LOGO

STYLES

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.

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.
## 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.

<table>
<thead>
<tr>
<th>PRIMARY LOGO</th>
<th>GOLD (with border)</th>
<th>GRAY</th>
<th>ALL-WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="small_primary_gold.png" alt="ARMY EMERGENCY RELIEF" /></td>
<td><img src="small_gold_with_border.png" alt="ARMY EMERGENCY RELIEF" /></td>
<td><img src="small_gray.png" alt="ARMY EMERGENCY RELIEF" /></td>
<td><img src="small_all_white.png" alt="ARMY EMERGENCY RELIEF" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HORIZONTAL LOGO</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="small_horizontal_gold.png" alt="ARMY EMERGENCY RELIEF" /></td>
<td><img src="small_horizontal_all_white.png" alt="ARMY EMERGENCY RELIEF" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ICON LOGO</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="small_icon_gold.png" alt="AER" /></td>
<td><img src="small_icon_all_white.png" alt="AER" /></td>
</tr>
</tbody>
</table>
LOGO PLACEMENT

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.

LOGOS WITH BORDER
Only use the versions below on a gold background.

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.

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.

BODY FONT COLOR

The body text should always be AER’s dark gray.
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.
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)

1. [Image]

2. [Image]

3. [Image]

POWERPOINT TEMPLATE (SAMPLES)

1. [Image]

2. [Image]

3. [Image]
QUESTIONS?

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