

brand guidelines

november 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.

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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

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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



Do not use the logo without the lettermark



Do not use 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

professional club variations

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

- Color gradient
- Grayscale gradient
- Black
- White



ad 2 club variations

The approved variations of the American Advertising Federation's logo for Ad 2 Clubs:

- Color gradient
- Grayscale gradient
- Black
- White



district and region variations

The approved variations of the American Advertising Federation's logo for Districts and Regions:

- 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



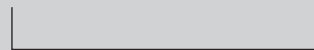
social profile variations

The approved variations of the American Advertising Federation's logo for social profiles.

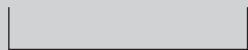


brand typeface

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.



mont bold



mont book

If you are unable to purchase the Mont typeface, you can download the free Google font, Poppins [here](#).

primary weights

bold

**american
advertising
federation**

book

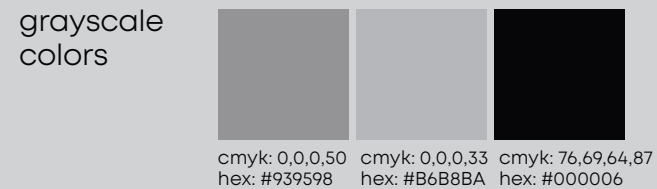
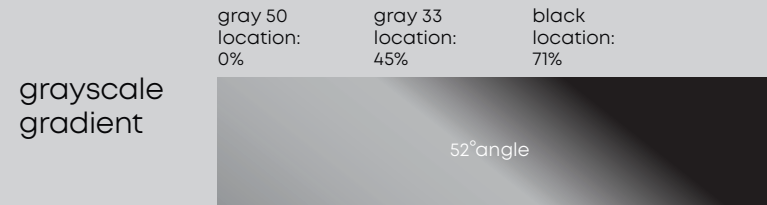
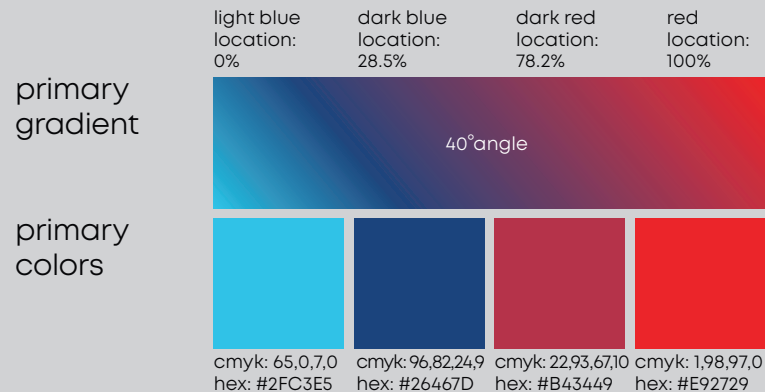
american
advertising
federation

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

co-branding

When an event is being hosted jointly by two or more clubs, Ad 2s, or chapters, logos for each should be included in the content (events, videos, graphics).

Examples are provided here, however, how these logos are placed within content is at the discretion of the club/chapter and designer.





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.

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John's leadership style is collaborative and inclusive, which has been evidenced throughout his tenure at BBDO New York City. He has worked to create a culture of diversity 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..."

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Sincerely,

Steve Pacheco
President & CEO
American Advertising Federation

AAF Memphis | p.o. box 11869 | Memphis, TN 38111-0869 | 901.555.0123 | aafmemphis.org | @aafmemphis

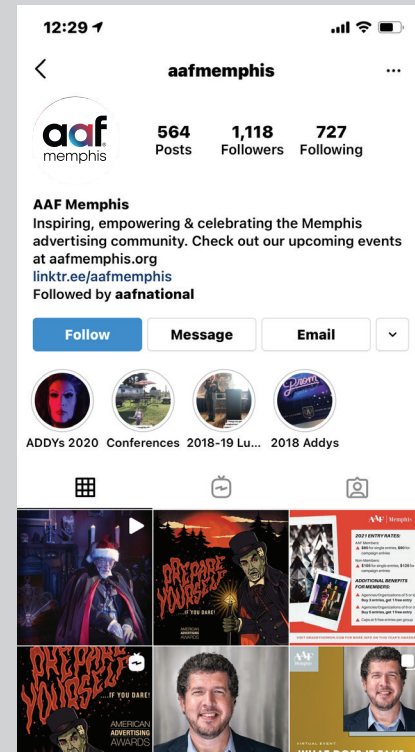


keisha smith
president

ksmith@aafmemphis.org
901.555.0123

p.o. box 11869
Memphis, TN 38111

aafmemphis.org
@aafmemphis





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John's involvement in institutions such as the American Advertising Federation, Howard University, and the Most Promising Minority Students programs, Mosaic Vendor Fairs, Mosaic Career Fairs, and Mosaic Awards, has positively impacted by John's dedication. BBDO is a long-term partner in these programs.

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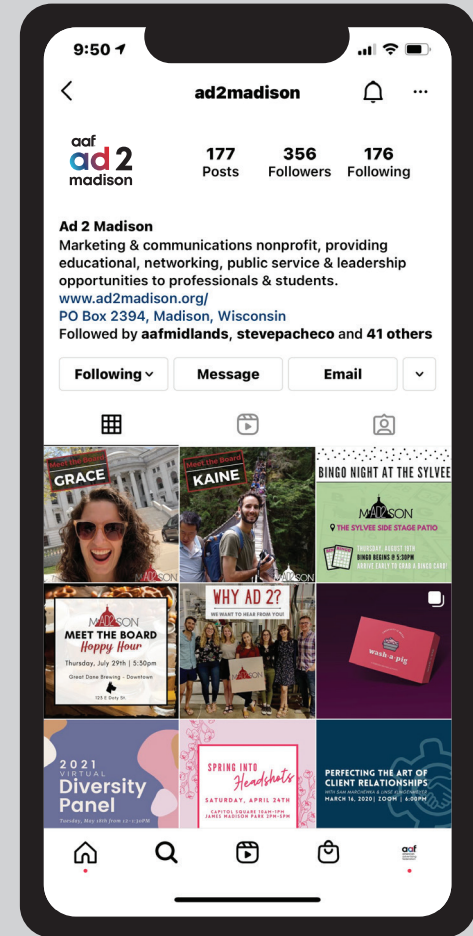
Sincerely,

Steve Pacheco
President & CEO
American Advertising Federation

p.o. box 1234 | madison, wi 53558 | ad2madison.org | @ad2madison



kaine korzekwa
president
chair@ad2madison.org
707.867.5309
p.o. box 1234
madison, wi 53558
ad2madison.org
@ad2madison





The unifying
voice for
advertising



**thank
you**

