

**LOGO  
USAGE  
GUIDELINES**



# But first, FAFSA LOGO GUIDELINES

The “But first, FAFSA®” logo should be used on all campaign materials, and the following rules will help you apply the logo correctly.

When possible, please use the vector (.ai) files. For easy drag-and-drop, use the (.png) files.

## PROPER PLACEMENT

The “But first, FAFSA®” logo is intended to be placed on top of any photo, image or scenario so that it feels like it’s “interrupting” the communication. So it’s okay for the logo to cover up part of a graphic or headline.

## READABILITY

Make sure the logo is always large enough to be readable. The logo should never be less than .5 inches tall.

## COLOR

Use the color logo whenever possible. The black-and-white logo should be used only on black-and-white materials.

## NO ALTERATIONS

Please do not stretch the logo or make it a different color than what’s shown here.



ButFirstFAFSA\_Campaign\_Logo\_Color.ai  
ButFirstFAFSA\_Campaign\_Logo\_Color.png



ButFirstFAFSA\_Campaign\_Logo\_BW.ai  
ButFirstFAFSA\_Campaign\_Logo\_BW.png