logo** may be used in place of the logos with text.

USAGE

- The department logo may be used alone or in conjunction with the Seal of the State of Alaska, or, in the case of joint ventures with other organizations, with the logo of those entities.
- When used in conjunction with the logo of other entities, the department logo must receive at least the same visual prominence provided the accompanying logo.
- When used with the Seal of the State of Alaska, the department logo shall be presented in the same size as the state seal.

NEW LOGOS

- The department logos were revised and standardized in December 2024.
Any logos used before December 2024 should be replaced with the updated versions
- The Public Information Team (PIT) will maintain an online library of logos for the department, divisions, agencies, etc.
- Until such a time as the Intranet is available for all staff, logo files will be maintained on the [DFCS public website](#).
- Do not fund or develop new logos without prior consultation with the Public Information Team.



MERCHANDISE

ONLINE STORE

The department has engaged the services of [Heather & Heather Screen Printing](#), based in Soldotna, for DFCS-branded gear for employees.

An online store has been created on the H&H website with many options to choose from. A password will be required to access the online storefront and purchase items. Please do not share this password with anyone outside the department.

Address: www.heatherandheather.net/store/c76/
Password: **(Contact the [Public Information Team](#))**

Disclaimer: The department is not affiliated with H&H, therefore, any problems with your order will need to be handled by H&H.



ORDERING

Order confirmation emails will be sent immediately after you place your order and when the item ships. If you placed an order using your State of Alaska email address and do not see an email, check your Junk Email folder.

Shipping time depends on the item you order. H&H processes their online orders every Monday and ships shortly thereafter. If the size or color of the item you selected is not in currently stock, H&H will order it and this may add a couple weeks to the shipping time.

OTHER INFORMATION

If you are using a different vendor to print department-branded merchandise, please reach out to the Public Information Team to ensure you are using the correct department or division logos. All department logos were updated in December 2024.

Note: H&H does not stock merchandise suitable for “swag,” i.e., small promotional materials, giveaways, keepsakes, etc. If you need promotional material of this nature, or general assistance with bulk orders, please reach out to the Public Information Team.



GUIDELINES FOR USAGE

This merchandise was created for department employees. Please remember that when you wear or display DFCS-branded merchandise, you are representing the Department of Family and Community Services.

DIVISION LOGOS

DJJ



3-D logo

USAGE: This is the primary logo used by DJJ; however, it is a raster graphic that cannot be used in large dimensions or sizes.



Flat logo

USAGE: This logo uses a "flattened" color scheme. It is a vector graphic and can be resized to any dimension.

FONT: **Tw Cen MT**



BLUE

CMYK: C79 M61 Y21 K4
HEX: #4a6592



GOLD

CMYK: C5 M25 Y81 K0
HEX: #f1bf4d



LIGHT BLUE

CMYK: C49 M27 Y6 K0
HEX: #85a5cc

OCS



FONTS: **Avenir LT Std, 55 Roman**
Avenir LT Std, 65 Medium



GREY

CMYK: C0 M0 Y0 K60
HEX: #808285



LIGHT BLUE

CMYK: C70 M15 Y0 K0
HEX: #2baae2



BLUE

CMYK: C87 M52 Y0 K0
HEX: #1172ba

API



FONT: **Arial**



DARK BLUE

CMYK: C100 M98 Y21 K31
HEX: #000066



GOLD

CMYK: C0 M19 Y100 K0
HEX: #ffcc00



DARK GREEN

CMYK: C56 M31 Y100 K11
HEX: #788700



RED

CMYK: C1 M99 Y97 K0
HEX: #eb1c24



PINK

CMYK: C2 M98 Y36 K0
HEX: #ea2069



LIGHT GREEN

CMYK: C25 M0 Y95 K0
HEX: #cadd36

APH



FONT: **Myriad Pro**



BLUE

CMYK: C100 M75 Y0 K0
HEX: #0054a6



LIGHT BLUE

CMYK: C87 M52 Y0 K0
HEX: #0a72ba



MEDIUM (CENTER) BLUE

CMYK: C93 M59 Y9 K1
HEX: #0067a5



GOLD

CMYK: C0 M35 Y100 K0
HEX: #fcf177

TEMPLATES

The Public Information Team maintains a collection of templates utilizing the various DFCS logotypes.

ZOOM/TEAMS BACKGROUNDS



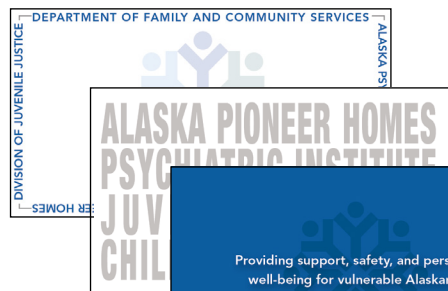
POWERPOINT TEMPLATES



BUSINESS CARDS



Front



Back
(Options)

QUESTIONS

If you have a specific request for the logo that isn't covered in these guidelines, please reach out to the [Public Information Team](#).

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