

AMERICAN CIVIL LIBERTIES UNION

BRANDING GUIDELINES



BECAUSE FREEDOM CAN'T PROTECT ITSELF

American Civil Liberties Union Branding Guidelines

April 2013



American Civil Liberties Union
125 Broad Street, 18th Floor
New York, NY 10004
www.aclu.org

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INTRODUCTION

The ACLU brand and why branding is important

THE ACLU BRAND

A brand is a promise. The American Civil Liberties Union's promise is to protect the individual rights that the U.S. Constitution guarantees to everyone, regardless of race, gender, economic status or political ideology.

The way an organization uses its name, logo, tagline, catchphrases, symbol or design—or any combination of them—differentiates it from other organizations and influences how its target audience perceives that organization. Good brands connect with an audience to foster loyalty, convey a clear message and confirm an organization's trustworthiness. A unified brand earns its identity by becoming distinguishable and easily recognizable by the target audience.

That uniformity had been lacking at the ACLU. Until 2002, the ACLU used at least 17 different logos and designs. The variations created the false perception that there was no relationship between the national ACLU office and state affiliates. One of the first goals of the national Communications Department in 2002 was to develop and unify the ACLU brand.

Our unified ACLU brand speaks to the interconnected relationships between ACLU offices and raises the public's awareness of our brand identity. The level of credibility and stellar reputation we have enjoyed since our founding in 1920 was further amplified when the national and affiliate offices of the ACLU all began to use the same images, designs and symbols to represent our mutual goals and objectives.

The ubiquitous nature of the Internet, social media, mobile apps and other forms of communications technology can facilitate our efforts to cohesively develop the ACLU brand. Every communication, including emails, e-signatures and Twitter feeds generated from any ACLU office, is an opportunity to raise awareness for and recognition of our brand.



The branding guidelines that follow provide the specifications that all ACLU staff should use to ensure that our visual representation of the ACLU is unified.

The ACLU brand is synonymous with the nonpartisan protection of our freedoms. We now have related visual imagery that represents that brand. Within the national offices, efforts are well underway to unify all branded ACLU communications with these images, and we are now asking all affiliates to begin using these same images.

Ultimately, these guidelines will help our target audiences quickly associate the ACLU with civil liberties and human rights issues and further establish us as the “go-to” experts nationwide.

Thank you for your cooperation in helping elevate the ACLU brand.

A handwritten signature in black ink that reads 'Emily G. Tynes'.

Emily G. Tynes
Director of Communications

GUIDELINES

How to work with the ACLU brand
for both national and affiliate product

NATIONAL LOGO

The ACLU national logo comprises three graphic elements: the liberty image; acronym (“ACLU”); and title banner (“American Civil Liberties Union”). The relationship between these elements and the space between them is fixed, and is to be proportionally displayed in its entirety. The ACLU affiliate and foundation logos are derived from this master logo, allowing for a recognizable and consistent brand nationwide.

AFFILIATE LOGO

The ACLU affiliate logo, with a sample shown here on the right, includes the affiliate name in the title banner (“American Civil Liberties Union of Northern California”) on either two or three lines. The affiliate or chapter name should **never extend beyond three lines**. Each affiliate logo exists as production-ready artwork and is available by contacting the graphic designer at the National Office. **Please do not attempt to create a unique logo from other affiliate logos or the national logo.**

CHAPTER LOGO

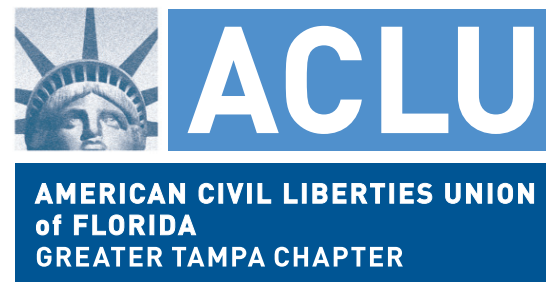
The ACLU affiliate chapter logo, with a sample shown here on the right, includes the affiliate and chapter name in the title banner (“American Civil Liberties Union of Florida Greater Tampa Chapter”) on three lines. The affiliate and chapter name should **never extend beyond three lines** and the chapter name should always start on the third line, below the affiliate name. **Please do not attempt to create a unique logo from other affiliate chapter logos or the national logo.**



NATIONAL LOGO



AFFILIATE LOGO



AFFILIATE CHAPTER LOGO

TWO-COLOR LOGO

The two-color ACLU logo is shown here on the right. The liberty image and title banner print as Pantone 647. The acronym prints as Pantone 279. All typography within the logo is reversed out to white. The affiliate logos also come in this form.



TWO-COLOR ACLU LOGO, PMS 279 AND PMS 647

ONE-COLOR LOGO

The one-color ACLU logo is shown on the right. This version of the logo should be used for single-color applications of the ACLU or ACLU affiliate logo. The liberty image, title banner, and acronym all print as Pantone 647. All typography within the logo is reversed out to white. The affiliate logos also come in this form.



ONE-COLOR ACLU LOGO, PMS 647

BLACK LOGO

In cases where Pantone 647 is not available for single-color applications of the ACLU affiliate logo, the black version of the logo may be substituted. This option is shown on right. The liberty image, title banner and acronym all print as black. All typography within the logo is reversed out to white. The affiliate logos also come in this form.

Please note: No other colors should be used in the logo. The three variations outlined above should cover all instances needed for print and web use.



BLACK ACLU LOGO

FOUNDATION LOGOS

The regular non-foundation logo can be used in almost all situations. The foundation logo (right) may be more appropriate for specific fundraising situations. This foundation logo can also be a two-color, one-color or black logo depending upon the print needs. All three options are pictured on the right. The liberty image and title banner all print as Pantone 647 or black. The acronym prints as Pantone 279, Pantone 647 or black. All typography within the logo is reversed out to white. The vertically affixed foundation banner prints as Pantone 647 or black depending upon the logo version used. The affiliate logos also come in all three forms with the foundation banner.



TWO-COLOR ACLU FOUNDATION LOGO, PMS 279 AND PMS 647



ONE-COLOR ACLU FOUNDATION LOGO, PMS 647



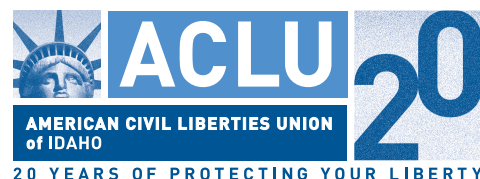
BLACK ACLU FOUNDATION LOGO



TWO-COLOR ACLU AFFILIATE FOUNDATION LOGO, PMS 279 AND PMS 647

ANNIVERSARY LOGOS

Shown right are examples of affiliate anniversary logos that affiliates can use when celebrating milestone anniversaries of their founding. If you would like an anniversary logo supplied, please contact design-request@aclu.org.



AFFILIATE ANNIVERSARY LOGOS

MINIMUM SIZE REQUIREMENTS

Minimum size requirements for both national and affiliate logos:

On screen: 150 pixels in width

In print: 1.25 inches in width

If you cannot read the title banner across the bottom, it is too small.



TWO-COLOR LOGO SHOWN AT MINIMUM 1.25" WIDTH

SIMPLIFIED LOGO

In cases where the regular ACLU logo would be smaller than the minimum size requirements or when special print production surfaces will not allow for printing of the liberty image, the ACLU simplified logo can be substituted. This is a secondary option to the regular ACLU logo. You may choose to use this simplified version of the logo on small web buttons, web or print page footers, or on ephemera such as hats with sewn logos or engraved awards. This simplified logo should always be either black or Pantone 647 (both pictured to the right). It should also always be pictured with the white border and be sized proportionally.



ONE-COLOR SIMPLIFIED ACLU LOGO, PMS 647



BLACK SIMPLIFIED ACLU LOGO

COLOR FIELDS

The ACLU logo has been designed to be legible on any background. As shown on the right, when used on a colored, photographic or otherwise imaged background, a white border, equal in weight to the logo's interior spaces, is visible around its perimeter. This border is included as part of the digital artwork and need not be created manually.



PREFERRED LOGO ON WHITE FIELD



PREFERRED LOGO ON FIELD OF COLOR



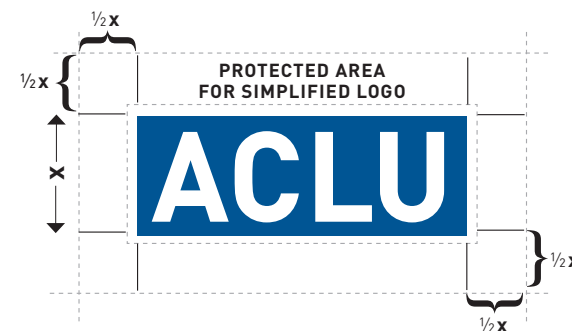
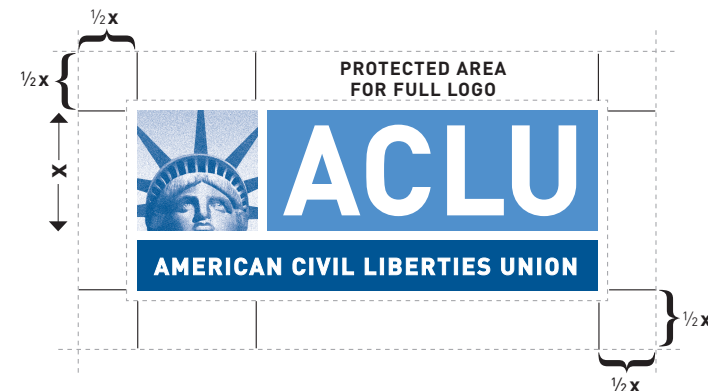
SIMPLIFIED ACLU LOGO



SIMPLIFIED ACLU LOGO ON FIELD OF COLOR

PROTECTED AREAS

To avoid a crowded look, a protected area around the entire logo should be maintained on all applications. No type, logos or other information should be placed within this area, which is defined as half the width of the unit x as indicated in the diagrams to the right. This half x measurement applies to the full national logo, the full affiliate logo and also the simplified logo.



A NOTE ON PROJECT LOGOS

We no longer use Project logos. Thus, Projects of the ACLU should use the national logo on their materials.

ACLU TAGLINE

BECAUSE FREEDOM CAN'T PROTECT ITSELF

Using the ACLU Tagline in Print:

The ACLU tagline “Because Freedom Can’t Protect Itself” should accompany the ACLU (or ACLU affiliate) logo where appropriate in print materials. The tagline should not be used with the simplified logo.

When used, the tagline should appear below the ACLU logo (shown on the right, top). The tagline should be set in DIN Regular and be justified with the right and left colored edges of the logo. The baseline of the tagline text should be $\frac{1}{2}$ of the x height from the bottom edge of the full logo. The clear space now extends a further $\frac{1}{2}$ of the x height below that baseline (shown on the right, middle).

The tagline should be all caps and either black, Pantone 647 or Pantone 279 to keep branding consistent with the logo. On dark backgrounds, the tagline can be reversed out to white (shown on the right, bottom).

Some instances where the tagline may be included would be: on the title pages of publications; in ads; in website headers or footers; or on printed ACLU materials.

Using the ACLU Tagline on the Web:

For tagline use on the web, please contact the Digital Communications Team at web_pub@aclu.org to discuss. Special design exceptions could be considered for projects where the tagline is used as an element of design.

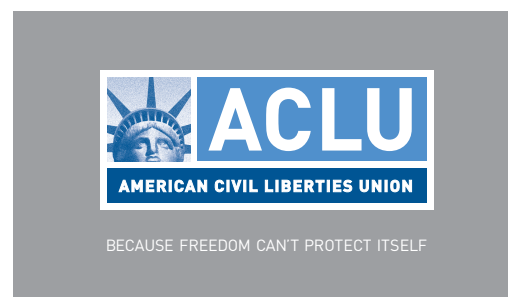


LOGO WITH TAGLINE

BECAUSE FREEDOM CAN'T PROTECT ITSELF



LOGO WITH TAGLINE SHOWING CLEAR SPACE



LOGO WITH TAGLINE ON DARK BACKGROUND

TYPEFACE

A well-rounded graphic identity depends not only on a strong logo, but also on the consistent use of certain, carefully chosen typefaces. The ACLU identity includes the use of two specific fonts for exclusive use in its communication materials. The font is called FF DIN Regular. It is light, legible and works well in large and small sizes. It is especially effective for use in the body of the communication and for higher word counts. The FF DIN font also includes FF DIN Bold. It is a strong, solid typeface used to create impactful headlines and provides a counterweight to the primary font. Both weights are also available in italic. Please note: The DIN fonts have been licensed for use by the ACLU, ACLU affiliates and for all ACLU-related work.

When designing for the web and in need of web-safe fonts only, please substitute Arial Regular for DIN Regular and Arial Bold for DIN Bold. This is only a back-up option for when web-safe fonts are needed. Please see the section on “Branding Guidelines & the Web” on page 20 of this document for more information.

The DIN font for PC [may be downloaded here on the LOOP](#). For MAC format contact design-request@aclu.org.

FONT - DIN:

FF DIN Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

FF DIN Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9**

FF DIN Regular Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9*

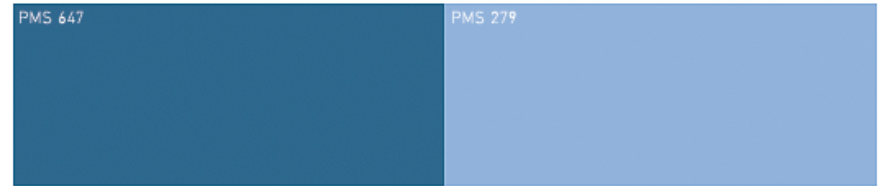
FF DIN Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9***

COLOR PALETTE

A broad color palette allows a graphic identity to be expressed with flexibility and variety while still retaining the continuity of the overall system. The ACLU palette is divided into three parts. Two primary colors constitute the two core colors of the ACLU identity. A selection of secondary colors serves to complement the primary blues. Pantone specifications and their process equivalents are provided here for primary and secondary colors.

This color palette applies to printed materials. For colors on the web, see page 20.



PRIMARY COLORS

Primary Colors (Pantone Coated and Process Color Equivalent):

Pantone 647 = C94 M43 Y0 K38

Pantone 279 = C69 M34 Y0 K0



SECONDARY COLORS

Secondary Colors (Pantone Coated and Process Color Equivalent):

Pantone 4545 = C0 M2 Y17, K5

Pantone 617 = C0 M0 Y40 K20

Pantone 5763 = C5 M0 Y40 K60

Pantone 420 = C0 M0 Y5 K20

Pantone 403 = C0 M5 Y10 K50

Pantone 5455 = C7 M0 Y5 K5

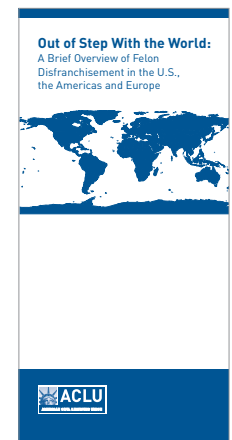
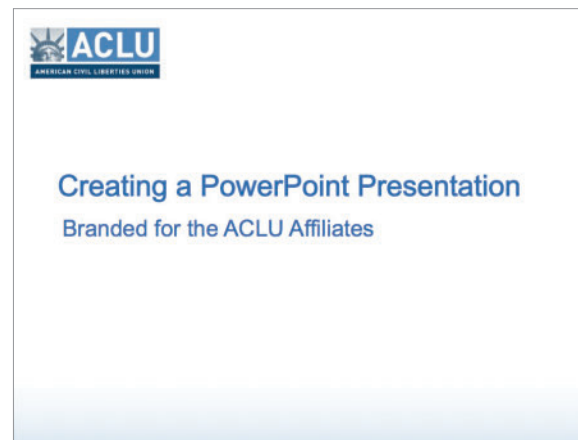
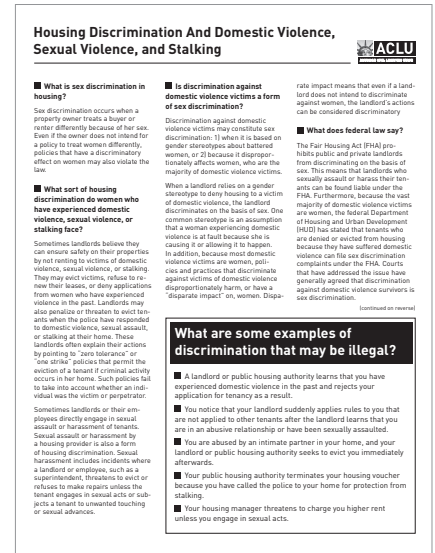
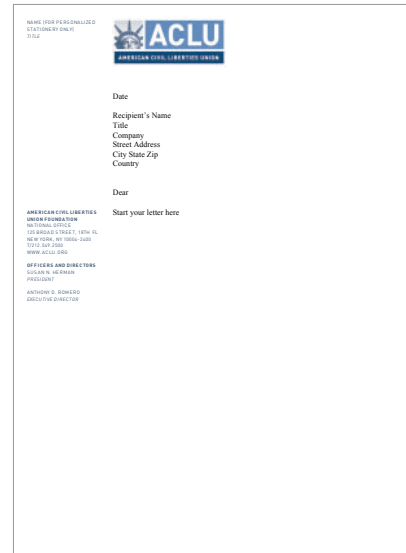
Pantone 145 = C0 M47 Y100 K9

Pantone 1815 = C50 M80 Y80 K0

Pantone 438 = C0 M20 Y0 K70

LOGO APPLICATIONS

The combination of logo, color and typography, when implemented according to the rules of the ACLU identity system, results in an appropriately identified piece of communication. Production methods, and their corresponding limitations, should be considered carefully to ensure that the identity is consistently reproduced across print, signage and electronic media. At right, you'll see instances of the two-color logo, the one-color logo and the black logo—all used following the branding guidelines.



LOGO DON'TS

All logos illustrated in this document exist as production-ready digital artwork. Files are available for download and should never be manipulated. However, there is still a certain margin for error. Shown here are some common mistakes when working with the logo.

Figure A:

Don't eliminate the white interior spaces and border.

Figure B:

Don't shift the graphic elements within the logo; their relationship is fixed.

Figure C:

Don't use the graphic elements as independent or stand-alone identifiers.

Figure D:

Don't manually colorize the logo.



FIGURE A



FIGURE B



FIGURE C



FIGURE D

ELECTRONIC EMAIL SIGNATURES

In an effort to create a more branded approach to the organization's email signatures, we have created a standard email signature. *(Note: If you are currently using the 90th Anniversary ACLU logo, please be sure to replace it with the regular non-foundation ACLU logo, as we are no longer in the 90th Anniversary year).* The sample signatures on the right are guidelines you can choose from for your e-signature. Please note that we have substituted Arial 10pt for the DIN font since DIN is not a web-safe font. In this case, Arial is used as a backup to DIN, the preferred font for all ACLU-related design matters (see page 12). All text except for the tiny blue boxes and the "o," "m" or "f" before the phone numbers should be black.

A step-by-step guide to adding your email signature [can be found here on the LOOP](#).

Affiliates note: The e-signature instructions on the LOOP are for national staff but affiliates should take steps to replicate the e-signature with their affiliate logo in the email system they use.

BRANDED E-SIGNATURE, ONE PHONE NUMBER

Employee Name
Employee Title
American Civil Liberties Union
125 Broad St., New York, NY 10004
■ 212.456.7890 ■ email@aclu.org
www.aclu.org  



BECAUSE FREEDOM CAN'T PROTECT ITSELF

BRANDED E-SIGNATURE, TWO PHONE NUMBERS

Employee Name
Employee Title
American Civil Liberties Union
125 Broad St., New York, NY 10004
■ o 212.456.7890 ■ email@aclu.org
■ m #####.##### ■ f #####.#####
www.aclu.org  



BECAUSE FREEDOM CAN'T PROTECT ITSELF

BRANDED E-SIGNATURE FOR LEGAL STAFF



Employee Name
Employee Title
American Civil Liberties Union
125 Broad St., New York, NY 10004
■ 212.456.7890 ■ email@aclu.org
www.aclu.org  



BECAUSE FREEDOM CAN'T PROTECT ITSELF

This message may contain information that is confidential or legally privileged. If you are not the intended recipient, please immediately advise the sender by reply email that this message has been inadvertently transmitted to you and delete this email from your system.

BRANDED E-SIGNATURE FOR AFFILIATES

Employee Name
Employee Title
ACLU of [Affiliate Name]
[Affiliate Address]
■ #####.##### ■ email@[URL].org
www.[URL].org  



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ACLU BRANDING & PUBLICATIONS

Brand recognition and consistency is crucial for publications. Your print materials should be recognized as belonging to your organization when they reach your audience. Publications include materials such as reports, newsletters, brochures and fact sheets. All publication items should include, at the very least, your logo, adhering to the guidelines in this document. Some samples of publications are pictured below, with some tips to guide you through designing these materials:

Reports:

The ACLU logo should appear on the cover and/or back cover, and also the title page of the report. Please keep in mind the standards set on the previous pages for the protected space, color palette and logo use on fields of color. The tagline can appear on the title page and/or back cover if design space allows. The DIN font may be used for the body text and/or DIN Bold for title and section title fonts.

Newsletters:

The ACLU logo should appear on the front page of the newsletter and also the back page for mailing purposes. Please keep in mind the standards set on the previous pages for the protected space, color palette and logo use on fields of color. Depending upon your printing process, the primary Pantone colors are good to use in your designs. The DIN font can be used for the body text and/or DIN Bold for title and section title fonts.



EXAMPLES - REPORT COVERS



EXAMPLE - NEWSLETTER

Stationery Package:

The ACLU stationery package includes layouts for:

- letterhead
- second sheet
- #10 envelope
- mailing label
- business card

The design of the stationery package has been carefully considered, including font, type size, number of lines in the address blocks, and size and placement of logotypes. While each affiliate must place its own logo and enter its own contact information to customize the stationery, the placement and scale of all elements should remain consistent.

InDesign files are used for two-color offset print production. Microsoft Word files can be used for digital desktop printing.

The official voice of an organization is captured in its system of stationery materials. When used consistently across all departments and divisions, the voice, and its message, appear well formed and unified.

Chapter Signatures

When specifying chapter names on correspondence materials, the text may be added to the address line between the affiliate name and the street address. It should match the type styling of the organization and affiliate name above it. The specific chapter name should not be added to the ACLU affiliate logo, unless cleared through, and provided by the National Office.

ACLU of Florida

Tampa Chapter

PO Box 25477

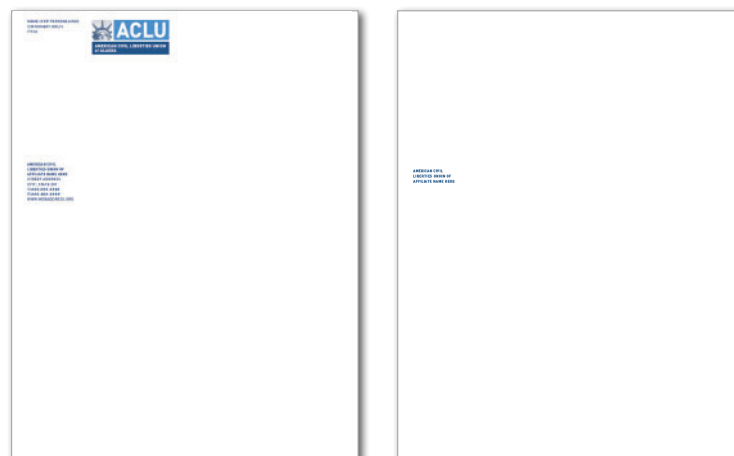
Tampa, FL 33622-5477

T/ 786.363.2700

F/ ###.###.####

aclufl_tampa@yahoo.com

www.aclufl.org/tampa



LETTERHEAD AND SECOND SHEET

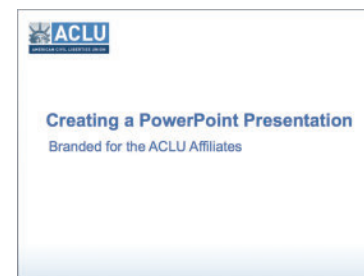


#10 ENVELOPE, MAILING LABEL AND BUSINESS CARD

[Click here to download the ACLU stationery package.](#)

PowerPoints:

PowerPoint templates for both national and affiliate staff are linked to below. The templates provide guidelines for making a PowerPoint and general formats. [Click here to download PowerPoint templates.](#)



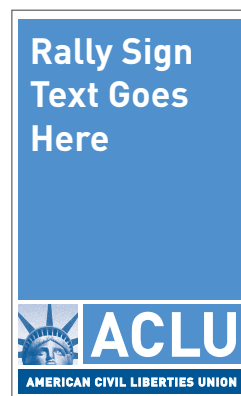
Rally Signs:

In the effort to always present a unified front, even protest signs used at rallies and demonstrations should be consistent in their use of ACLU identity elements. As shown here, protest sign design templates are intended to be very flexible in terms of content, and allow for handwritten as well as commercially produced content. Protest sign design templates specify size and placement of the ACLU logo, and are available in 8.5x11, 11x17, and 18x24 size formats.

Production-ready digital artwork for the ACLU protest signs, available in two file formats, [may be downloaded here from the LOOP](#). As a rule, InDesign files are used for one- or two-color offset print production, while the Microsoft Word files can print signs through a desktop printer.

To request the national or affiliate logo, please email design-request@aclu.org.

[Click here to download rally sign templates.](#)



EXAMPLE RALLY SIGNS

ACLU BRANDING & THE WEB

The logo: When designing for the web, many of the previous logo standards still apply.

- Never crowd the page
- Maintain protected areas around the logo (see page 10)
- See page 15 for other don'ts
- The color palette should be applied to the best of your ability.
Additional colors may be used on the web, described on the right.

Adapting the guidelines for the web: This primarily applies to color values and fonts. DIN is not a web-safe font and therefore cannot be used everywhere on your site. Where web-safe fonts are needed, Arial should be substituted. Your website should have its own look and feel, but still adhere to the branding guidelines. The web equivalent values for the logo colors are listed on the right.

The tagline on the web: For tagline use on the web, please contact the Digital Communications Team to discuss. Special design exceptions could be considered for projects where the tagline is used as an element of design.

Downloads from the web: Items that are created and posted to your site for download should also include the logo in a prominent place. Once these materials are downloaded from your site, they need to stand on their own as pieces developed by the ACLU. Your downloadable materials should follow the publication branding guidelines outlined in this document [page 17].

If you have any questions, contact web_pub@aclu.org.

FOR WEB USE WHERE DIN IS NOT ACCEPTED - ARIAL:

Arial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Primary Colors RGB and HEX Color Values:

PMS 647	13, 75, 118	#0d4b76
PMS 279	58, 124, 194	#3a7cc2

Secondary Colors: RGB and HEX Color Values

PMS 4545	222, 213, 179	#ded5b3
PMS 617	199, 190, 113	#c7be71
PMS 5763	110, 117, 68	#6e7544
PMS 420	208, 207, 203	#d0cfcf
PMS 403	147, 139, 130	#938b82
PMS 5455	197, 211, 215	#c5d3d7
PMS 145	207, 118, 0	#cf7600
PMS 1815	122, 36, 38	#7a2426
PMS 438	79, 61, 63	#4f3d3f

Additional Colors in Web Palette: RGB and HEX Color Values:

	Dark Purple:	38, 45, 74	#262d4a
	Dark Red:	152, 0, 0	#980000
	Red:	172, 5, 5	#ac0505
	Medium Blue:	199, 224, 247	#c7e0f7
	Light Blue:	239, 248, 255	#eff8ff

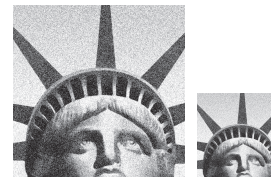
ACLU BRANDING & SOCIAL MEDIA

Social media is a great tool to expand our web audience and is used throughout the organization. Applying branding guidelines to the customizable parts of these sites helps to unify and strengthen the ACLU presence online. Some questions to ask yourself as you design your social media displays (Facebook pages, Twitter pages, Facebook action graphics, profile images...):

- Is my page recognizable as part of the greater ACLU family?
- Are my graphics sized appropriately for their location?
- Is my logo crowded by other elements on the page?
- Am I using colors that belong to the color palette?
- Am I using the font DIN, or Arial as the web-safe font substitute, where possible?

Profile pictures: Both Twitter and Facebook use square images for their page profile graphics.

Design your graphics with this in mind. Please also keep in mind that this square image will appear at a smaller thumbnail size on each site. These thumbnails will show up in newsfeeds and elsewhere as the precursor to people clicking through to your page. Let them recognize your graphic from first glance. You want to be sure that your thumbnail for your page is just as powerful as your page's full graphic. Using the national or affiliate full logos for your profile image can create problems for thumbnail images—the rectangular image can awkwardly crop your image (example shown on the right). Facebook allows you to manually crop your thumbnails but Twitter does not. Use the liberty image for those square images, as shown on the right. [Click here to download the square liberty image.](#)



NATIONAL SOCIAL MEDIA IMAGES



EXAMPLE OF NATIONAL SOCIAL MEDIA IMAGE USE



AFFILIATE SOCIAL MEDIA IMAGES



EXAMPLE OF AFFILIATE SOCIAL MEDIA IMAGE USE



PROBLEM WITH AUTO-CROPPING THE FULL LOGO (LEFT) INTO A THUMBNAIL (RIGHT)

Facebook cover image: A cover image is the larger photo at the top of your timeline, right above your profile picture. Cover photos are 851 pixels wide and 315 pixels tall. If you upload an image that's smaller than these dimensions, it will get stretched to this larger size. The image you upload must be at least 399 pixels wide. To get the best quality image and fastest load times for your page, upload a RGB JPG file that's 851 pixels wide, 315 pixels tall and less than 100 kilobytes.

We recommend using a cover image that shows the people the ACLU helps in order to show the humanitarian nature of our work.

For more questions about social media, please contact socialnetworks@aclu.org.



EXAMPLES OF FACEBOOK COVER IMAGE (LARGE LIBERTY IMAGE IN FOREGROUND)



EXAMPLE OF AFFILIATE SOCIAL MEDIA IMAGE USE



EXAMPLE OF AFFILIATE SOCIAL MEDIA IMAGE USE



EXAMPLE OF NATIONAL SOCIAL MEDIA IMAGE USE



EXAMPLE OF NATIONAL SOCIAL MEDIA IMAGE USE

This resource can be found on the LOOP at:

www.loopaclu.org/Comm/BG/Pages

For users with no access to the LOOP, it can be downloaded at:

www.aclu.org/brand



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