



3279 East Harbour Drive
Phoenix, Arizona 85034
602-272-7600
Fax: 602-272-1007
www.aci.az.gov

ACI Logo Usage

Now that we have begun the process of filing for trademark protection of our logo and company name, it is important for us to use these branding tools correctly. When using the ACI logo:

1. Use the entire logo if space allows, this includes the text Arizona Correctional Industries™ and the tagline: **Innovative Solutions ↔ Productive Lives**.
 - a. If the tagline text is too small to read then use a logo version without it (as above on this stationery), but have the tagline appear somewhere else on the page, etc. (as it appears on the bottom of this stationery).
 - b. If the company name text is too small to read, use the logo version that is just the  A graphic, but make sure that Arizona Correctional Industries™ appears on the page somewhere, as well as the tagline.
2. The A graphic should always include the TM symbol to indicate that we have filed for trademark protection.
3. When writing out “Innovative Solutions ↔ Productive Lives” on its own (not as part of the logo with the A graphic) the TM symbol should be used after it: Innovative Solutions ↔ Productive Lives™
4. Our attorney is confident that our applications will be accepted within a year. Once formally trademarked, we will change the™ to®.
5. If the logo needs to be on a background, have the entire logo (company name and tagline) on the same neutral background. The tagline can be enlarged to go across the entire length of the logo, if that helps ensure its readability.



We appreciate your cooperation as we continue our rebranding effort.

Innovative Solutions ↔ Productive Lives™



ARIZONA
CORRECTIONAL
INDUSTRIES

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ACI Branding

Where appropriate, please use the “Manufactured By” labels on products produced in ACI Owned and Operated Shops. This will help associate the quality work we produce with our brand.

MANUFACTURED BY



ARIZONA
CORRECTIONAL
INDUSTRIES

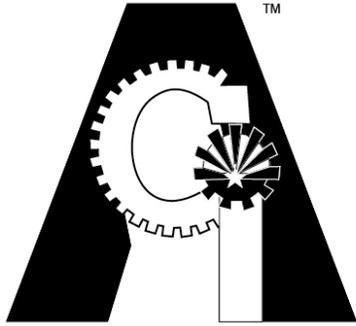
Innovative Solutions ↔ Productive Lives

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MANUFACTURED BY

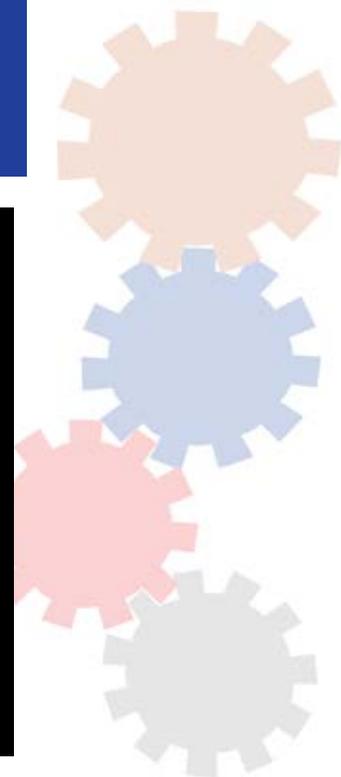


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