

# brand guidelines

january 2021



# a unifying voice

The American Advertising Federation's mission is to serve as "The unifying voice for advertising." Proper use of the brand provides a visual representation of that mission to our grassroots network of clubs and chapters, to the advertising industry, and to the public at-large.

What follows is a quick guide on our logo and brand elements, as well as examples of usage. If you have any questions about the brand guidelines, please contact us at [marketing@aaf.org](mailto:marketing@aaf.org).

# what's inside

The Logo .....	1
Professional Club Usage .....	8
College Chapter Usage .....	9
Brand Typeface .....	10
Brand Colors .....	11
Examples of Usage .....	12

# the logo

The American Advertising Federation lettermark/wordmark combination is the primary logo used over content (events, videos, graphics). Never use the wordmark (**american advertising federation**) without the lettermark (**aaf**). The primary logo should be used instead of just “aaf” in markets with low-to-medium brand/organization awareness. In most use cases, the primary logo with the registered trademark symbol is preferred. It is not necessary in executions such as apparel, social media and internal events.



# primary logo variations

The approved variations of the American Advertising Federation's primary logo:

- Color gradient
- Grayscale gradient
- Black
- White



# lettermark variations

The American Advertising Federation's lettermark ("aaf") may be used on applications where minimal branding is necessary or brand awareness is high.

The approved variations of the American Advertising Federation's lettermark:

- Color gradient
- Grayscale gradient
- Black
- White



# small use variations

When vertical space is limited it will be necessary to employ a “small use” version of the American Advertising Federation logo to maintain legibility.

The approved variations of the American Advertising Federation’s small use logo:

- Color gradient
- Grayscale gradient
- Black
- White

 **aaf** american advertising federation

 **aaf** american advertising federation

 **aaf** american advertising federation

 **aaf** american advertising federation

# tagline variations

For branding/marketing coming out of the American Advertising Federation's national office, and/or when space allows, the version of the primary logo with the tagline, "The unifying voice for advertising" can be used.

The approved variations of the American Advertising Federation's primary logo with the tagline:

- Color gradient
- Grayscale gradient
- Black
- White





# logo clear space

Clear space around the logo should be at least 25% of the width of the logo.



# logo don'ts



Do not distort or warp the logo



Do not rotate the logo

american  
advertising  
federation

Do not use the logo without  
the lettermark



Do not used unapproved colors



Do not use white with the  
gradient versions of the logo



Do not add dropshadows to  
the logo



Do not outline the logo



Do not change the font



Do not use the old logo

[download the aaf logos](#)

# professional club variations

The approved variations of the American Advertising Federation's logo for its professional Clubs/Federations:

- Color gradient
- Grayscale gradient
- Black
- White



# college chapter variations

The approved variations of the American Advertising Federation's logo for its College Chapters:

- Color gradient
- Grayscale gradient
- Black
- White



# brand typeface

The American Advertising Federation uses the **Mont** typeface in marketing materials, social media promotions, etc. It may be used as a display font and as body text.



primary weights

bold

**american  
advertising  
federation**

book

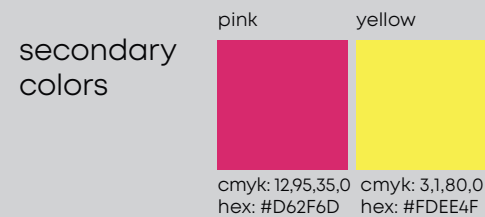
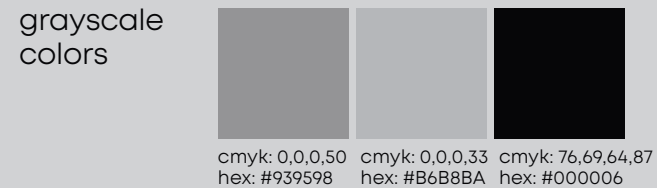
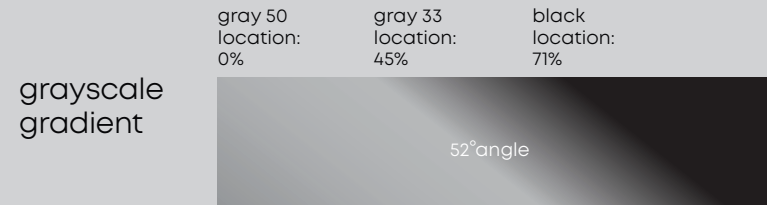
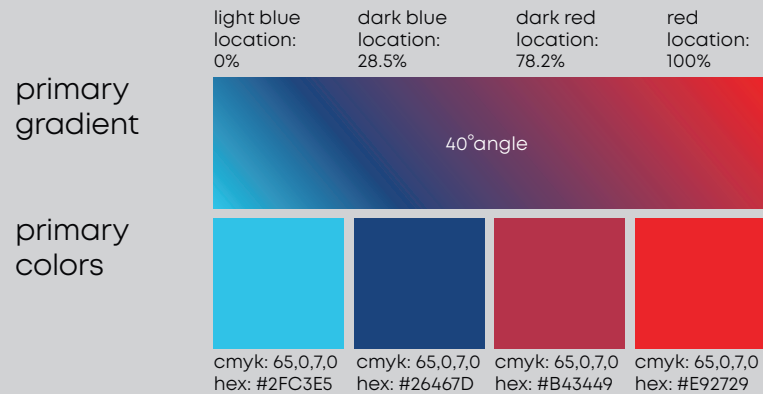
american  
advertising  
federation

light

american  
advertising  
federation

# brand colors

The American Advertising Federation's brand palette includes a primary color gradient that should only be paired with black.



# examples of usage

**aaf** american advertising federation  
memphis

July 10, 2012

Nominating Committee  
ADCOLOR Awards  
New York, New York

Dear ADCOLOR Nominating Committee:

When asked to write a letter of support for John Osborn's nomination for the Change Agent Award, I eagerly accepted and when I sat down to actually compose the letter, my first task was to reference various definitions of a change agent to ensure the letter was accurate.

When asked to write a letter of support for John Osborn's nomination for the Change Agent Award, I eagerly accepted and when I sat down to actually compose the letter, my first task was to reference various definitions of a change agent to ensure the letter was accurate.

John's leadership style is one of transparency and inclusion. Several years ago, John became actively involved in the industry's initiative to become more inclusive. John's approach was very "hands-on" and tangible. He would take steps within his organization, while many others were still "meeting to discuss the next steps..."

John's leadership style is one of transparency and inclusion. Several years ago, John became actively involved in the industry's initiative to become more inclusive. John's approach was very "hands-on" and tangible. He would take steps within his organization, while many others were still "meeting to discuss the next steps..."

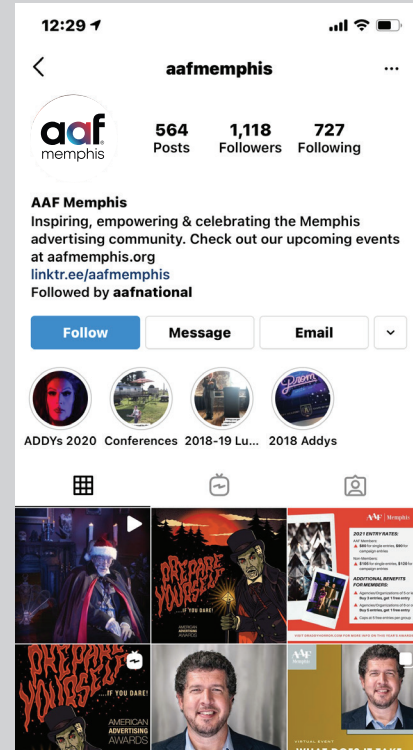
Sincerely,

Steve Pacheco  
President & CEO  
American Advertising Federation

**aaf memphis** | p.o. box 11869 | memphis, tn 38111-0869 | 901.555.0123 | aafmemphis.org | @aafmemphis



**keisha smith**  
president  
ksmith@aafmemphis.org  
901.555.0123  
p.o. box 11869  
memphis, tn 38111  
aafmemphis.org  
@aafmemphis







**thank  
you**

