



ASSOCIATION

OF OLD CROWS

B R A N D G U I D E L I N E S

THE AOC LOGO

The AOC logo consists of a symbol and a logo type. To maintain maximum brand recognition, the logo must appear in one of the three arrangements shown here. The symbol portion may be used on its own, but the logotype may not.

LOGO 1-Stacked

This variation is to be used when the space allows a more vertical or square logo.



LOGO 2-Horizontal

This variation is to be used when the space allows a horizontal logo or in a band.



COLOR USAGE

The AOC logo prints in 100% black or is reversed depending on the background color. The logo should not be used against a color or a photograph where there is poor contrast with the logo. A small drop shadow may be added to enhance legibility.



BLACK ON WHITE BACKGROUND



BLACK ON LIGHT BACKGROUND



WHITE ON BLACK BACKGROUND



WHITE ON DARK BACKGROUND

COLOR USAGE-DROP SHADOW

A small drop shadow may be added to enhance legibility and add dimension to a piece. The drop shadow should appear to touch the lettering and should be soft rather than hard edged.



CORRECT USAGE OF A DROP SHADOW OVER A GRADATION



CORRECT USAGE OF A DROP SHADOW OVER A PHOTO

INCORRECT USAGE



Drop shadow is too distant from the logo.



Drop shadow has a hard edge and is too distant from the logo.

SIZE AND AREA OF ISOLATION

The preferred size of the logotype width is 1". This should be used when possible for optimum brand recognition. A 1" width is the minimum size for use in web applications. The minimum width for print is .5". The asymmetrical logo should not be used where the logotype portion needs to be smaller than 1.5". There is no maximum size.

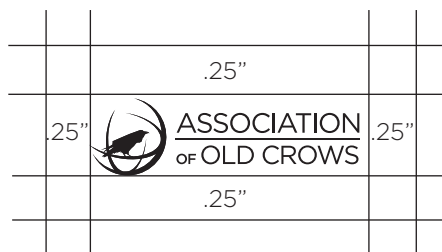
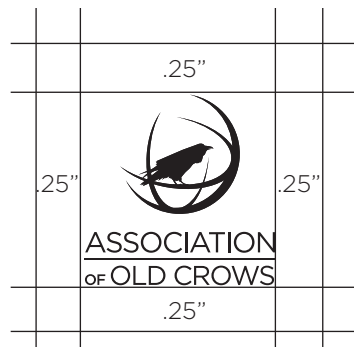
PRINT: Preferred Size
WEB: Minimum size



PRINT: Minimum size



The size of the area of isolation provided around the logo is .25". In all applications, an area of isolation should be maintained around the logo to preserve clear recognition within the layout. Crowding the logo with typography, photos or illustrations will lessen its impact.



INCORRECT USAGE

Shown here are a few examples of misuses of the logo that would weaken the brand standards.

Showing the logo in a color other than black or white.



Altering the proportions or position of the symbol to the logotype.



Altering the proportions of the entire logo (eg. stretching it only vertically or horizontally)



Using a different font for the logotype. The correct font is Gotham Regular.



Using the logotype without the symbol.



COLOR PALLET

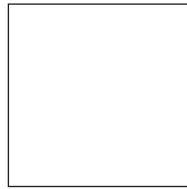
Consistent use of color will build strong recognition. By using specific colors, AOC will maintain a consistent image and create a recognizable family appearance for all its materials.

PRIMARY COLORS

There are four primary AOC colors. When using these colors in corporate marketing materials, these colors should always maintain the visual hierarchy above all other colors.



100% Black
#000000



White
#ffffff



Gray
80% Black
58595b



Gray
20% Black
#d1d3d4



Yellow Green
R176 G188 B34
C23 M0 Y100 K17
#b0bc22

SECONDARY COLORS

Any of the secondary colors may be used in corporate marketing materials. These colors should only be used as accent colors. Any other colors require approval from AOC.



Navy Blue
R14 G46 B83
C100 M85 Y40 K35
#0e2e53



Light Blue
R107 G151 B 202
C59 M33 Y3 KO
#6b97ca



Yellow
R255 G227 B0
C0 M7 Y100 KO
#ffe300



Red
R253 G53 B36
C0 M94 Y100 KO
#ee3524

USE OF SYMBOL AS DESIGN ELEMENT

The symbol of the globe and crow or just the crow may be used independently of the logotype as a design element to create depth and visual interest. The symbol may be enlarged to bleed off the page, appear screened in the background or enlarged in a solid color or a gradation. It may also contain another image or illustration with AOC approval.

Use of the crow and globe symbol to create visual interest or depth.



Use of the crow or crow and globe as a single design element.



Use of an illustration inside and combined with the crow and globe symbol. AOC approval required for this application.



TYPOGRAPHY

The AOC brand is reinforced through consistent use of typography. These fonts were chosen because they are highly readable fonts that visually complement the AOC logo and are available in a wide variety of weights and styles. These fonts should be used on all AOC materials.

The preferred font family to be used is Gotham. If Gotham is not available, the Arial font family may be used.

Preferred Font Family

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Bold

Gotham Bold Italic

Gotham Black

Gotham Black Italic

Alternate Font Family

Arial Regular

Arial Regular Italic

Arial Bold

Arial Bold Italic

Arial Black