



The
Aluminum
Association



Program for Graphic Identity

- Mark of The Aluminum Association
- Colors
- Sizes
- Supplied mark materials and formats
- Electronic Publishing
- Print Publishing
- Corporate Use

Contact Dennis Workman
703.358.2977
dworkman@aluminum.org

The Aluminum Association Logo

Requirements and Spacing

This mark or logo—which always includes both the signature deck and the symbol—is special and should be treated with respect. Restricted spacing equal to the letter “m” in “Aluminum” should always be held around the mark.



Colors and Backgrounds

A very specific color palette has been chosen for this mark and must be followed.

- Aluminum Green**
Based on: c51 m0 y100 k0
In lieu of Aluminum Green, use PANTONE® 375 (do not screen).
- Aluminum Gray**
Based on: c51 m38 y33 k2
For Aluminum Gray, use PANTONE 430
- Black**
Use solid or screen at 53% as an alternative to Aluminum Gray
- White**

The mark must always stand out from its background. If the background reduces visibility of the mark—as is typically the case with a photographic background, the solid-box alternative should be used.



Minimum Sizes and Layout Options

- › The mark should never be smaller than 1.25” in width.
- › If this size restriction cannot be avoided, use the alternative mark. Never use the alternative mark narrower than 7/8 inch or wider than 1.25 inches.



The Mark Should Never . . .

- › be used in any other colors than those listed above;
- › be comprised of two separate colors;
- › have either the signature or symbol elements separated and used independently.



Supplied Logo Materials and Formats

Please use official Aluminum Association materials as supplied in EPS and GIF formats, according to the style and use guidelines of this document. Files are available at www.aluminum.org/aa_logo
Please contact Dennis Workman of Aluminum Association Public Affairs for clarification, guidance or other formats:

Dennis Workman
Manager, Publications and Production
The Aluminum Association
703.358.2977
dworkman@aluminum.org

Appropriate Logo Use for the Internet

Always keep the logo crisp and legible by only using the .GIF version of the logo.

Using the Aluminum Green version is highly recommended to keep the visual impact and contrast high.

All other logo requirements expressed in this document should be followed.



Appropriate Text Family and Color for the Internet

Headlines and subheads should always be Arial Bold, Aluminum Green (based on HEX 87D300).

 **Aluminum Green**
Based on HEX 87D300

Body text should always be New Century Schoolbook or the default serif font (usually Times). Black should be used for greatest contrast and readability.

This style will carry over onto all print documents as well.

Use for Association Publications

Appropriate Use of Logo

The mark—which always includes both the signature deck and the symbol—must stand out from its background. Solid-color backgrounds are strongly preferred. If a solid-color background is not available, the solid-box alternative logo should be used. Always keep contrast and visibility in mind.

Always use the .EPS version to maintain the integrity of the mark at all sizes. (See page two of this document for minimum-size restrictions.)

Aluminum Green should be used whenever possible. When it is not possible, black or white (reversed) are preferred over any alternative spot color.

All other logo requirements expressed in this document should be followed.



Appropriate Text Family and Color

Headlines and subheads should always be Arial Bold, Aluminum Green, based on C: 50%, M: 0%, Y: 100%, K:0%.

Body text should always be New Century Schoolbook. Black should be used for greatest contrast and readability.

Aluminum Green
Based on C: 50% M: 0% Y: 100% K: 0%
In lieu of Aluminum Green,
use PANTONE® 375

Corporate Type Style Sheet—18 pt Arial Bold

Subhead formatted in this way—13 pt arial bold lowercase

by Author
President, CEO—Arial Italic 10 Pt

Introductory paragraphs should be presented in a different format than subordinate paragraphs if they contain summary information.

How different? **Font should be Arial, 10 point, the spacing should be doubled, and hyphenation should be turned off.**

Introductory paragraphs should be presented in a different format than subordinate paragraphs if they contain summary information.

How different? Introductory paragraphs should be presented in a different format than subordinate paragraphs if they contain summary information.

The first paragraph of body copy should not have the first line indented and should always be **formatted using New Century Schoolbook at 11 point text**. There should be a **single line height of space before the first paragraph**. The first paragraph of body copy should not have the first line indented and should always be formatted using New Century Schoolbook at 11 point text. There should be a single line height of space before the first paragraph.

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