

**Structure**

The American Dental Association Sesquicentennial Element has been created for the organization’s 150-year anniversary. The element may be used by the ADA and constituent and component societies for promotional items, print and electronic communications and signage for materials from **October 2008 through October 2009**. This document provides basic guidelines for the application and reproduction of the element.

**Questions?**

Contact Michelle Kruse at 312.440.4657, email: krusem@ada.org, or Abbe Wright at 312.440.7747, email: wrighta@ada.org.

**Element**

The element has two components: the symbol and the typography.



Element

**Minimum Size**

The minimum width that the element should be reproduced is at 1 1/8" measured from the left end of the green bar to the right edge of the registration mark.



**Clear Space**

The clear space is an area surrounding the element in which no competing typography or graphics should appear. The clear space for both the symbol and element is equal to the width of the numeral "1."



**Do Not Alter Element**

The element should always appear as shown above. It should never be integrated with any other identity (event, program, etc.). These are some examples of treatments that should be avoided.



Do not alter size relationship



Do not stretch



Do not alter composition



Do not remove elements



Do not substitute different typefaces



Do not enclose in shapes

## The American Dental Association Sesquicentennial Element Guidelines, continued

### Color

#### Two-Color

The element uses the colors of the new ADA signature: PMS 362 C (ADA green) and black. The corresponding CMYK and RGB values for the green are as follows:

C 70	R 74
M 0	G 170 Y
100	B 66
K 5	



While PMS 362 C is the approved and preferred color for the ADA green, when printing on uncoated stock such as stationery, PMS 361 U should be specified because it is a closer visual match to PMS 362 C.

#### One-Color

Use when reproduction techniques require a one-color version.



#### On Solid Background

The element should primarily be used in the two-color version. If reproduced on a background it should be reversed out of solid ADA green or black. On both backgrounds all text will be white and the box containing the dates will be black or ADA green.



#### Do Not Alter Colors

The color of the element should only be applied in the ways shown above. The element should never be shown on a solid color background other than ADA green or black.



Do not substitute other colors



Do not use a one-color version other than black



Do not use other background colors



Do not reverse out of other background colors