



# BRAND BOOK

## for Chapters

# INTRODUCTION

This is an exciting time for AALL. Our new brand—the entirety of the logo, visuals, and messaging we use to describe AALL—will enable us to establish and maintain a clear, unified brand identity to communicate to our members, our stakeholders, and the public in a cohesive and compelling manner.

As part of our launch, we are asking chapters to update the AALL logo and name in your communications and on your websites. *AALL Brand Book for Chapters* has been provided to help you incorporate both in a manner that is consistent with the new brand.

# NAME USE

Please use our full name, “American Association of Law Libraries (AALL)” in the first mention of the Association on any webpage or in any publication. After the first use, you may use the acronym “AALL.”

Additionally, please refer to your affiliation to AALL as a “chapter of the American Association of Law Libraries.”

# LOGO

In our logo, the four letters of our name all stand together equally to demonstrate the collective strength and collaborative spirit of AALL. The color blue represents stability, foundation, and heritage. Orange, pulled from the opposite end of the color spectrum, adds a pop of warmth and makes our mark approachable and fun. The forward slash design element invites our audience to pursue forward-thinking and upward movement with us.



## VERSIONS OF THE LOGO

Specifications for the visual proportions, spacing, and alignment have been predetermined. There are no exceptions to these specifications. When applying our logo in any context, never attempt to create a different version. Do not modify the elements or their configuration in any way.

### VERTICAL LOGO



### HORIZONTAL LOGO



# LOGO CONTINUED

## DO'S

To avoid clutter and give the logo prominence, in both its vertical and horizontal orientations, we follow these guidelines.

Always separate the logo from other elements by a minimum distance equivalent to the cap-height of the letter A as shown in the accompanying example. It is always acceptable to use more than the minimum clear space.



The logo should always be separated from headlines, text copy, images, and other graphics.

Always enlarge and reduce the logo proportionally.



# LOGO CONTINUED

## DON'TS



Do not use the old logo.



Do not position the tagline underneath the logo.



Do not change the logo colors.



Do not change logo typography.



Do not change the size or position of logo elements.



Do not distort the logo.

## SPECIAL USE LOGOS

Different situations may require different types of logos. While the full-color version of the logo is always preferable, if it can't be used, black and reverse versions of the logo are available.

### BLACK



### REVERSE



# WHAT FILE FORMAT SHOULD I USE?

In general, there are graphics formats suitable for printing and others that are best for on-screen viewing.

## PRINTING AND DESKTOP PUBLISHING

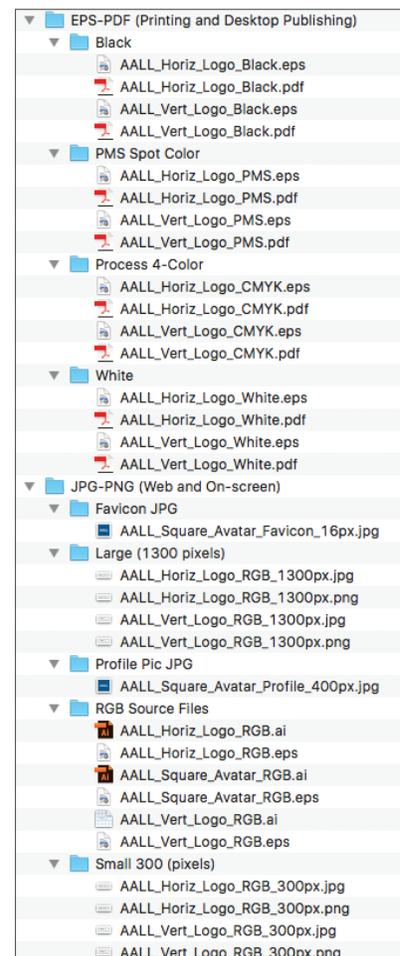
Use EPS and PDF for print publishing. EPS and PDF files are used to print flat artwork. These vector (outline) formats can be enlarged to any size and produce the highest-quality reproduction. EPS and PDF are the formats graphic designers and printers find most useful.

## WEB AND ON-SCREEN

For web, on-screen, and desktop publishing, the most common file formats are JPG and PNG:

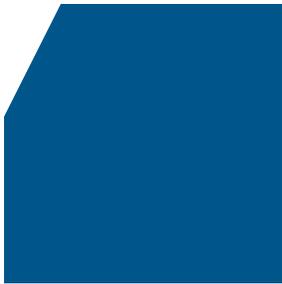
- JPG is intended for full-color photographs and images with smooth gradients.
- PNG files excel for all types of images and also support full image transparency. PNG file sizes can be larger, but this increase is not significant for most applications. For on-screen use, we recommend our logo be displayed in PNG format whenever possible.

*Please note that none of the aforementioned on-screen formats are intended for high-resolution print publishing or offset lithography. All three are “raster” (bitmap) formats, meaning they cannot be enlarged without losing image quality. Using JPG or PNG for 4-color (CMYK) printing may cause unwanted color changes and inconsistencies.*



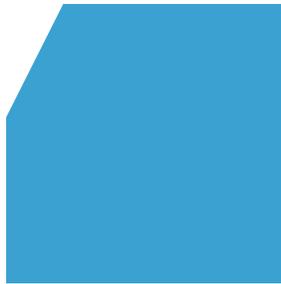
# COLOR PALETTE

Our full color palette is warm, inclusive, and has depth. Each color is a traditionally strong leadership color, and the hues chosen communicate a modern, forward-thinking feel. By keeping blue as a principal color, we acknowledge our past and emphasize the confidence, loyalty, and trustworthiness that blue represents.



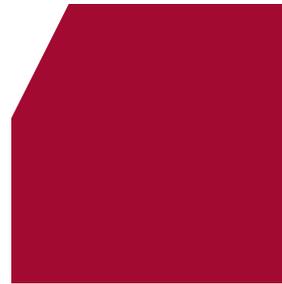
## **PMS 7462 C**

CMYK 100, 48, 6, 30  
 RGB 0, 85, 140  
 HEX #00558B



## **PMS 2170 C**

CMYK 69, 21, 6, 0  
 RGB 95, 155, 198  
 HEX #5F9BC6



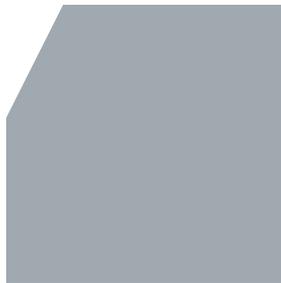
## **PMS 201 C**

CMYK 7, 100, 68, 32  
 RGB 157, 34, 53  
 HEX #9D2235



## **PMS 138 C**

CMYK 4, 57, 100, 0  
 RGB 222, 124, 0  
 HEX #DE7C00



## **PMS 429 C**

CMYK 6, 0, 0, 38  
 RGB 162, 170, 173  
 HEX #A2AAAD



## **PMS 7 Black C**

CMYK 0, 0, 0, 80  
 RGB 51, 51, 51  
 HEX #333333

# TYPOGRAPHY

Consistent use of typography is an easy and effective tool for maintaining visual consistency in all communications. FF Din is our preferred typeface because of its strong, bold, and trustworthy form. As a supporting typeface, Baskerville can be used for lengthier body copy in printed text because it is stabilizing and recognizable, and it reinforces approachability as an AALL organizational personality trait.

## HEADLINES AND SUBHEADS

**FF DIN Bold**

FF DIN Light

## BODY COPY

FF DIN Light

FF DIN Roman

**FF DIN Medium**

**FF DIN Bold**

The quick brown fox

jumps over the lazy dog.

0123456789

Baskerville Regular

*Baskerville Italic*

**Baskerville SemiBold**

*Baskerville SemiBold Italic*

**Baskerville Bold**

*Baskerville Bold Italic*

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To license copies of FF Din and Baskerville fonts visit:

[www.fonts.com/font/fontfont/ff-din](http://www.fonts.com/font/fontfont/ff-din)

[www.fonts.com/font/linotype/baskerville](http://www.fonts.com/font/linotype/baskerville)

# TYPOGRAPHY DESKTOP

On some occasions, document editing and formatting may need to be completed by someone who does not have access to our licensed brand fonts. In these cases, Arial should be substituted for FF Din and Georgia for Baskerville. Arial and Georgia are available on most computers.

## HEADLINES AND SUBHEADS

**Arial Bold**  
Arial Regular

## BODY COPY

Arial Regular

*Arial Italic*

**Arial Bold**

***Arial Bold Italic***

The quick brown fox

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Georgia Regular

*Georgia Italic*

**Georgia Bold**

***Georgia Bold Italic***

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