

Look and Feel

The Odyssey logo is designed to evoke a progressive idea of leadership and determination. The road-like swoop was created to provide a feeling of forward momentum, while still having a well-grounded basis.

The Odyssey logo and graphic theme are provided in a variety of digital formats, including both color and black and white versions. If you need an additional format or have questions about usage, please contact us.

The Odyssey logo and NAFTC logo are provided to you in TIF and JPEG formats, at 300 dpi for printing purposes and in GIF. format at 72 dpi, which is suitable for the Web. These images are also provided in a vector format (EPS) that can be made any size, large or small. If you need a specific format in a specific size, please let us know and we will provide it.

We also ask that you put the NAFTC logo on all AFV Day Odyssey materials.

The emerging road image alone can be used in a variety of ways. It has the Odyssey look but should not be used in place of the logo. Usually it is used as a lightly screened visual element in a background.

Graphics Supplied for National AFV Day Odyssey

The following are Odyssey graphics which are located in the coordinator section of the Odyssey website at www.afvdayodyssey.org

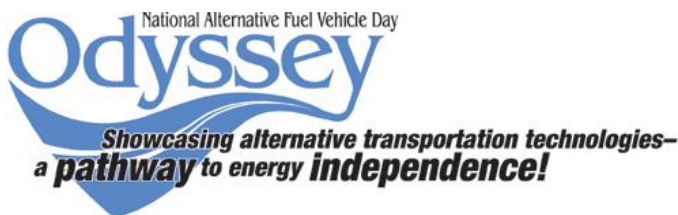
1. Odyssey logo



2. Odyssey logo with NAFTC logo



3. Odyssey logo with tagline



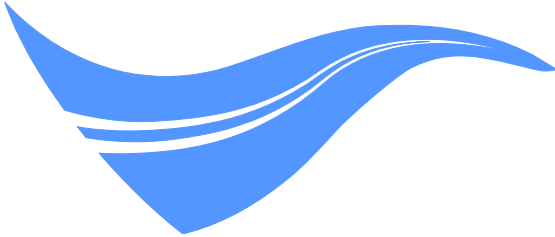
4. Tagline

**Showcasing alternative transportation technologies—
a *pathway* to energy *independence!***

5. Tagline

**Showcasing alternative
transportation technologies—
a *pathway* to
energy *independence!***

6. Emerging Road



7. National Alternative Fuels Training Consortium Logo



Templates will be created for Adobe InDesign, Adobe Acrobat, or Microsoft Word. They will be included in the Coordinators' Corner section of the Odyssey website.

- Label template
- Banners
- Flyers
- Post Cards
- Pamphlet for Agenda or Advertising
- Odyssey PowerPoint
- HTML Email

Please contact us if you need help with your outreach and marketing needs. We will be more than happy to help.

Font Usage

We have chosen to use the Helvetica Neue Font family because of its excellent readability. If you do not have this font please use a similar sans serif font such as Arial or Fruitiger.

Attribution Guidelines

Please remember to credit the NAFTC on all materials and use the NAFTC logo when applicable.

When possible please use:

National AFV Day Odyssey is developed and coordinated by the National Alternative Fuels Training Consortium (NAFTC) in partnership with these participating sponsors- (and/or add: current national sponsors can be found at www.afvdayodyssey.org)

Where there is limited space, please use:

National AFV Day Odyssey is developed and coordinated by the National Alternative Fuels Training Consortium in partnership with participating sponsors and partners.

Attributing local support

National AFV Day Odyssey is developed and coordinated by the National Alternative Fuels Training Consortium in partnership with these participating sponsors-Sponsor 1, Sponsor 2, etc., and list other national-level sponsors. Our local Odyssey event is coordinated by (name of host organization) in conjunction with (list a main partner if applicable- Clean Cities program?) in partnership with (list sponsors you wish to acknowledge).

OR

National AFV Day Odyssey is developed and coordinated by the National Alternative Fuels Training Consortium with participating national partners and is coordinated locally by (name of school or organization) in conjunction with the (list a main partner if applicable -- Clean Cities program?) in partnership with (list sponsors you wish to acknowledge)