AAA Logo Usage and Brand Guidelines

Please follow the guidelines on these two pages in order to maintain consistency and eliminate misuse of the AAA identity. These rules apply to the general AAA logo as well as those with descriptor lines.

- DON’T attempt to recreate the AAA logo or add a descriptor
- DON’T outline the logo
- DON’T add a drop shadow, screen tint or gradation to the logo
- DON’T alter the logo’s proportions to fit a space
- DON’T use the logo as a watermark
- DON’T place the logo on a patterned or distracting background
- DON’T use non-approved colors
- DON’T use the logo as a design element
- DON’T create a pattern with the logo
- DON’T use AAA within a word
- DON’T place the AAA logo within the context of a sentence

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• **ALWAYS** provide a distance from any touch point of the logo that is equal to the distance of ½ the height of the middle portion of the oval of the logo.

• **ALWAYS** ensure that the background color provides sufficient contrast for complete legibility.

• **ALWAYS** allow the background to come through the spaces between the A’s within the oval portion of the logo.

• **ALWAYS** put the logo in the most even-colored areas of a photograph.

• **ALWAYS** use the logo at the minimum size of 5/32” (height).

• **ALWAYS** use Pantone 287 (blue) and 485 (red) when printing with two PMS colors.

• **ALWAYS** use the logo all in black, all in white, or all in Pantone 485 when printing in one-color. **NEVER** use the logo in just Pantone 287.

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**THANK YOU FOR YOUR COOPERATION!**

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**QUESTIONS?** Please contact Scott Tetreault, Manager, Creative Services at 401-868-2000 ext. 2148.