



ECFA Seal Guidelines

*A higher standard.
A higher purpose.*

ECFA provides seals to its members (charter member seals for charter members) for their use on letterheads, brochures, solicitation letters, charitable receipts, Web sites, and in many other ways.

The following guidelines relate to the use of ECFA's new seal:

1. Seals printed in color should be used in the ECFA blue color (PMS 534) or the cmyk equivalent.
2. Seals printed at a reduced size should be:
 - a. printed without the taglines (they become too small to read) and
 - b. printed without the screened starburst effect

Seals are provided in several formats in both black and white and color:

1. tif — for a higher resolution output
2. jpg — a common way of transferring graphics
3. eps — vector images created in Adobe Illustrator. If you do not have this program, you will not be able to open these files; however, the company that does your printing will likely love to have it.
4. gif — these files are most commonly used on a Web site

If you have any questions on the use of the new seal, please contact Joy May at joy@ecfa.org.

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