



# BRAND GUIDELINES

SEPTEMBER 2014



# TABLE OF CONTENTS

Who Are the Guidelines For? . . . . . 3

About the AAF Brand. . . . . 4

Logo Use Guidelines . . . . . 5

Digital Use Guidelines

    Social Media . . . . . 6

    Email Marketing . . . . . 7

---

**HEADQUARTERS**

1101 VERMONT AVENUE NW, 5TH FLOOR, WASHINGTON DC 20005  
P: (202) 898-0089 F: (202) 898-0159 [WWW.AAF.ORG](http://WWW.AAF.ORG)

# 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.

Access this document online at [www.aaf.org/BrandGuide](http://www.aaf.org/BrandGuide).

---

## HEADQUARTERS

1101 VERMONT AVENUE NW, 5TH FLOOR, WASHINGTON DC 20005

P: (202) 898-0089 F: (202) 898-0159 [WWW.AAF.ORG](http://WWW.AAF.ORG)

UPDATED 09/14 **3**

# ABOUT THE AAF BRAND

The American Advertising Federation is the “Unifying Voice for Advertising”. We develop, empower and celebrate the talent that drives the industry.

- **Thinking Forward**—The AAF provides its members with access to experts and information that increases knowledge, develops networking skills and helps further professional development.
- **Acknowledging Success**—The AAF recognizes people and companies that work to create a more open and accessible industry. We honor the pioneers by celebrating their legacy of excellence and we shine a light on future leaders who are making a significant impact on the industry.
- **Discovering Brilliance**—The AAF dedicates itself to turning today’s college students into tomorrow’s advertising leaders. We connect our student members to the finest minds in the industry and develop programming that give them real-world skills to thrive as advertising professionals.
- **Nurturing Inclusiveness**—The AAF demonstrates commitment to inclusiveness in the advertising industry with various multicultural and diversity initiatives that are made available to the entire membership base.

As the nation’s oldest advertising trade association, we have gathered together a vast membership that represents the entire advertising industry:

- **Approximately 40,000 professionals in over 200 advertising clubs across the country**
- **Over 200 college chapters serving more than 5,000 advertising students**
- **Nearly 100 corporate members from leading brands, agencies and digital and media companies**

---

## HEADQUARTERS

1101 VERMONT AVENUE NW, 5TH FLOOR, WASHINGTON DC 20005

P: (202) 898-0089 F: (202) 898-0159 [WWW.AAF.ORG](http://WWW.AAF.ORG)

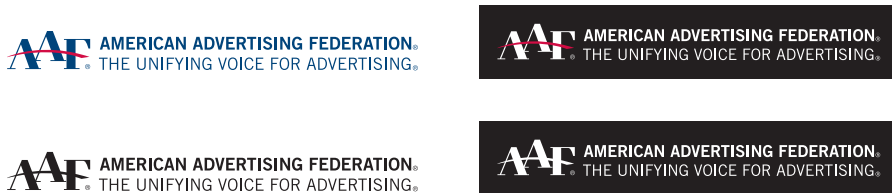
# LOGO USE GUIDELINES

## 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 Adrienne Lipscomb at [alipscomb@aaf.org](mailto:alipscomb@aaf.org).

## Preferred Logo Uses



### Logo Colors

- 2-COLOR
- Pantone 295
  - Pantone 200

- 3-COLOR (RGB)
- 21, 63, 106
  - 192, 20, 58

- 4-COLOR (CMYK)
- 100, 57, 0, 0
  - 0, 100, 63, 12

- HEX (WEB)
- #135285
  - #D31145

## Alternate Logo Uses



## HEADQUARTERS

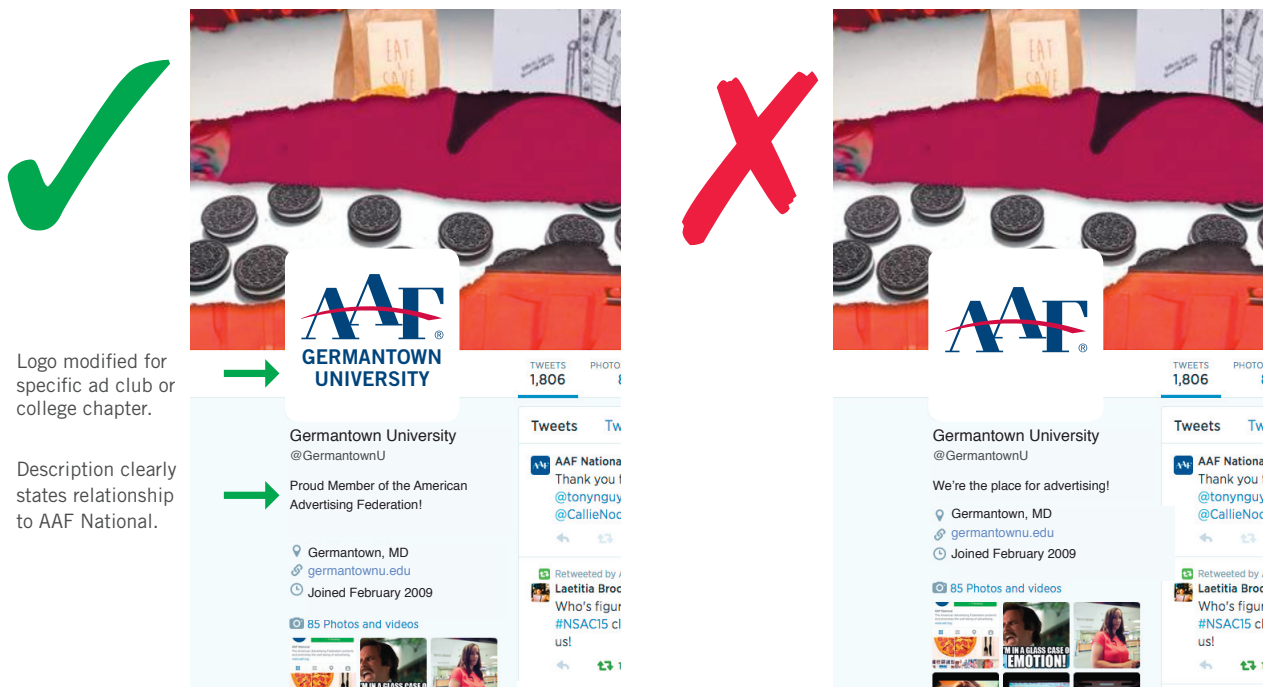
1101 VERMONT AVENUE NW, 5TH FLOOR, WASHINGTON DC 20005  
 P: (202) 898-0089 F: (202) 898-0159 [WWW.AAF.ORG](http://WWW.AAF.ORG)

# DIGITAL USE GUIDELINES

The expansion into digital channels for promotional purposes requires additional guidelines to protect the integrity of the American Advertising Federation and its mission. It is essential to the creation of effective content, ensuring that consistency of tone, voice and brand create credibility and value.

## Social Media

Social media is about connecting with others, lending itself to a conversational style. While campaigning and social media management is at the discretion of the individual club or chapter, social media channels must fully represent and uphold the values and mission of AAF National. Avatar/profile images, color customizations and naming conventions should follow the Logo Use Guidelines listed above. The AAF National logo may not be used as an avatar without adaptation for that specific ad club or college chapter. Use of the AAF National logo as an avatar/profile photo must be accompanied by a textual reference in the biographical description clarifying the relationship to AAF National.



Logo modified for specific ad club or college chapter.

Description clearly states relationship to AAF National.

## HEADQUARTERS

1101 VERMONT AVENUE NW, 5TH FLOOR, WASHINGTON DC 20005  
 P: (202) 898-0089 F: (202) 898-0159 WWW.AAF.ORG

## Email Marketing

Email marketing is widely used so building a strong foundation for your email strategy is critical to its success. Data gathering is the first step and can be a challenge when starting out. When building lists and emails that will campaign on behalf of the American Advertising Federation and your club or chapter, all [CANSPAM guidelines](#) must be adhered to. Subscribers must opt-in to email communications and preferences and opt-outs must be honored immediately. All list building must be conducted legally and ethically.

For example, it is illegal to build an email list intended for an e-blast by searching college or corporate websites for names and adding them to the list.

It is legal to build a list by asking a website visitor to opt-in to receiving emails via an online form.

For questions on email marketing on behalf of AAF National or on the use of the AAF National logo or mention in social media, please contact Ciara Ungar at [cungar@aaf.org](mailto:cungar@aaf.org).

---

## HEADQUARTERS

1101 VERMONT AVENUE NW, 5TH FLOOR, WASHINGTON DC 20005

P: (202) 898-0089 F: (202) 898-0159 [WWW.AAF.ORG](http://WWW.AAF.ORG)