WHO ARE THE GUIDELINES FOR?

The AAF Brand Guidelines are intended for all members of the American Advertising Federation (AAF), including its employees, college chapters, professional clubs, corporate members and board members. The purpose of these guidelines is to assist our members and partners in the use of the AAF’s proprietary marks and corresponding language so that we may all accurately and consistently convey the AAF’s mission and identity. This document highlights the proper uses of the AAF's marks and language. Through consistent application of these guidelines, the AAF’s image and credibility will be reinforced, increasing the value of the AAF, its services and its membership.

The AAF reserves the right to request membership fees from anyone using the logo without an active membership status or written certified permission. By using the AAF National logo, you are agreeing to uphold professional conduct and standards that apply to the AAF mission and our industry. The AAF reserves the right to request the removal of the AAF National logo from any member website if the guidelines are breached or the AAF’s Board of Directors deem it necessary for any reason.
LOGO USE GUIDELINES

Proper Usage of AAF Logos

• **DO** keep enough space around the AAF logo so that it appears clean and uncluttered.

• **DON’T** alter the overall look of the AAF logo, such as by stretching or distorting the logo. You may, however, modify the logo to fit your club or chapter (see example on following page).

• **DON’T** feature AAF or its logo on materials associated with pornography, illegal activities, or in any manner that degrades, or is likely to degrade the AAF, or bring them into public ridicule, hatred or contempt, or that shocks public morals or decency or otherwise devalues the organization.

To download the logos, visit [www.aaf.org/AAF_Logos.zip](http://www.aaf.org/AAF_Logos.zip). If you have questions regarding the design or use of the AAF National logo, please contact Adrianne Lipscomb at alipscomb@aaf.org.

Preferred Logo Uses

![Preferred Logo Uses](image)

Alternate Logo Uses

![Alternate Logo Uses](image)

### Logo Colors

<table>
<thead>
<tr>
<th>2-COLOR</th>
<th>3-COLOR (RGB)</th>
<th>4-COLOR (CMYK)</th>
<th>HEX (WEB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 295</td>
<td>21, 63, 106</td>
<td>100, 57, 0, 0</td>
<td>#135285</td>
</tr>
<tr>
<td>Pantone 200</td>
<td>192, 20, 58</td>
<td>0, 100, 63, 12</td>
<td>#D31145</td>
</tr>
</tbody>
</table>

### Logo Typeface

**TRADE GOTHIC**

**BOLD NO.2**