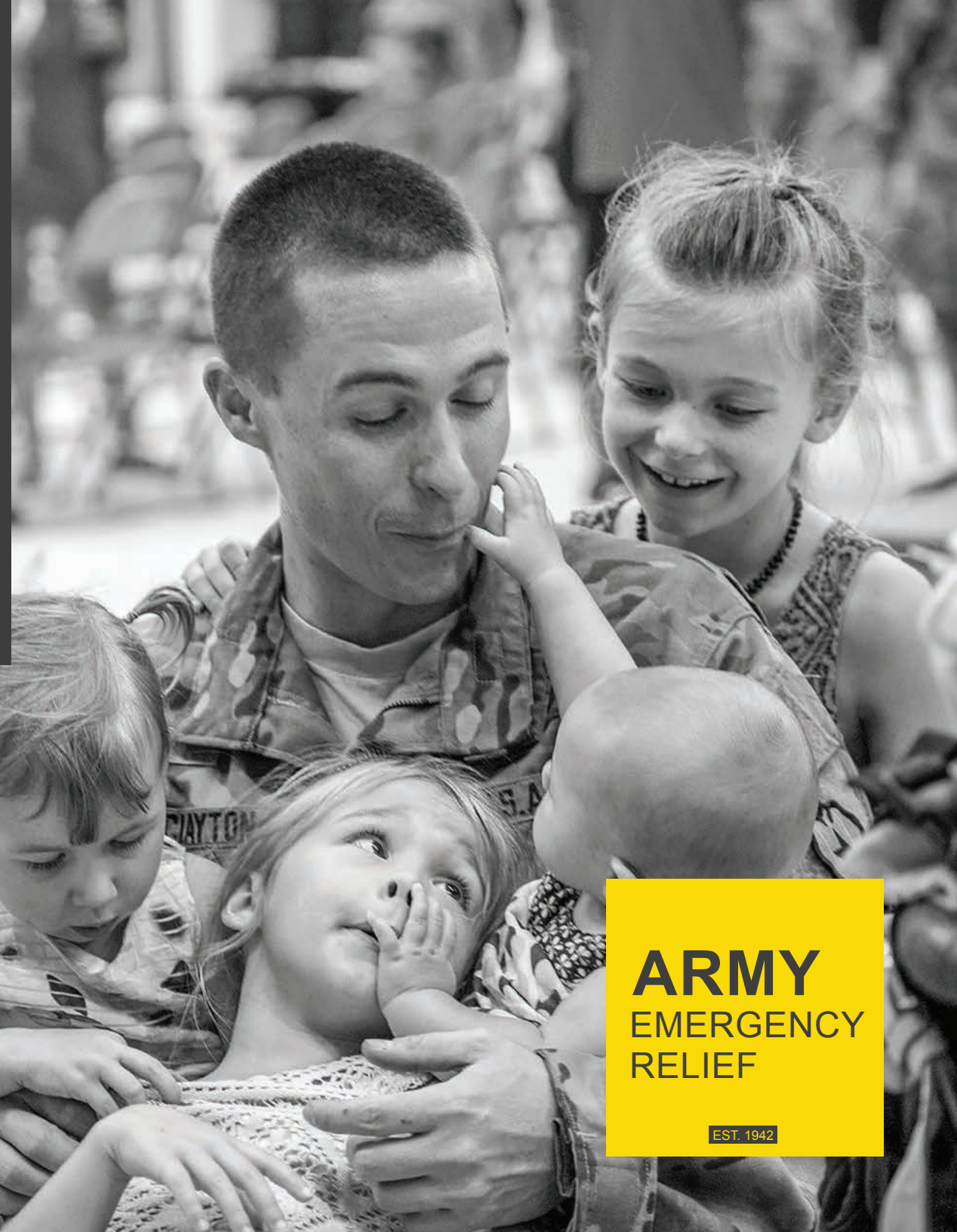


2019

BRAND

GUIDE LINES



ARMY
EMERGENCY
RELIEF

EST. 1942

CONTENTS

- 02 **LOGO** STYLES
- 03 **LOGO** TREATMENT
- 04 **LOGO** PLACEMENT
- 05 **TYPOGRAPHY**
- 06 **COLORS**
- 07 **PHOTOGRAPHY**
- 08 **APPLICATIONS**
- 09 **CONTACT US**

LOGO STYLES

GOLD SQUARE

The gold square is used across all visual branding elements, from the primary logo to the smaller icon. No matter the application, the gold square iconography should be used to reference AER — establishing a bright, distinctive and memorable brand identity.

PRIMARY LOGO

Our primary logo will be used as a critical element of identification for all visual communications. The gold square is the standard, setting the tone for AER's visual identity and should be used in most instances for both digital and print.



SECONDARY (HORIZONTAL) LOGO

The gold square is still the focal point. When the space is too narrow for the primary logo and the application calls for a horizontal version of the logo, we will use the secondary logo, formatted specifically for linear spaces.



GOLD ICON

The gold square icon can be used as an independent visual element. It is distinctive and simple - serving as a shorthand version of both the primary and secondary logos.



SEAL LOGO

The seal should only be used for official / legal documentation, and only when accompanied by one of the logos above.



LOGO TREATMENT

The primary gold square logo should be used in most instances for both digital and print materials. However, additional variations are available for the rare occurrences that require one-color logos (all gray), or busy, bright backgrounds that call for an all-white version.

PRIMARY LOGO

GOLD (with border)
Only for gold backgrounds

GRAY
Only for gold backgrounds

ALL-WHITE



HORIZONTAL LOGO



ICON LOGO



LOGO PLACEMENT

LOGOS WITH BORDER

Only use the versions below on a gold background.



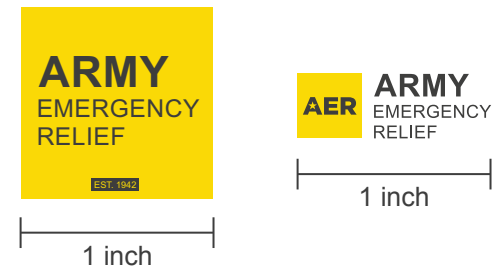
WHITE SPACE

To keep the AER logo free from visual obstruction, a minimum amount of space must be maintained around its perimeter. No graphic or text should ever appear inside this exclusion zone.



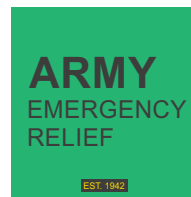
SIZE LIMITATIONS

Both the primary and horizontal logos should never appear smaller than one inch in width. If you need to use a smaller logo, please use the icon version.



INCORRECT USE OF THE LOGO

Our logo is the company's visual identity, it's essential that we apply it correctly and to the exact specifications. The logo must never be altered or amended.



Don't change the color



Don't stretch the logo



Don't angle the logo



Don't use JPEG versions with a white background

TYPOGRAPHY

GOTHAM AND ARIAL

are the primary fonts for print and web uses. If you do not have access to the Gotham font family, you can use **ARIAL BOLD** for the main headline and **ARIAL REGULAR** for the subheadline.

BODY FONT COLOR

The body text should always be AER's dark gray.

GOTHAM BLACK
GOTHAM BOOK

ARIAL BOLD
ARIAL REGULAR

HEADLINE EXAMPLE GOTHAM BLACK NO. 18 (ALL CAPS)

SUBHEADLINE EXAMPLE GOTHAM BOOK NO. 16 (ALL CAPS)

Body text example Arial Regular No. 11. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

GOTHAM BLACK

ARIAL BOLD & REG



COLORS

Consistency in color is important in building a strong brand. While there may be uncontrollable variations in the appearance of color across different mediums, particularly on the web, this guide provides ways in which we can keep those variations limited.

PRIMARY



GOLD

PANTONE 109PC
CMYK 2, 11, 100, 0
RGB 254, 218, 0
HEX# FFDD00



DARK GRAY

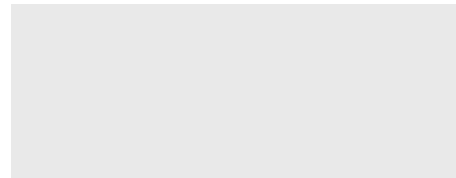
PANTONE Cool Gray 11C
CMYK 68, 61, 60, 49
RGB 62, 62, 62
HEX# 3D3D3D

ACCENT



TURQUOISE

PANTONE 319 PC
CMYK 66, 16, 36, 0
RGB 88, 168, 168
HEX# 58A8A8



LIGHT GRAY

PANTONE Cool Gray 2 PC
CMYK 0, 0, 0, 10
RGB 230, 231, 232
HEX# E6E7E8

SUPPORTING



RED

PANTONE 200 PC
CMYK 21, 96, 86, 12
RGB 174, 44, 50
HEX# B32C32

PHOTOGRAPHY

Photographs are an important component of our visual style. When executed correctly, they can showcase our brand through effective composition and subjects.

COMPOSITION

This is how the photo is framed and constructed, including what should be in the frame and what should be excluded.

SUBJECT

The focal point of an image, this dictates who or what should be highlighted.

IMAGE SIZING

Images for print should be at least 300dpi at full size. Images for electronic or digital communications should be 72 dpi at full size.



COMPOSITION

Socks and shoe are in the foreground.

SUBJECT

AER Gold sock pops amidst an earth-tone background.



COMPOSITION

Soldiers fill up the frame and are centered.

SUBJECT

Smiling Soldiers remind our audience AER is part of the Army.



COMPOSITION

Multiple Soldiers reading the annual report.

SUBJECT

Soldier with profile of face visible to camera.



COMPOSITION

No need to include camera operator on left.

SUBJECT

Eyes are squinting due to sunlight.



COMPOSITION

Too many distractions and empty space.

SUBJECT

No clear subject.



COMPOSITION

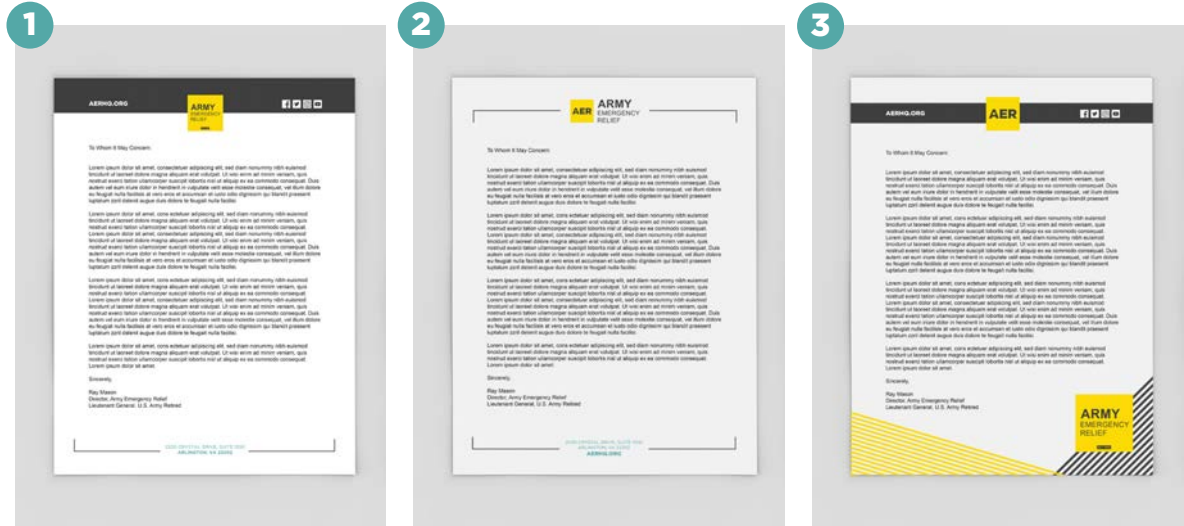
Too much empty space on the table.

SUBJECT

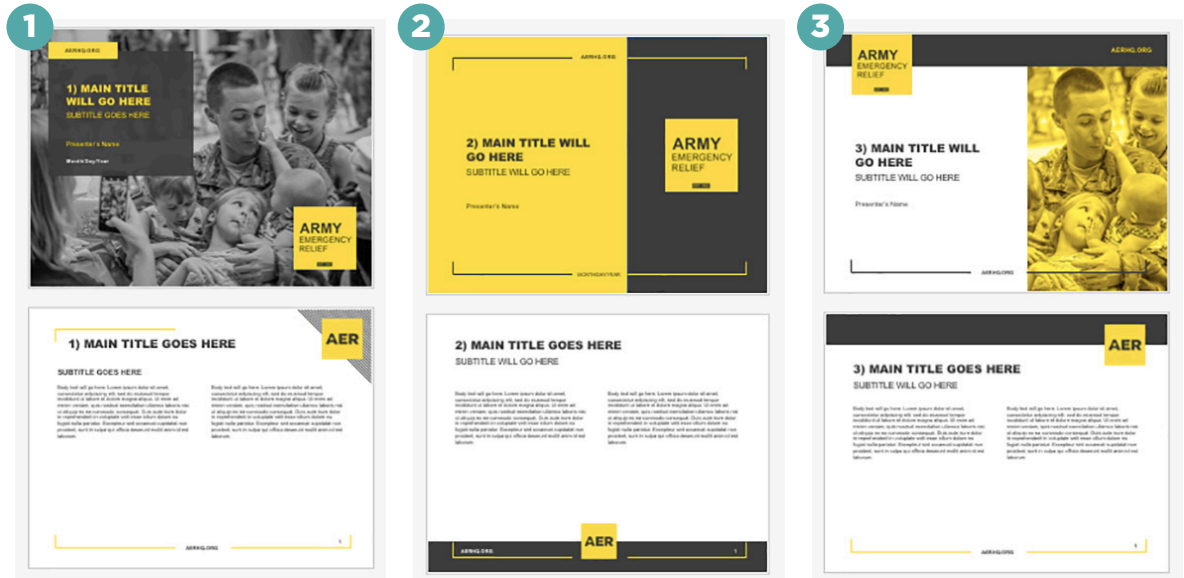
No clear subject.

APPLICATIONS

LETTERHEAD TEMPLATE (SAMPLES)



POWERPOINT TEMPLATE (SAMPLES)



QUESTIONS?

For logos, templates or questions related to the AER brand guidelines, please reach out to the communications department:
communications@aerhq.org