

Guidelines for the Use of the Wisconsin Aging and Disability Resource Center (ADRC) Logo

The ADRC logo is an important tool intended to ensure consistency, “brand” identification statewide and to inform consumers that the ADRC is committed to the goals, vision and mission of the ADRC initiative.



All official public documents and marketing materials developed by an ADRC beginning January 1, 2016 must include the above ADRC logo with the wording “Aging and Disability Resource Center.” The logo must be in the Department of Health Services’ (DHS) blue and white color scheme unless the document is a black and white printed document. If the document is printed in black and white, then the ADRC logo must be used, but it can also be printed in black and white.

A modified version of the ADRC logo may be adopted as a primary logo that adds text identifying your ADRC, e.g., Aging & Disability Resource Center of _____, as illustrated below.



Logo font and color specifics are below:

FONTS:

“A” (or bridge) is constructed and not a font

“DRC” is Amienne Bold

“of” is Arial Narrow

“Aging & Disability Resource Center” is Myriad Roman

COLORS:

For spot color, the blue is Pantone 3005

An equivalent CMYK mix - short for *Cyan-Magenta-Yellow-Black*, and pronounced as separate letters is:

Cyan = 100%

Yellow = 0%

Magenta = 34%

Black = 2%

The size and placement of the logo should be developed with aesthetics, readability and practicality in mind. The Wisconsin ADRC logo should be featured on all print, electronic and marketing materials developed on or after January 1, 2016.

As the copyright holder, DHS must approve all adapted or modified versions of the Wisconsin ADRC logo. Questions pertaining to the use of the logo should be directed to your local regional quality specialist.

Frequently Asked Questions

1. Q: What is the minimum requirement for signage at an ADRC?
A: At a minimum, the ADRC must have at least one exterior clearly visible sign, at least one interior clearly visible sign, and all directional signs should display the ADRC logo in the Department's blue and white color scheme. In addition, ADRC directional signs must include braille. The blue can be the background with the ADRC font in white or the white can be the background with the ADRC font in blue.
2. Q: Is the entire sign required to be blue and white? In some situations the ADRC is listed on another County sign that requires another color scheme.
A: The entire sign does not need to be blue or white, but the ADRC logo should be in blue and white. Best practice for visibility is to change or update the ADRC sign with the correct logo and color scheme (e.g., blue background with white lettering, white background with blue lettering). On some signs it may be practical to have a decal added to meet this requirement.
3. Q: Is the logo required to be on building directories which are typically found near the primary entrance of a building with a listing of all offices within a building?
A: No, the logo will not be required on building directories.
4. Q: Do office doors with the ADRC name and number on them need to have the logo? Many of these signs are in the form of a plaque and in bronze or silver.
A: As long as the ADRC meets the minimum signage requirements, then they are not required to have the ADRC logo on them as they do not direct customers to the ADRC.
5. Q: What if the ADRC sign is viewed as decorative or as artwork, does the logo need to be present?
A: If the ADRC meets the minimum signage requirements, any additional signs that appear to be decorative or artwork can be considered marketing and would not need to be replaced. These items would be considered grandfathered and when changed or updated, the ADRC logo in the correct color scheme would be required.

6. Q: The ADRC has several vans, cars, and buses in the County with the previous logo. How soon must these be updated?
A: Logos on vehicles are considered marketing. These items are grandfathered and can be updated when the vehicle is updated or painted.
7. Q: If the ADRC has designated parking signs, is the logo necessary?
A: Yes, the ADRC logo must be present on these signs. Adding a decal with the logo is acceptable for these signs.
8. Q: Can an ADRC continue to use their local logo in addition to the statewide ADRC logo?
A: Local logos should no longer be used for signage or printed materials. Printed materials must be updated with the statewide logo when a new supply is being ordered.
9. Q: Do all ADRC signs need to comply with the ADA Accessibility Guidelines (ADAAG) and include braille letters?
A: Interior signs that direct you to the ADRC must include braille letters. However, there are a number of signs that are exempt. These include building addresses, directories, parking signs, and temporary (7 days or less) signs do not need to be ADAAG compliant.
10. Q: Can the background of a sign or logo be similar to white, but not quite white?
A: Regional Quality Specialist will review the signage and may approve on a case by case basis.
11. Q: The ADRC has an outdoor sign with an outdated logo that is displayed with multiple signs advertising County offices. Efforts have been made to update, but the sign cannot be changed, what can be done?
A: An additional ADRC sign with the logo must be in the area or on the building to meet the minimum exterior signage requirement.
12. Q: In the logo, is the ADRC required to spell out “of ____ County” in the name or “serving specific areas”?
A: No, this is not required, but the ADRC is encouraged to add the full ADRC name and specify the counties the ADRC serves when operating a regional ADRC.
See the Eagle Country example on page 1 of this document.
13. Q: What is meant by “clearly visible” for signage with the ADRC logo?
A: Best practice is to have signage that can be seen from all directions.