



Brand Guidelines

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Main Logo

The AAILA logo is a rectangle with the composition of a logotype set in Myriad Pro, a light bulb accent, and the full name of the organization underneath.

This version is for medium and large-scale use. Avoid using at small sizes, as it can become illegible.

Three color variations (black, gray and white) are provided to allow the flexibility to choose a logo that contrasts most with the background.

Always use the logo files provided. Do not re-create.



Brand Guidelines

Alternate Logo for Small Use

When scaled small, the words American Association of Independent Lighting Agents become too small and hard to read. In these cases, please use the alternate version of the logo that does not include the full name of the organization.

Three color variations (black, gray and white) are provided to allow the flexibility to choose a logo that contrasts most with the background.

Always use the logo files provided. Do not re-create.



Brand Guidelines

One-Color Logo

There will be instances when a full-color logo usage is not possible or a simplified version is needed for embroidery and printing on marketing accessories. As with the color versions, if the name of the organization will be too small to see clearly, please use the version of the logo with the organization name omitted.

Always use the logo files provided. Do not re-create.



Brand Guidelines

Clear space

The logo must be perfectly legible at all times. There should not be anything hindering its readability.

We ask that designers maintain a minimum area of breathing room around the logo that is consistent on all sides.



Brand Guidelines

Logo Misuse

In an effort to maintain AAILA's brand integrity, please do not alter the logo and use in any way that is not consistent with these Brand Guidelines.

Examples include:

- Do not add a dropshadow or any other filters/effects.
- Do not change the colors.
- Do not distort the logo.



Brand Guidelines

Colors

The AAILA color palette contains the core colors that should be used across all communications channels.

BLACK

CMYK 0-0-0-100
RGB 29-28-29

GRAY

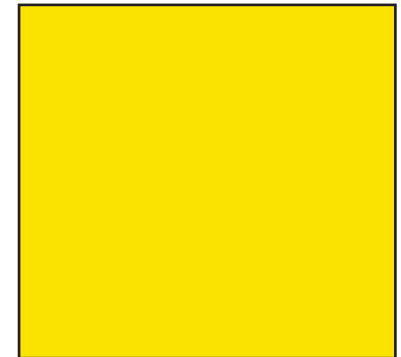
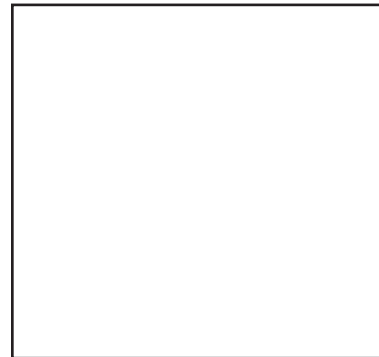
CMYK 30-24-24-0
RGB 180-180-181

WHITE

CMYK 0-0-0-0
RGB 255-255-255

YELLOW

CMYK 4-4-100-0
RGB 250-227-0



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Typography

Typeset all body text in Myriad Pro Regular. This is a versatile and clean typeface that has a lot of options in the full family. There are five weights (light, regular, semibold, bold and black) and it comes in a variety of widths (normal, condensed and extended). All options come in italic as well. Myriad Pro can be used not only for or body text, but for headings, subheadings, and text in tables and graphs.

When Myriad Pro is not available, Arial is an acceptable alternative.

When choosing a complementary typeface for headlines and other stylistic uses, a serif or slab serif would be a good choice. Options include Adobe Caslon, Rockwell or Museo Slab (used in headings in this document).

Myriad Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Caslon - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Museo Slab - 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Rockwell - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890