



American Optometric Association

## **Branding and Graphic Standards Guide**

One of the benefits of being a member of the American Optometric Association is the enhanced image of professionalism that you enjoy. In order to maintain that standard - the instant recognition, credibility and respect – there are certain guidelines that we require when you develop your own communications.

These guidelines will help ensure that both you and the Association are represented with the professionalism and dignity deserved, and allow you to leverage the strength of the AOA's brand identity. Every successful company or organization has one, or a set of, instantly recognizable characteristics associated with them that dictate how customers perceive them – that's their brand. When you think of Coca-Cola you think refreshment; with Volvo you think safety. Our goal, and the reason for these branding guidelines, is to have people think of you, as part of the AOA brand, as the authority for eye care.

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## Section 1: Logotype American Optometric Association Logo

### Logotype

The American Optometric Association logo has been specially designed and should only be reproduced from master artwork from the disk provided. The American Optometric Association logotype must always be reproduced with the register mark symbol.®

### Horizontal Version

There are two versions of the AOA logo. The horizontal version is the standard version and should be used at all times unless space restrictions prohibit its use.



### Stacked Version

In the instance where horizontal space is restricted, the stacked version of the logo should be used.



Section 1: Logotype (continued)  
**American Optometric Association Logo**

**Clear Area**

To protect the legibility of the logo, a clear area should be left around it. No other text or image should be placed within this area.



### Fonts

The AOA logo's font is Optima. This is for informational purposes only, as the logotype should never be re-typeset. You should only use the provided files.

Optima  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Organization Text

There are times when it may be appropriate for a committee, council, or section to add its name to the standard AOA logo. See the Committees and Councils section of this guide (p.8-9) for details on the use of organizational text. The font to be used in these instances is 45 Helvetica Neue Light. To maintain logo integrity it is preferred that you contact the AOA directly. The AOA will provide you with a properly configured logo.

### Secondary Text

The font recommended to be used as secondary text is 45 Helvetica Neue Light, 65 Helvetica Neue Medium and 75 Helvetica Neue Bold.

45 Helvetica Neue Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**65 Helvetica Neue Medium**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**75 Helvetica Neue Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Colors**

The logo should only appear in colors specified below; process blue and black, solid black, solid process blue or reversed out white. Graphic devices, such as outlines, drop shadows, etc., should not be used. The logo is designed to work on a white background or with secondary palette next page. In the case of black and white printing or a nonspecified background color, logo should appear in solid black or reversed out white as below.



**1-color version**

Sometimes the logo must appear in an environment where the preferred 2-color method is not an option. In the case of black and white printing see note above. In the case of 1-color process blue printing the logo may print all process blue.



**2-color version**

The preferred method of reproducing the AOA logo includes 2-color printing using Pantone process blue and black. These colors make up our primary color palette and should be used whenever possible across all printed materials.



**4-color version**

For 4-color process printing, use the CMYK approximations for PMS-Process Blue (C=100, M=9, Y=6, K=6) and Black (C=0, M=0, Y=0, K=100).

**Secondary Color Palette for Background Use**







We recognize the need for more colors in our materials beyond the AOA's use of Pantone process blue and black. With that in mind, we have created a secondary color palette to be used in materials as supporting background color options. See the Grids section of this guide (p. 24-28) for examples of the use of the Secondary Color Palette. We have also included the CMYK and RGB breakdowns next page. Variations of these colors, pastels, reds/pinks and earth tones should never be substituted for the secondary palette options.








Section 2: Colors *(continued)*  
**American Optometric Association Logo**

**(CMYK color version)**







For 4 color process printing






					
PMS 108	PMS 116	PMS 144	PMS 173	PMS 390	PMS 355
C= 0 M= 0 Y= 100 K= 0	C= 0 M= 15 Y= 94 K= 0	C= 0 M= 47 Y= 100 K= 0	C= 0 M= 69 Y= 100 K= 6	C= 18 M= 0 Y= 100 K= 6	C= 100 M= 0 Y= 91 K= 6

				
PMS 2602	PMS 273	PMS 306	PMS 2935	PMS CG10
C= 72 M= 100 Y= 0 K= 0	C= 100 M= 94 Y= 0 K= 6	C= 76 M= 0 Y= 6 K= 0	C= 100 M= 47 Y= 0 K= 0	C= 0 M= 0 Y= 0 K= 72

**(RGB color version)**

For electronic communications

					
PMS 108	PMS 116	PMS 144	PMS 173	PMS 390	PMS 355
R= 255 G= 255 B= 0	R= 255 G= 217 B= 17	R= 255 G= 135 B= 0	R= 240 G= 74 B= 0	R= 197 G= 220 B= 10	R= 0 G= 130 B= 64

				
PMS 2602	PMS 273	PMS 306	PMS 2935	PMS CG10
R= 81 G= 0 B= 125	R= 17 G= 12 B= 121	R= 62 G= 182 B= 202	R= 10 G= 85 B= 163	R= 71 G= 71 B= 71

Section 3: Committees, Councils, Sections  
**American Optometric Association Logo**

**Committees and Councils**

The AOA includes many diverse groups and committees. These groups, each important in their own right, are integral to the AOA as a whole. With that in mind, we have created a system which gives them their own identity while still promoting the organization. The font recommended is 45 Helvetica Neue light, point size 14.5, rule .5 pt. and should extend length of name offset by 10%.

Here are some examples:

**Horizontal**

The preferred version of the logo is shown below.



**American Optometric Association Logo**

**Stacked**



American Optometric  
Association

Affiliates Advisory Committee



American Optometric  
Association

Geriatrics, Hospital Practice and Nursing Facility Committee



American Optometric  
Association

Accreditation Council on Optometric Education



American Optometric  
Association

Contact Lens and Cornea Section

**American Optometric Association Logo**


**Sections**

In the case of AOA Sections note the color coding in addition to names.



**John C. Somebody, O.D.**

243 N. Lindbergh Boulevard St. Louis, Missouri 63141  
t. 314 991.4100 f. 314 991.4101 [www.aoa.org](http://www.aoa.org)

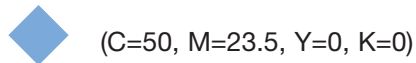
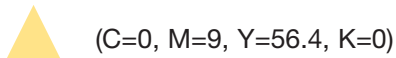
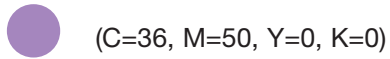
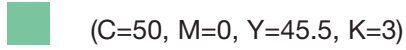
 Your Vision and Racquet Sports



Section 3: Committees, Councils, Sections *(continued)*  
**American Optometric Association Logo**

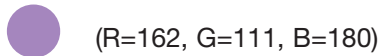
**(CMYK color version)**

For 4 color process printing



**(RGB color version)**

For interactive communications



**(Black and white version)**

These Sections symbols are designed to work on a white background. In the case of black and white printing, secondary color background, or a nonspecified background color, logo should appear in solid black or reversed out white.



Section 3: Other Logos (continued)  
**American Optometric Association Logo**

**Other Logos**

In cases where more than one logo may be necessary on materials we have created a system which juxtaposes the AOA logo with other logos.

The AOA logo and other logos should appear on the same baseline horizontally when space allows. Other logos should not appear larger than AOA logo. Use the stacked version of the AOA logo when it is accompanied by more than one other logo. In the case of vertical space only, other logos should note the clear area (See p. 3). The AOA logo should always appear first, to take precedence over any other logos.



The AOA logo should never be combined with another logo. Note clear area specifications.



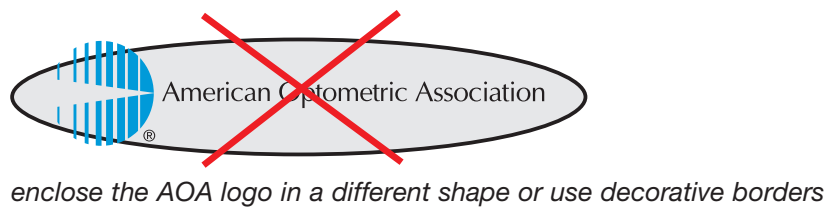
**Healthy Eyes, Healthy People**

The “Healthy Eyes, Healthy People” logo reflects the core beliefs of the AOA. With that in mind, we have combined our logos. Please note this is a unique circumstance and this combination should work as one. Do not alter proportions or spacing, or add any other elements.



**Logo Don'ts**

Used correctly, the AOA logo helps to convey the professionalism of our organization. With that in mind, here are some examples of ways NOT to use our logo:



Section 4: Logo Don'ts (continued)  
**American Optometric Association Logo**

**Logo Don'ts**



*change the proportional relationship of the icon and the logotype*



*add names or other logos*



*use as a design element on literature or misc. materials*



*modify a committee, section or affiliate logo*

all pictures are for position only and not to be duplicated

### Size Specifications

For stationery system and miscellaneous materials smaller than 8.5" x 11".



### Letterhead Specifications

When creating letterhead, the AOA logo should appear in the upper left section of the page, 1" from the top and 1.25" from the left of the page.

Type is 45 Helvetica Neue Light in the case of the address, 8 pt. over 12 pt. leading.

Web address is medium weight and the t. and f. are bold. See page 17 for an example.

Lower address is 1" from the bottom and 1.25" from the left of the page. Type is 56 Helvetica Neue Italic, light and bold, 8 pt over 12 pt. leading.

Area designated for letter is noted on sample and measures 6" x 6". Recommended type is 45 Helvetica Neue Light, 8 pt. over 12 pt. leading.

In the case of affiliations or members, the name should appear in 65 Helvetica Neue Medium. The AOA Logo moves to the lower left, 1" from the bottom and 1.25" from the left of the page, and "affiliated with" or "member" is added in 8 pt. type, 9.5 leading. Note these 2 cases are specific and adding copy to the logo is otherwise incorrect. In the case of other applications, i.e. business cards, do not alter proportions.

Same specifications in the case of individual letterhead.

These templates have been added to the AOA's intranet in an effort to make these standards as easy as possible to access.

Section 5: Logo and Literature *(continued)*  
**American Optometric Association Logo**  
Letterhead



2" v

243 N. Lindbergh Boulevard  
St. Louis, Missouri 63141  
t. 314 991.4100 f. 314 991.4101

www.aoa.org



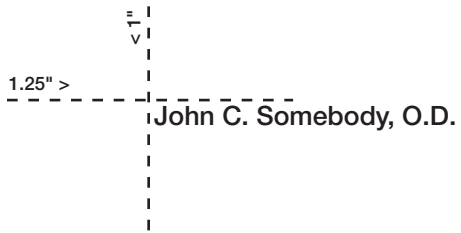
1.25" >

1" v

Metropolitan D.C. office • 1505 Prince Street • Alexandria, Virginia • t. 703 739.9200 f. 703 739.9497

< 1.25"

Section 5: Logo and Literature *(continued)*  
**American Optometric Association Logo**  
Letterhead with Individual



1234 Address Here Blvd.  
City Here, Michigan 61234  
t. 314 123.4567 f. 314 123.4567

[www.aoa.org](http://www.aoa.org)



Section 5: Logo and Literature *(continued)*  
**American Optometric Association Logo**  
Letterhead with Associates



1234 Address Here Blvd.  
City Here, Michigan 61234  
t. 314 123.4567 f. 314 123.4567

[www.aoa.org](http://www.aoa.org)



Section 5: Logo and Literature *(continued)*  
**American Optometric Association Logo**  
Business Card

**Business Card Specifications**

Type for names

65 Helvetica Neue Medium 7 pt.

Type for address

45 Helvetica Neue Light 7 pt.

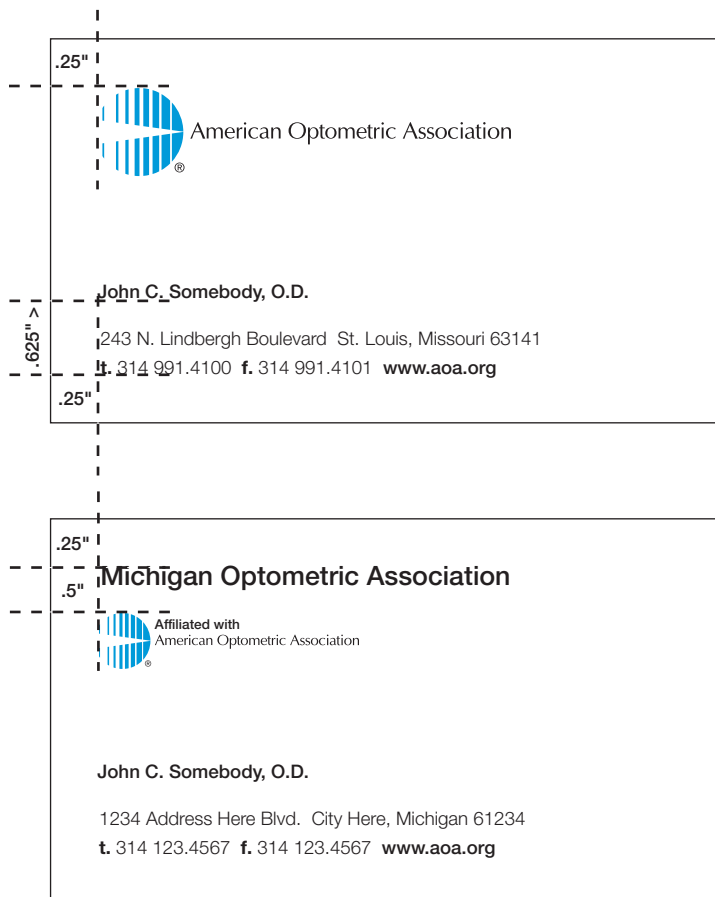
“web” 65 Helvetica Neue Medium,

“t. and f.” 75 Helvetica Neue Bold

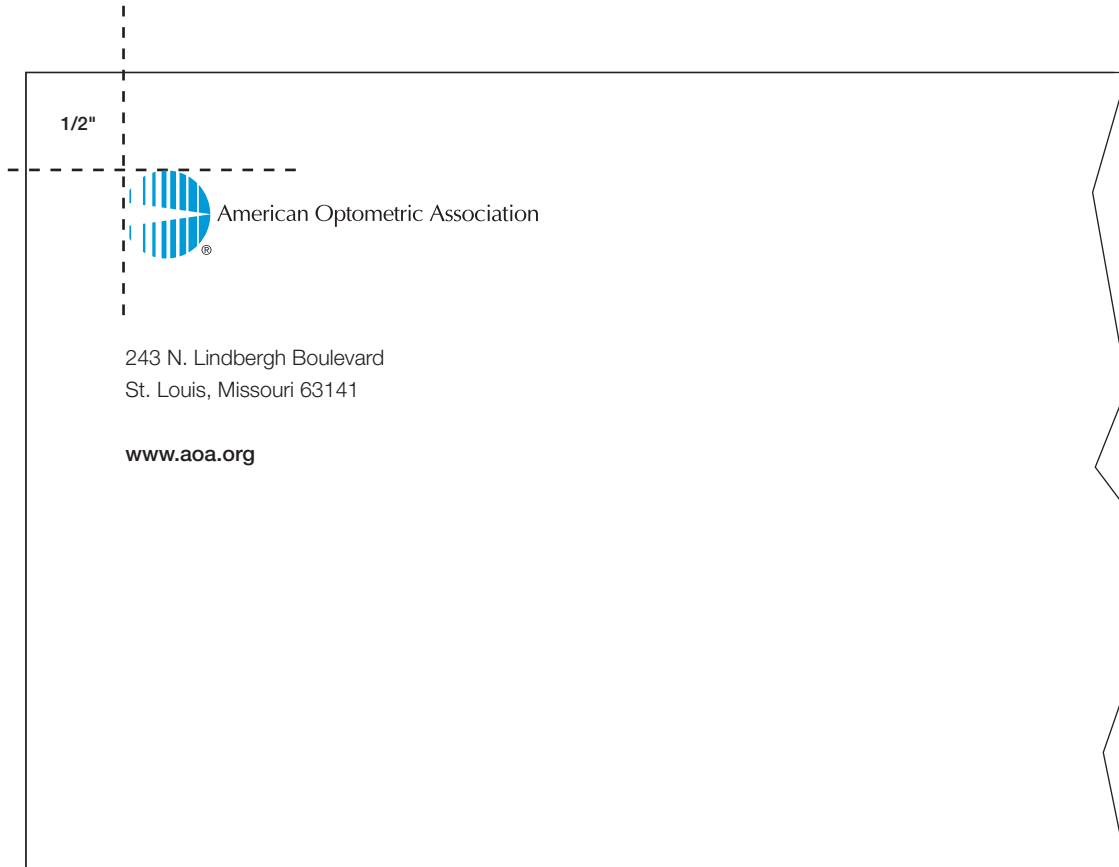
leading 11.

Type for organization name

Helvetica Neue Medium 10 pt.



Section 5: Logo and Literature *(continued)*  
**American Optometric Association Logo**  
#10 Envelope



Section 5: Logo and Literature *(continued)*  
**American Optometric Association Logo**  
Facsimile - AOA Only



243 N. Lindbergh Boulevard  
St. Louis, Missouri 63141  
**t.** 314 991.4100 **f.** 314 991.4101

**www.aoa.org**

**Facsimile**

To: \_\_\_\_\_

From: \_\_\_\_\_

CC: \_\_\_\_\_

Email Address: \_\_\_\_\_

Company/Department: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Date: \_\_\_\_\_

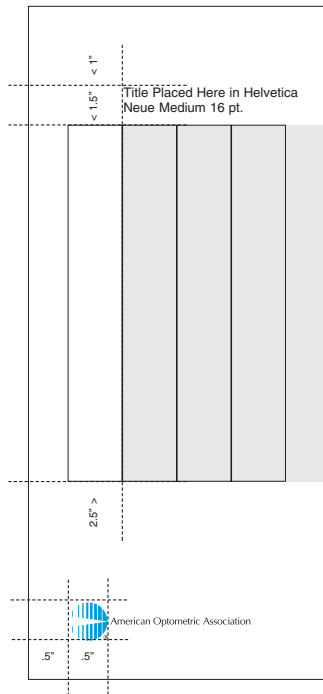
Pages including cover sheet: \_\_\_\_\_

Comments:

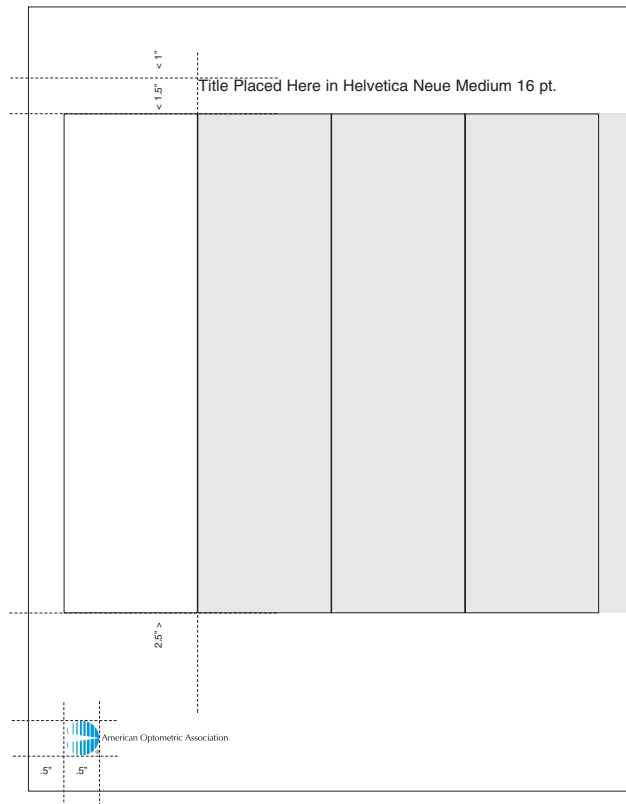
Section 6: Logo and Literature *(continued)*  
**American Optometric Association Logo**

**Grids**

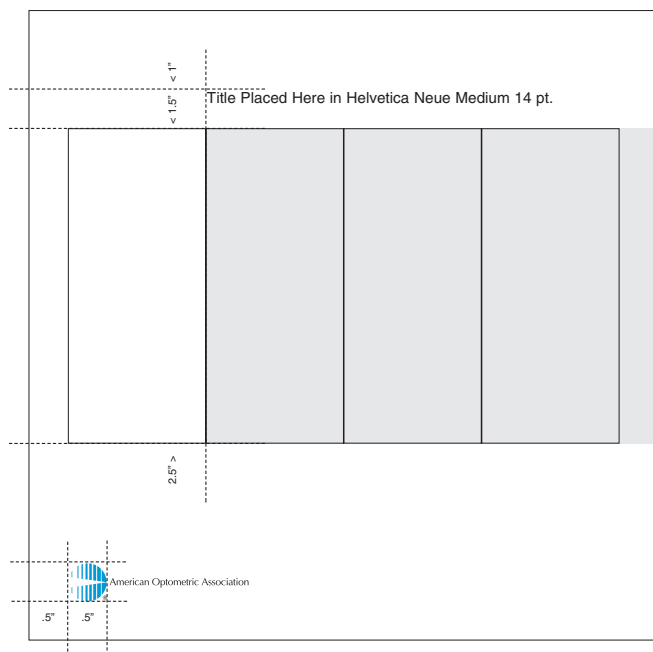
For brochures and other materials use these grids to organize graphic and typographic elements. Cover variations of trifold, letter size and square are available. Use color palettes as outlined on pages 6 and 7.



trifold brochure,  
letter size folded in thirds



letter size, 8.5" x 11"



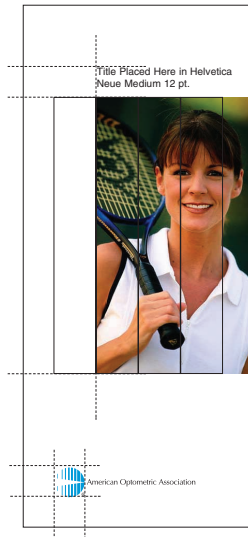
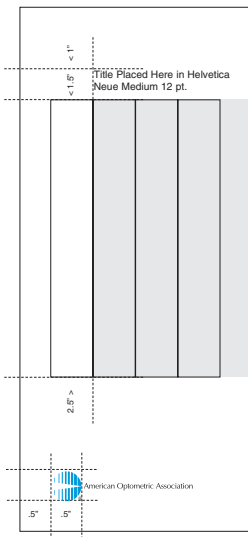
square brochure, 8" x 8"

Section 5: Logo and Literature *(continued)*  
**American Optometric Association Logo**

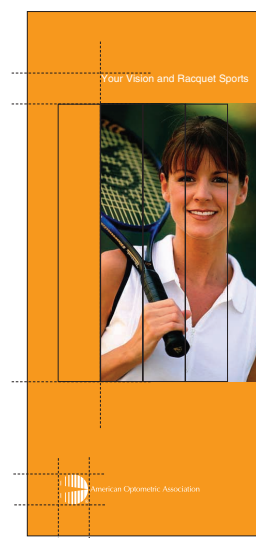
**Grids**

All grids are based on four columns with side margins set to .5", top margins set to 1.5" and bottom margins set to 2.5". Suggested imagery is full color, minimal detail and up to three people.

Typography for trifold cover is 12 pt. over 14 pt. lead. Letter size is 16 pt. and square is 14 pt. Helvetica Neue Medium.



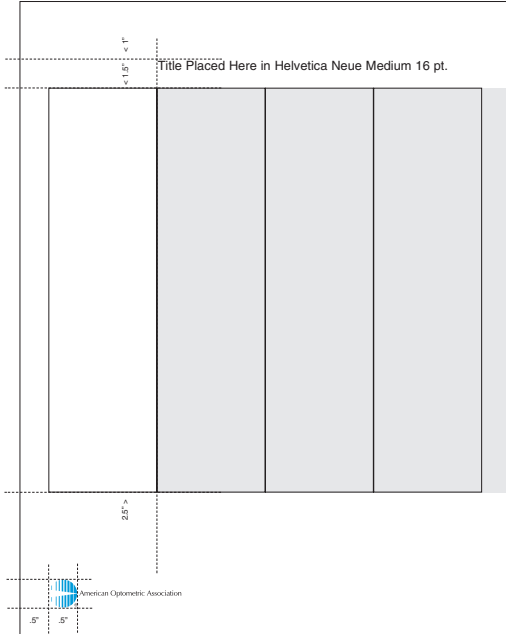
trifold brochure,  
letter size folded in thirds



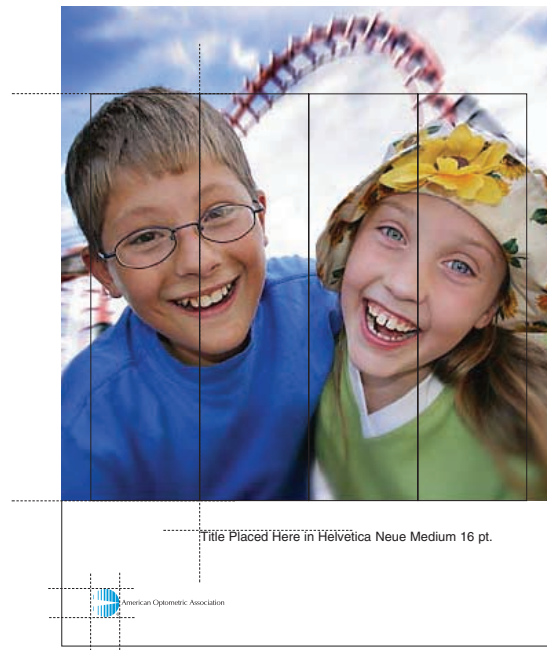
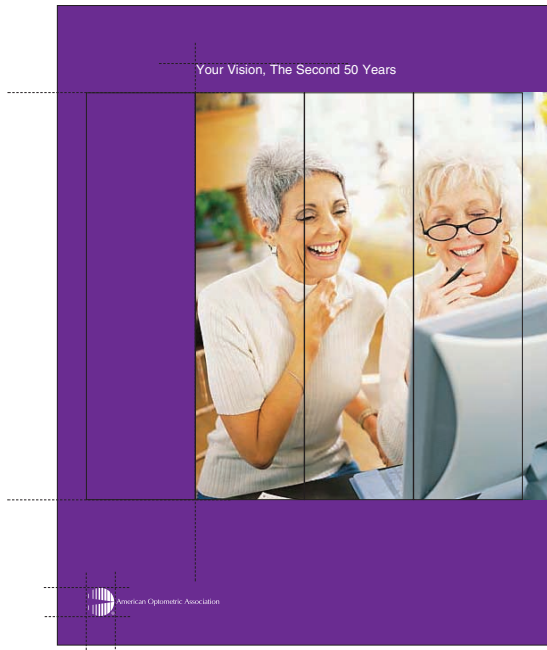
three quarters and  
full bleed designs

Section 5: Logo and Literature (continued)  
**American Optometric Association Logo**

**Grids**



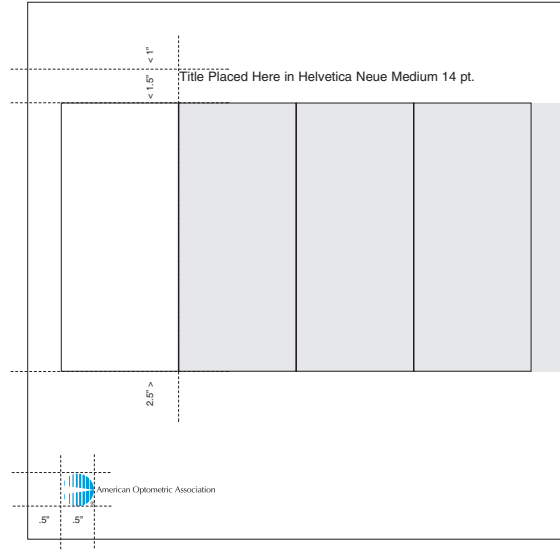
letter size, 8.5" x 11"



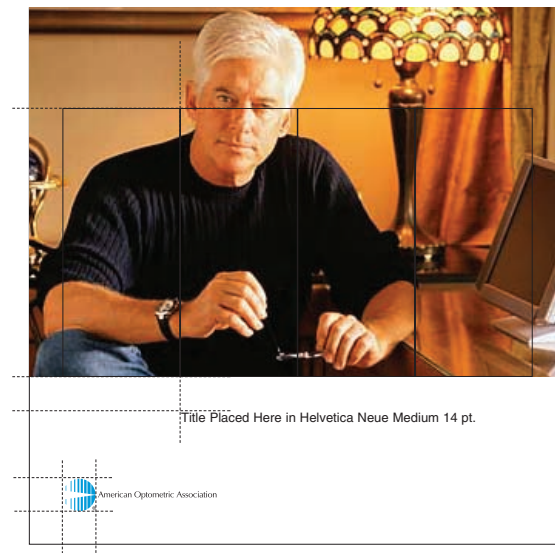
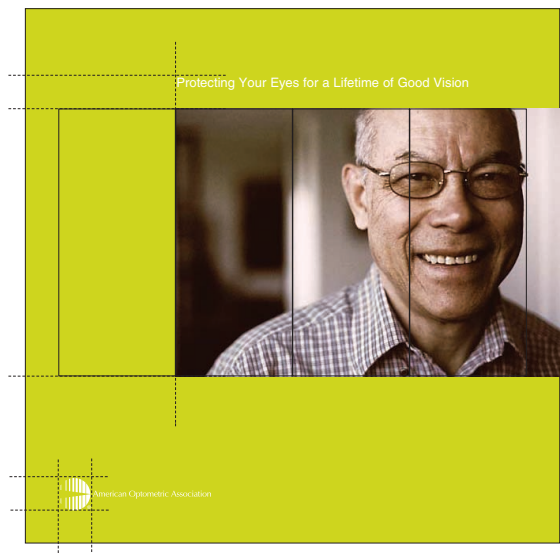
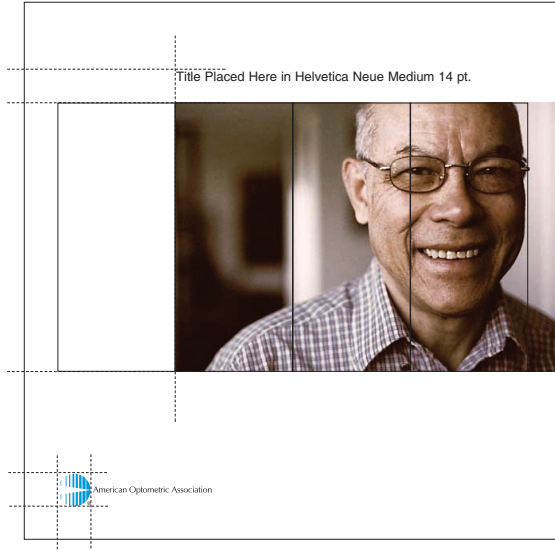
three quarters and  
full bleed designs

Section 5: Logo and Literature (continued)  
**American Optometric Association Logo**

**Grids**



square, 8" x 8"

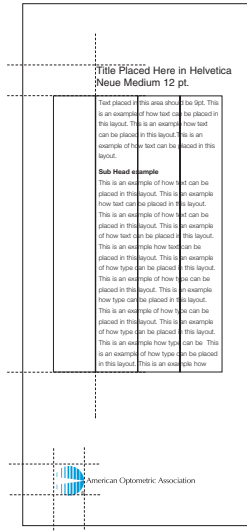
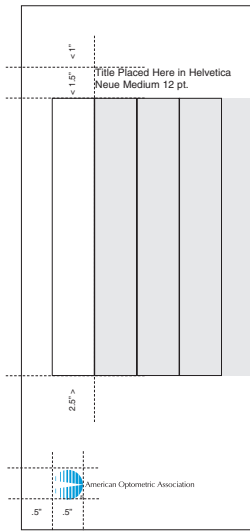


three quarters and  
full bleed designs

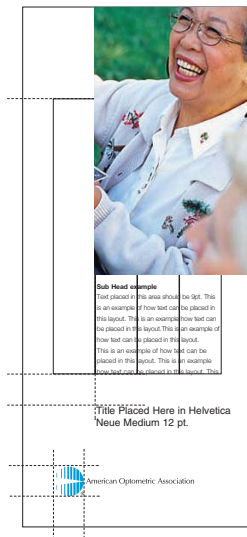
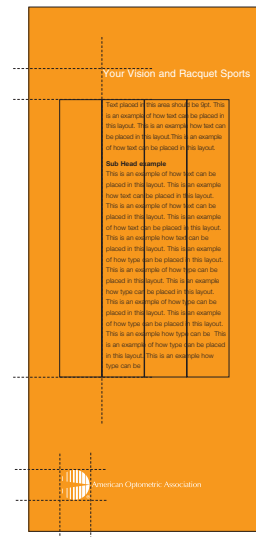
Section 5: Logo and Literature (continued)  
**American Optometric Association Logo**

**Grids with Text**

Type can be placed in the grids with or without photos. For body copy use 10 point Helvetica Neue light over 13 point lead. Subheads 10 point Helvetica Neue Bold.



trifold brochure,  
 letter size folded in thirds

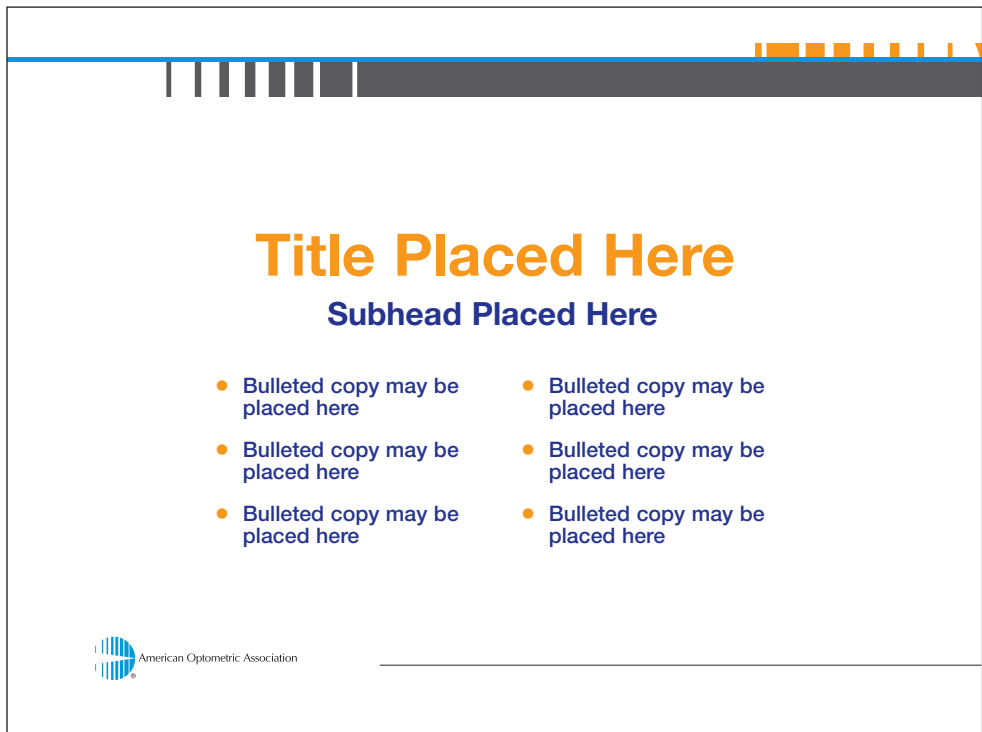


three quarters and  
 full bleed designs



**Power Point Presentations**

Below are two examples of power point layouts for your use. While it is understood that there will be a need for customization, we strongly encourage you to use the AOA color palette. Due to the projected nature of power point presentations, it is always desirable to use colors that will provide the greatest contrast for greater readability.



**A Final word**

The American Optometric Association depends on you to hold the AOA's standards in the highest regard. With your help we can present a positive and unified look that will help all of us in our communication efforts. We strongly urge you to follow the guidelines outlined here, and to contact the AOA's marketing department with any questions you may have.