



December 2009

To ACE Grantees and Centers:

We want to thank you all for the great reception and comments we received regarding our new ACE brand at our annual conference. We are excited about implementing our new ACE brand and are pleased that many of you have already begun to adopt and use the ACE brand.

In that regard, I am providing Branding guidelines to assist you in the proper use of the brand. Proper use of the brand is important so that we maximize the awareness and impact of ACE within our communities, and so that we can protect the legal rights to our brand.

These Branding guidelines, which you can [access here](#), are straight-forward and easy to follow.

Should you have any questions after reviewing the Guidelines, please use this email contact the help desk at TexasACE21@edvanceresearch.com for a quick response.

We look forward to building the ACE program together.

Best regards,

Candace Ferguson
State Coordinator/Program Manager