



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.

## 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.



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.

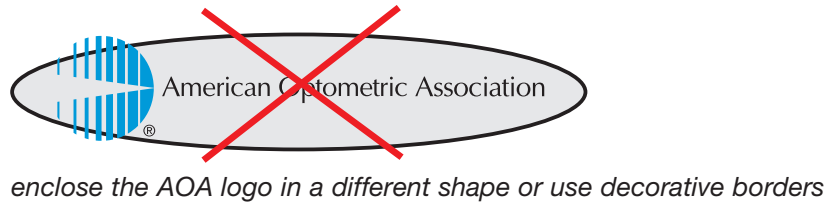


The AOA logo should never be combined with another logo. Note clear area specifications.



**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.