AAA
Logo Usage Guidelines
In This Guide:

What Is the AAA Masterbrand? ................................................................. 3
Legal Side of the Masterbrand ............................................................... 4
Masterbrand Colors and Background .................................................... 5
Approved Colors and Masterbrand Design ......................................... 6
Descriptor Usage .................................................................................. 7
Recommended AAA Brand Decision Architecture .............................. 8
AAA-Owned Co-Branding ................................................................. 9
Sizing the Masterbrand ...................................................................... 10
Masterbrand Typography ..................................................................... 10
Centering the Masterbrand ............................................................... 10
Using Clear Space .............................................................................. 11
AAA Brand Trademarks ..................................................................... 11
AAA Brand Quality Standards ........................................................... 11
Exceptions for Masterbrand Usage ................................................... 11
One-Color Printing ........................................................................... 12
Masterbrand Usage on Photos ......................................................... 13
Use of Taglines With the Masterbrand .............................................. 14
Logo Uses to Avoid ......................................................................... 15-16
Digital Usage .................................................................................... 17-18
AAA.com .......................................................................................... 19
Creating a Club Brand Review Process ........................................... 20

Please note: To ensure the most current guidelines, check for periodic updates on AAABrandCentral.com.
What Is the AAA Masterbrand?

It is the cornerstone of the AAA design system. It is the icon that is instantly recognizable as the symbol that represents the AAA organization*. It should never be altered or distorted in any manner.

The guidelines outlined within this site help to ensure that all masterbrand uses are appropriate and approved per the Brand Management Quality Standards while adhering to the rules in the national publication known as Regulations Governing the Use of the Emblem and Other Trademarks of the American Automobile Association.

The power of a brand-identity system is in the clarity and consistency of its masterbrand. This section identifies graphic standards for use of the AAA Masterbrand. It provides all the tools necessary to follow the four basic rules of effective brand identity management:

- Use brand identity consistently
- Use specified masterbrand colors only
- Keep the AAA Masterbrand clearly visible
- Use recommended type styles

In general, the AAA Masterbrand should be used only as an identification element, not a design element. The masterbrand should never be altered or displayed in any way other than as outlined within this guide demonstrating both preferred and optional uses.

It is everyone’s responsibility to maintain consistency in the use of the AAA Masterbrand and eliminate potential for misuse or abuse of the AAA identity.

If you cannot find answers to your questions regarding the proper usage of the AAA Masterbrand within this guide, contact Carole Sustak, Manager, AAA Brand Management at 407-444-7613 or e-mail csustak@national.aaa.com.

This section of Brand Central will provide easy access to valuable Masterbrand Usage Guidelines such as:

- At A Glance for Poster or Binder
- Approved Colors and Masterbrand Designs
- Sizing the Masterbrand
- Centering the Masterbrand
- AAA Brand Trademarks
- Exceptions for Masterbrand Usage
- The Legal Side of the Masterbrand
- Descriptor Usage
- Masterbrand Typography
- Using Clear Space
- AAA Brand Quality Standards
- Creating a Club Brand Review Process
- Guides for Digital Use

*Based on Landor Consumer Research completed in October 2003.
**Legal Side of the Masterbrand**

The Regulations Governing the Use of the Emblem and Other Trademarks of the American Automobile Association defines the masterbrand as follows:

“Emblem” shall mean the letters AAA in block form, enclosed within an oval or without an oval, whether displayed independently or as incorporated in a Club Emblem. The “Emblem” shall also include the use of the trade name “AAA” and its verbalizations “Triple A,” “AAA,” and “Three AAA” or “Three A’s.” “Club Emblems” are distinctive insignia, which incorporate the Emblem and are an important part of the history and tradition of the Association.

- All AAA clubs should use the AAA Masterbrand
- Section 1 of the emblem regulations defines when clubs may use the AAA Emblem. When use of the Emblem is permitted, a club should use the preferred Masterbrand, however, a club may choose to use the letters AAA in block form in text or headlines.
- Use block letters when placing AAA within context of a sentence.
- Do not use the masterbrand within the context of a sentence. For example:

  **JOIN AAA TODAY!**

- Do not use the AAA within a word; i.e. HAAAWAII or AAALASKA.
- In written communications, Brand Management Quality Standard #1 specifies that clubs should use AAA in all marketing and advertising materials rather than the words “American Automobile Association.”
- In oral communications, always refer to AAA as “Triple A,” not “Three A,” “Three A’s” or the “American Automobile Association.”
- Recognizing that “Triple A” is the preferred pronunciation for the brand, use the letters AAA with the article “a” and not “an.”
- Use the words “American Automobile Association” only in a legal context.
- Watermarked masterbrands should not be used, except for purposes of security, such as check envelopes. See “Logo Uses to Avoid” for additional guidance in using the masterbrand as a watermark.

Legal and Compliance matters relating to the AAA identification and its uses are included in the “Trademarks and Brand Quality Standards.”
Masterbrand Colors and Background

Color is a powerful visual tool that serves as an integral part of our corporate identity. Research completed in 2004 revealed that members clearly identify with the RED oval. The following color specifications promote maximum impact and visibility while allowing for flexibility in all applications. The preferred two-color masterbrand is Pantone 485 Red for the oval and Pantone 287 Blue for the network ring. The AAA Masterbrand may not be reproduced in any color other than those specified within this brand guide (see page 6).

Use these guidelines when deciding how to use the logo in print, electronic media and Web design, or on signage, specialty items or vehicles. An important reproduction characteristic of the Pantone color system is the variation in shades that result from differences in the texture and tint of the substance on which the logo is reproduced. Variations may also occur with different reproduction techniques. Use Pantone color swatches, available from your printer, to ensure that specified colors are matched.

Embroidery thread colors should be matched to the appropriate Pantone colors discussed above. When using the masterbrand in an embroidered fashion, provide the vendor with a PMS sample of the correct colors to be used with a requirement that the vendor match these colors in their thread use.

The following swatches provide a representation of the approved AAA Masterbrand colors:

### AAA Red
- **Pantone**: 485
- **Web**: #d52b1e
- **CMYK**: C: 0%, M: 100%, Y: 91%, K: 0%
- **RGB**: R: 213, G: 43, B: 30

### AAA Blue
- **Pantone**: 287
- **Web**: #00338d
- **CMYK**: C: 100%, M: 69%, Y: 0%, K: 12%
- **RGB**: R: 0, G: 51, B: 141

Use these guidelines when determining how to use the masterbrand in print, electronic media and Web design, or on signage, specialty items or vehicles.

**Two-color, Three-color or Four-color Printing:** (Coated and Uncoated Papers)
- Print in Pantone 287 C Blue and Pantone 485 C Red on coated paper.
- Print in Pantone 287 U Blue and Pantone 485 U Red on uncoated paper.

**Using Metallic Colors:** The use of metallic colors should be reserved for situations portraying premium quality, such as Three to Five Diamond facilities, metal or wood plaques and superior quality promotional items. Use only Pantone 873 for metallic gold or Pantone 877 for metallic silver on paper. For foil stamping use Pantone FS-SG-54C for gold foil or Pantone FS-BS-78C for silver foil. No other metallic color is approved.
Approved Colors and Masterbrand Design

The AAA Masterbrand is composed of the AAA oval and a network ring, using the color Pantone 485 Red for the oval and Pantone 287 Blue for the network ring.

The AAA Masterbrand may also be printed in one color. Only the following single colors are compliant:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>Black</td>
</tr>
<tr>
<td>Pantone 287 Blue</td>
<td>Pantone 485 Red</td>
</tr>
<tr>
<td>Silver (Platinum) - Pantone 877</td>
<td>Metallic Gold - Pantone 873</td>
</tr>
</tbody>
</table>

No other colors are approved for use with the AAA Masterbrand without written approval from the brand management team or the AAA Board of Directors. For more information, contact Brand Management at 407-444-7613.
Descriptor Usage

The oval with the network ring can be used as shown with a club name. The area where the club name is placed is defined as a “descriptor” or “lock-up” due to its close proximity to the masterbrand.

Consumer studies have shown the AAA Masterbrand as widely recognized, while less attention is placed on the verbiage within the descriptor line of the masterbrand. The Recommended AAA Masterbrand Descriptor Usage and Hierarchy was developed as an addendum to the Brand Decision Tool — used to determine how to brand a new product or service. The key factors to take into consideration when using the AAA masterbrand include:

- The Masterbrand without a descriptor is the preferred form of usage in member communications other than membership designations: Plus, Plus RV and Premier.
- Use of club name in the descriptor line is preferred for club-specific offerings. When placed within the descriptor line of the masterbrand, club names should not contain the letters “AAA” or the legal connotation of the club name, e.g., LLC or Inc. For example, AAA Southern New England would use the words “Southern New England” in the descriptor line.
- Use of Approved designations — properties, services, repair facilities — to delineate from other partner offers or services, such as SYC&S. The use of the Approved sign is restricted to facilities that have completed a AAA Rating Program, e.g., AAA Diamond or Auto Repair facilities.
- Product offerings and department names should never be used in the descriptor line. Use of the masterbrand with an Emergency Road Service descriptor is grandfathered for use on vehicles only.
- Co-branding with non-AAA-owned partners includes three separate categories and should be used only after evaluation through the Brand Decision Tool:
  - AAA Dominant: where the AAA name carries dominance over the source of the service, e.g., OPIS and AAA Gas Pricing.
  - Shared: when equal partnership exists in the members mind, e.g., Hertz-AAA
  - Endorsed: when the member experience is mostly connected with the service provider, e.g., Royal Caribbean.
- Co-branding with AAA-owned entities is covered on page 9.
- The descriptor may not consist of multiple club names, taglines, headlines, non-AAA products, and product or service names.

For more detail on recommendations for use of the AAA Masterbrand refer to the Recommended AAA Masterbrand Descriptor Usage and Hierarchy, found on the next page.
Recommended AAA Masterbrand Descriptor Usage and Hierarchy

**LEVEL 1 - AAA Masterbrand**

![Logo](image)

Clubs may add club name to descriptor area for legal and contractual obligations.

**LEVEL 2 - AAA Memberships**

![Logo](image)

**LEVEL 3 - Core Competencies**

**AAA Business Lines**

Since members have stated they place no relevance or importance on AAA departments, the use of business line descriptors should be reserved for internal communication only. Use of the AAA Masterbrand alone is preferred on consumer collateral.

**LEVEL 4 - Product Offerings**

**Emergency Road Service**

When product offerings are being presented as part of a group of offerings as perceived by the consumer (see above), the use of the masterbrand would be with the group name only and not with each product offering. If the product offering is being made separately, use the example shown to the right.

- Towing
- Winching
- Tire Change
- Fuel Delivery
- Lock-Out Service
- Car Care Center
- Battery Service
- Mobile Battery Service
- Auto Glass
- Airline Tickets
- Passport Photos
- Tours
- Cruises
- Online Bookings
- TripTik
- TourBooks
- Maps
- Vacations

**LEVEL 5 - Products/Services**

An element of a specific offering within a product/service category.

**LEVEL 6 - Co-Branding**

**AAA DOMINANT**

![Logo](image)

**SHARED**

![Logo](image)

**ENDORSED**

![Logo](image)

*The above examples do not represent the entire AAA product offerings or services.*
AAA-Owned Co-Branding

As more services are created and introduced to the membership, it is helpful to use a form of co-branding that clearly signifies the product as AAA owned. This form of logo usage is acceptable only for standalone products and services that are under full management of the association and not appropriate for partnerships with outside owned organizations. A sub-product to another service line may not use this form of branding, e.g., tire change is an integral service of Emergency Road Service and should not be co-branded. Car Care Centers, Battery Service, and Auto Glass are levels of service that may be AAA co-branded. Examples of AAA-owned co-branding are shown below:

In addition to the overarching logo usage requirements, guidelines to follow when using a AAA-owned co-branding icon include:

• The vertical separator line must be of the color as the network (orbit) rings of the masterbrand. The above examples use PMS 287 blue. However, if the logo is a solid color then use that same color for the vertical separator. The line should be kept to a thickness of .03 inch.

• The vertical separator must be centered between the content on both sides to meet a clear space minimum of 1/4th the height of the center A of the oval portion of the masterbrand.

• Use only compliant colors as outlined on pages 5 and 6 of the Logo Usage Guidelines.

• The masterbrand height should serve as the guide for maximum height of the co-branded name/icon. The vertical separator should not exceed the height of the masterbrand.
Sizing the Masterbrand

To maintain its visual integrity, a minimum size of 5/32” has been established for the masterbrand. This measurement refers only to the height of the oval. In some cases, space limitations will dictate that the logo be reproduced in sizes smaller than the minimum 5/32”. This may result in distortion, fill-in and an inconsistent appearance. When legibility becomes distorted, designers should use the oval without the network ring. This is required in very limited applications, including the use of the AAA oval in TourBook® guides and on TripTik® routings. To obtain permission for this use, contact the brand management team at 407-444-7613.

Masterbrand Typography

Typography is a basic element in the overall identity system. Consistent use of typefaces is important to creating a recognizable look on all AAA materials, especially the masterbrand. Frutiger Bold Italic is the only typeface that should be used in the descriptor line of the AAA Masterbrand. Text should appear in an uppercase and lowercase format.

Clubs are required to purchase the Frutiger typeface family for use within their operation. Use of any other typeface within the descriptor portion of the masterbrand will be viewed as non-compliant. In addition, this same typeface should be used in circumstances where the name of a product or service is positioned within range of the masterbrand. When used in this circumstance, the typeface should be non-Italic.

Centering the Masterbrand

When centering the masterbrand on a page, center it on the entire icon (oval and network ring) as shown — not the oval alone.
Using Clear Space

Clarity, consistency and visibility are the most important criteria for proper clear space. To maintain its visual integrity, the logo should not appear to be crowded by other distracting elements such as text, titles and photographic background. Examples of Clear Space allowance are shown in the graphic below, designating a distance from any touch point of the masterbrand and its descriptor element equal to the distance of one-half the height of the vertical center of the masterbrand oval.

In matters relating to photographic backgrounds (page 13) or use of graphics or symbols for separation of co-branding (page 9), discretion must be used to ensure the visibility of the masterbrand remains prominently visible.

An exception for clear space from one-half to one-quarter of space around the masterbrand is in place for all website usage of the masterbrand. This is for website usage only – not print or other environments.

AAA Brand Trademarks

AAA’s trademarks are valuable assets that symbolize the association’s quality, reputation and service. The AAA publication titled Regulations Governing the Use of the Emblem and Other Trademarks of the American Automobile Association contains regulations designed to protect the unique identification of all AAA marks; specifically the AAA emblem as the primary brand. When using AAA trademarks in any communications, verify trademark legality using the trademark information found in the Compliance section of Brand Central before applying trademark symbols to any text.

AAA Brand Quality Standards

The AAA Brand Management Quality Standards are a set of governance rules for the use of the AAA identity/emblem, of which the Logo Usage Guidelines support the Quality Standards #1. AAA Brand Management Quality Standards can be found on AICWEB — Business Communities > Accreditation > Quality Standards > Brand Management Standards and/or Emblem Regulations.

Exceptions for Masterbrand Usage

While transitioning to the use of the updated masterbrand, introduced in 1997, it became apparent it was necessary to provide exceptions to the usage of the masterbrand. The majority of these exceptions involved building signage. To be clear on the areas eligible for exception, Exception Guidelines were published via the Accreditation Commission. If you encounter a situation where you would like to request an exception, use the following guidelines:

• Review the Exception Guidelines for ideas on how exceptions are determined.
• Exceptions must be requested and not assumed.
• Requests for exceptions should be addressed to the Corporate Affairs Club Accreditation group or Brand Management through the national office.
One-Color Printing
A black or white masterbrand used with a solid color is the preferred method. Use the following examples as guidelines:

- The AAA Masterbrand may be printed all white on solid colors.
- The background color should complement the masterbrand.
- The background color should provide sufficient contrast for complete legibility of the masterbrand.
- When printing in grayscale, use a white masterbrand when the background has a contrast value of 60% or above. If the background has a value of 50% or lower, use a black masterbrand.
- The space between the A’s in the oval should show as the background color; avoid filling in the masterbrand with a different color such as white.
- The background should not have a pattern that detracts from the masterbrand.
- If the background detracts from the masterbrand, use a complimentary solid colored box behind the masterbrand.
Masterbrand Usage on Photos

- When using photos, always put the masterbrand in the most even-colored areas of the picture. (1), (5)
- When placing the masterbrand on a light area of the photo, overprint the masterbrand if value is 50% or below. (2)
- When placing the masterbrand on a dark area of the photo, reverse it out if value of area is 60% or above. (3)
- The background should always show through the A’s of the masterbrand. Do not fill the background with white or any other color. (4)
- If necessary, place the logo within a color block to provide the highest visibility. (4)

(1) Reverse logo printed in the dark area of a color photograph.
(2) Logo printed on a color photograph.
(3) Reverse logo printed on a black-and-white photograph.

(4) DO NOT knock out the background in white or any other color. Photograph should show in the background of the logo. If necessary, use a block in a complementary color and place a contrasting logo.
(5) DO NOT place the logo on a busy background, texture or patterned color. Place the logo over a section of the photo that is less distracting to the logo.
Use of Taglines With the Masterbrand

Taglines (or slogans) are phrases used within advertisement, promotional materials, and publications to make a statement designed to create a perception. In some cases, taglines are trademarked to prevent other organizations from using the same message. An example of a AAA registered tagline is “Travel With Someone You Trust.”

When using a tagline or the Web address www.AAA.com with the AAA Masterbrand, guidelines apply.

- Clear space between the masterbrand and a tagline should be one-fourth the height of the oval portion of the masterbrand.
- Never place a tagline within a descriptor area of the masterbrand.
- The example shown to the right illustrates appropriate use of both a tagline and the Web address within the same block of space.
- The tagline may be flush left with the masterbrand or centered below the masterbrand.
- The tagline font may be the same as the descriptor font used with the logo (Frutiger Bold Italic). Other fonts for the tagline are allowable.
- Use of a tagline or Internet address with logo can be placed below the descriptor text as close as .25x of the value of the defined clear space, as shown in the example.
**Logo Uses to Avoid**

While it’s very tempting to get creative with the AAA Masterbrand, consistent usage of the masterbrand is important for building recognition.

The list of uses to avoid, as outlined below, is not all inclusive, but rather is stated to provide a guideline of what should not be done to the AAA Masterbrand when used in print, broadcast or digital media.

1. Always allow the background to come through the spaces between the A’s within the oval portion of the masterbrand. If the background is dark, use a white or other approved color logo (see page 5) or place the two-color logo in a box filled with a light contrasting color.

2. Do not alter the proportions of the descriptor type height, length or placement from that which is outlined within the Descriptor portion of the Brand Identity Guidelines. (See pages 6-7)

3. Do not use all capital letters in the descriptor.

4. Do not position the descriptor in the masterbrand lock-up position in ways other than the guidelines allow.

5. Do not use the masterbrand or any of its elements as a design element or combine it with other artwork, logos or text.

6. Do not alter or substitute the typeface from Frutiger Bold Italic.

7. Do not use non-approved colors.

8. Do not screen tint any portions of the masterbrand.

9. Do not change colors within the AAA oval or network ring.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>10.</strong> Avoid the use of a drop shadow or other graphic devices to the masterbrand when used in a print environment. If used in print, keep the shadow opacity to 30% or less. To provide greater presence, interest and creativity in the digital media, drop shadows and other highlighting may be used at a 70% or less opacity.</td>
<td><img src="image1.png" alt="Masterbrand Image" /></td>
</tr>
<tr>
<td><strong>11.</strong> Do not outline the masterbrand.</td>
<td><img src="image2.png" alt="Masterbrand Image" /></td>
</tr>
<tr>
<td><strong>12.</strong> Do not use the masterbrand within a sentence. Use the letters AAA instead. Placing the masterbrand inline with other text can be construed as using it within a sentence.</td>
<td><img src="image3.png" alt="Masterbrand Image" /></td>
</tr>
<tr>
<td><strong>13.</strong> Do not use the AAA letters as part of a word, such as TRAAAVEL.</td>
<td><img src="image4.png" alt="Masterbrand Image" /></td>
</tr>
<tr>
<td><strong>14.</strong> Reserve creating a pattern with the masterbrand for cases requiring security, such as paycheck envelopes. Patterned backdrops are approved for use as backscreens for on-air presentations. Sports boards in arena and game fields are allowable for use of patterned backdrop with caution to avoid distortion due to too many small icons as shown on the sample to the right.</td>
<td><img src="image5.png" alt="Masterbrand Pattern" /></td>
</tr>
<tr>
<td><strong>15.</strong> Do not place the masterbrand on a visually distracting patterned background except when required on checks. In this environment, do not knock-out the space within the oval.</td>
<td><img src="image6.png" alt="Masterbrand Pattern" /></td>
</tr>
<tr>
<td><strong>16.</strong> Do not decorate or embellish the masterbrand in any way.</td>
<td><img src="image7.png" alt="Masterbrand Image" /></td>
</tr>
<tr>
<td><strong>17.</strong> Do not use gradation in the masterbrand.</td>
<td><img src="image8.png" alt="Masterbrand Image" /></td>
</tr>
<tr>
<td><strong>18.</strong> Using the masterbrand in the form of a watermark for graphic purposes should be avoided in print; however, used in emphasizing the masterbrand in a digital environment or in special presentation items is possible. AAA stationery may use the natural paper watermark; however, use of a chemical watermark or opaque tinting to produce an image of a watermark is a non-compliant use of the AAA Masterbrand.</td>
<td><img src="image9.png" alt="Masterbrand Image" /></td>
</tr>
</tbody>
</table>

*If you have a special use in mind and question its validity, call the Brand Manager at 407-444-7613 to make certain your concept is compliant to brand standards.*
Digital Usage

The Internet provides a more vibrant, visible and efficient arena for companies to show who they are and convince viewers why they should look deeper into their digital storefront. The marketing and branding rules do not change — only the manner in which the company tells its story is more expanded.

The digital platform presents a different set of perceptions and graphic challenges from the standard printed format. This section is designed to address some of the known challenges as they relate to the use of the AAA Masterbrand.

Sizing of the Masterbrand

Page 7 addresses the appropriate size for masterbrand use. These rules also apply on the digital platform. However, there are more opportunities in which a small masterbrand can be used for identification or direction within your website. One of the most commonly used is a logo identifier next to the URL in the search bar.

In this example, the full masterbrand is used. However, due to the small size of the logo, it is compliant to also use only the oval portion of the masterbrand as shown in the listing examples below.

Within social media settings, the masterbrand is used to provide identification for those who are AAA associates vs. those who are members or responders. Use of the masterbrand in this manner provides clarity of where the communication is originating. Please only use the masterbrand as shown in its full form and two-color format.

Clear Space

When working within the digital media, one is limited to the screen size for efficient placement of information, which must grab the attention of the viewer. For this reason, the clear space allowance for digital media has been reduced by half of the print media clear space: from ½ the height of the oval center to 1/4th.
Logo Usage Guidelines

Color

Colors will appear differently in a digital environment than they do in print media. Use the following numbers or percentages for the masterbrand colors of PMS 287 Blue and PMS 485 Red.

<table>
<thead>
<tr>
<th>AAA Red</th>
<th>PMS 485</th>
<th>WEB/HEX</th>
<th>RGB – R: 213</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>#d52b1e</td>
<td>G: 43</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>B: 30</td>
</tr>
<tr>
<td>AAA Blue</td>
<td>PMS 287</td>
<td>WEB/HEX</td>
<td>RGB – R: 0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>#00338D</td>
<td>G: 51</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>B: 141</td>
</tr>
</tbody>
</table>

Note: CMYK color palette is not appropriate for Web use. It is recommended to work in the sRGB space (sRGB IEC61966-2.1) and save web-ready graphics with an sRGB profile to maintain color consistency across different browsers and platforms.

Animation

Logo animation is encouraged in digital environments to add eye appeal. An animated logo may take on any form of build as long as the final logo consists of a completely whole and brand-compliant format.

Narrow electronic billboards can create a challenge for presenting the AAA Masterbrand with the greatest visibility. To accomplish this, it is recommended to use a scrolling masterbrand in the largest format possible. A scrolling masterbrand would consist of more than one masterbrand in a line up while moving across a screen with text or other information. Caution must be given to avoid the placement of the masterbrand within a sentence structure. If this occurs, it is recommended to use the text version “AAA.”

Exceptions

The Logo Usage Guidelines should always serve as the standard for logo usage within a digital environment. However, due to the nature of the digital media, exceptions are automatically granted in the following areas:

- Clear space may be reduced to 1/4th the height of the masterbrand.
- The use of watermarks, drop shadows and background glows are allowed when needed to provide greater visibility and clarity to the masterbrand. These design elements should be kept to the minimum required to meet the graphic need.
- Use of graphics behind the masterbrand is permissible as long as the masterbrand remains highly visible and distinct from the background. An example of use of a background glow to enhance the logo is demonstrated here:
The most recognizable symbols of the American Automobile Association, according to the consumer, are the masterbrand and the red letters AAA. These are powerful symbols — ideal for leveraging the awareness of our organization.

To ensure consistency across the association when using the AAA website URL guidelines, along with approved graphics, have been developed for use within all AAA media. Two general guidelines apply:

1. Use the URL with or without the www prefix. Today’s Internet search does not require the www prefix to locate a URL, nor does it affect the efficiency of a search. The preferred use would be without the www prefix.

2. When using the text version of the URL, use a font that provides the characters with clarity, such as Frutiger (AAA), Arial (AAA) or Times Roman (AAA). Avoid fonts with fancy serifs such as Harrington (AAA) or an italicized font.

When appropriate, use the graphic version of the AAA URL shown below for both vertical and horizontal applications. Since there are thousands of companies with the name AAA, the masterbrand is incorporated into the graphic to ensure differentiation for our association. These graphics may be found on AAABrandCentral.com > Images > AAA/CAA Logos (page 2)

It is recommended capitalizing the first letter of each word within a URL to enhance legibility, e.g., AAA.com/Prescriptions. Where a URL creates a line break or wrap, force this break to occur at a forward slash, or move the URL to a separate line.

Example:

For more information, visit AAA/RenewNow.com

or

For more information, visit AAA/RenewNow.com
Creating a Club Brand Review Process

It’s important to establish a review process at the club level that assures use of the AAA Brand Identity Program. Please take the following steps to ensure an identity management program in your club:

- Establish a 100% identity-policy compliance standard that meets with the association quality standards.

- Make certain the Brand Central website is available and used by all personnel who are creating materials that incorporate the AAA Masterbrand or SYC&S icon. SYC&S logo guidelines may be found at AAABrandCentral.com > Identity.

- Use the Brand Central guidelines as the standard of comparison for approving masterbrand usage by outside vendors and partners.

- Do not attempt to recreate the AAA Masterbrand or SYC&S icon. Approved electronic files are available for download within Brand Central. If you cannot find what you need, contact AAA Brand Management at 407-444-7613.

- Discard all incorrect and obsolete copies and applications of the AAA Masterbrand and SYC&S icon.

- Request the right to review and approve all materials using the AAA Masterbrand and SYC&S icon that are produced by vendors or outside partners prior to their publication.

This brand resource provides professional standards and guidelines designed to support Quality Standards of the AAA Masterbrand and its affiliate symbols, such as the SYC&S icon. If you are not able to locate information you need, contact:

AAA Brand Management
Carole Sustak, Manager
407-444-7613
(FAX) 407-444-7614
csustak@national.aaa.com