



DOING THE MOST GOOD™



BOYS & GIRLS CLUBS

Salvation Army/Boys & Girls Clubs **Logo Guidelines**

**For more information, contact:
Marketing & Communications
Boys & Girls Clubs of America**

National Headquarters
1275 Peachtree St. NE
Atlanta, Georgia 30309
Tel: 404-487-5864 www.bgca.org
email: kkaiser@bgca.org

Salvation Army/Boys & Girls Clubs Logo Lockup — Vertical and Horizontal Configurations

As the term implies, the Lockup is used as a unit. Do not attempt to reconstruct the Lockup or its parts or use in combination with any other symbols. The vertical — or “stacked” — Lockup accommodates most applications, many of which are presented in the following pages. The horizontal — or “side-by-side” — Lockup will fit most needs not suitable to the vertical version.

Always use the authorized artwork provided with this manual when reproducing the Lockup. The specifications apply equally to names that are singular (Boys & Girls Club) and plural (Boys & Girls Clubs).

Vertical Lockup



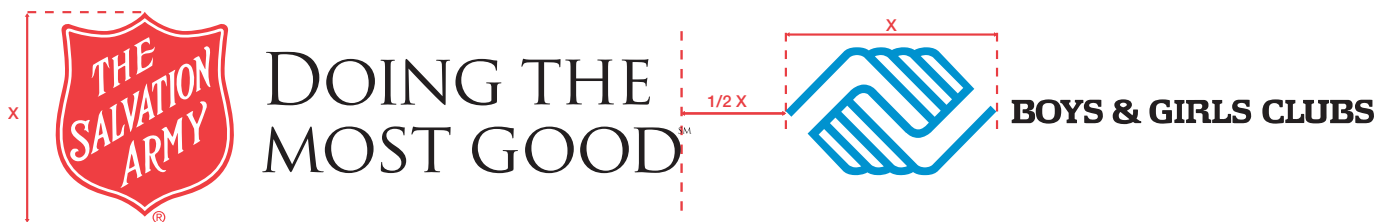
Vertical and Horizontal Lockup

This height of the Salvation Army logo is measured by the width (x) of the Hands Symbol in the Boys & Girls Clubs Logo. The space between the each logos is equal to 1/2 the width of the Hands Symbol.

PLEASE NOTE:

Certain exceptions were made to the Boys & Girls Clubs Graphic Standards for The Salvation Army/Boys & Girls Clubs Lockups. *These are the only exceptions.* Please adhere to the Boys & Girls Clubs Graphic Standards (<http://marketing.bgca.org>) for any other standards NOT noted on this page.

Horizontal Lockup





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BOYS & GIRLS CLUBS

**The Salvation Army
Metro Atlanta
Boys & Girls Clubs**
675 Seminole Ave., NE
Atlanta, GA 30307-1479
Tel 404-875-9183
Fax 404-875-5285
www.bgca.org

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Rick Goings
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Hon. Arnold I. Burns
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Northeast

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Pacific

Sherwood H. Smith, Jr.
Southeast

Ronald T. LeMay
Southwest

Letterhead Sample



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BOYS & GIRLS CLUBS

FAX

Date:

To:

Recipient's Fax:

Recipient's Tel:

From:

Pages:
(incl. cover)

Sender's Tel:

Sender's e-mail:

Subject:

Fax Sample



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BOYS & GIRLS CLUBS

MEMO

Date:

To:

From:

Subject:

cc:

Memo Sample

 DOING THE MOST GOOD	John Doe Chief Professional Officer
 BOYS & GIRLS CLUBS	Administrative Center 1234 East Main Street Anytown, ST 12345 Tel 123-456-7890 Fax 123-456-7891 Cell 123-456-7891 e-mail jdoe@bgca.org www.bgca.org

Business Card Sample

	DOING THE MOST GOOD SM		BOYS & GIRLS CLUBS
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Signage or Banner Sample

Salvation Army
Metro Atlanta
Boys & Girls Clubs
675 Seminole Ave. NE
Atlanta, GA 30307-1479



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Envelope Sample