

AAF LOGO SPECS

Logo versions available online include:

- 3-Color Standard Logo
- 100% Black Standard Logo
- Grayscale Standard Logo
- 3-Color Small Use Logo
- 3-Color AAF Member Logo

Other acceptable variations of the AAF logo are shown here. When modifying logos supplied by the AAF, the following specifications must be adhered to or you can contact the AAF to obtain an already modified logo.

Color Specifications:

- Blue: PMS 280
- Red: PMS 032
- Gray: 30% black only for “swoosh”
5% black for whole logo

Small Use Logos

Ideally, the AAF logo always includes the words “American Advertising Federation, The Unifying Voice for Advertising.”

Certain applications of the logo will require it to be too small to read that type.

If the logo must be used at less than .75”, use one of the Small Use Logos.

Contact AAF

1101 Vermont Avenue, NW
Suite 500
Washington, DC 20005-6306
1-800-999-2231
www.aaf.org

Standard AAF Logos



3-Color



2-Color



Grayscale



All Black



5% Black

Standard AAF Logos Reverse



AAF Member Logos



Small Use Logos



Small Use Logos Reverse

