

Graphic Standards & Design Guidelines

*Advancing anatomical science
through research, education, and
professional development.*



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American Association of Anatomists

Brand Overview



Mission

Advancing anatomical science through research, education, and professional development.

New Style Guide

The American Association of Anatomists (AAA) offers its members a myriad of resources that enhance networking, research and educational opportunities in the field of anatomical science.

As 2014 begins, AAA has embarked on the dynamic process of organizational brand transformation. These changes are being implemented to produce cohesive collateral internally and externally.

These design guidelines are presented in order to give all of the publications, correspondence and promotional items developed for AAA a unified look while still allowing for creative freedom.

American Association of Anatomists Logo



Pantone Cool Gray 7 C



Pantone 2736 C

2 Color Logo with Text and Corporate Colors

The American Association of Anatomists logo is a stylized acronym accompanied by the name of the organization. Our logo reflects a modern revision of identities that have been used throughout our company's 100 year history.

Corporate Fonts Use in Logo

Font Used for Acronym

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()

Font Used for Text

Goudy Old Style

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&^*()

American Association of Anatomists Logo Usage



Pantone Cool Gray 7 C



Pantone 2736 C

2 Color Logo with Text and Corporate Colors



Black Logo



White Color Logo



1 Color Logo Pantone Cool Gray 7 C



1 Color Logo Pantone 2736

These are the only ways the standard logo can be used in any publication, correspondence and on promotional items. These are the only color combinations that can be used.

American Association of Anatomists Triple A Logo Usage



Pantone Cool Gray 7 C



Pantone 2736 C

2 Color Logo without Text and Corporate Colors



Black Logo



White Color Logo

These are the only ways the triple A logo can be used in any publication, correspondence and on promotional items. These are the only color combinations that can be used.

American Association of Anatomists Text Logo Usage

AMERICAN
ASSOCIATION OF
ANATOMISTS



Pantone Cool Gray 7 C



Pantone 2736 C

2 Color Text Logo and Corporate Colors

AMERICAN ASSOCIATION OF ANATOMISTS

Black Text Only Logo

*Only to be use on literature and promotional items when
imprint area is minimal.*

AMERICAN
ASSOCIATION OF
ANATOMISTS

Black Text Only Logo

AMERICAN
ASSOCIATION OF
ANATOMISTS

White Text Only Logo

AMERICAN ASSOCIATION OF ANATOMISTS

White Text Only Logo

*Only to be use on literature and promotional items when
imprint area is minimal.*

*These are the only ways the text logo can be used in any publication, correspondence and
on promotional items. These are the only color combinations that can be used.*

American Association of Anatomists Logo Incorrect Usage



AMERICAN ASSOCIATION OF ANATOMISTS



AMERICAN ASSOCIATION OF ANATOMISTS



AMERICAN ASSOCIATION OF ANATOMISTS



AMERICAN ASSOCIATION OF ANATOMISTS

These are examples of incorrect usage of the American Association of Anatomists logo in any publication, correspondence and on promotional items. Any color combination manipulation of the standard logos are strictly prohibited.

American Association of Anatomists

Corporate Color Palette

Corporate Colors



Pantone Cool Gray 7 C..... CMYK: C: 42 M: 35 Y: 35 K: 1
 #999899
 RGB: 153, 153, 154 RGB WEB Safe: 99, 99, 9A



Pantone 2736 C CMYK: C: 97 M: 93 Y: 0 K: 0
 1724A9
 RGB: 24, 37, 170..... RGB WEB Safe: 18, 25, AA

Accent Colors



Pantone 7627 C CMYK: C: 22 M: 96 Y: 95 K: 15
 #AB2B28
 RGB: 172, 42, 40..... RGB WEB Safe: AB, 2C, 29



Pantone 110 C CMYK: C: 15 M: 32 Y: 100 K: 0
 #DBA900
 RGB: 220, 170, 0..... RGB WEB Safe: DC, AA, 00



Pantone 376 C CMYK: C: 5 M: 3 Y: 100 K: 0
 #82BC00
 RGB: 130, 188, 0..... RGB WEB Safe: 82, BC, 00



Pantone 1595 C CMYK: C: 9 M: 96 Y: 100 K: 1
 #DC5F13
 RGB: 221, 95, 19..... RGB WEB Safe: DD, 5F, 13



Pantone 2617 C CMYK: C: 83 M: 100 Y: 24 K: 21
 #490C66
 RGB: 73, 35, 101..... RGB WEB Safe: 4A, OD, 66

Corporate Serif Font Usage

Standard Serif Fonts

Below are two Serif Fonts, Adobe Caslon and Goudy Old Style. Adobe Caslon Pro offers several weights that allows for flexibility and creativity when designing or setting type without changing the font. Goudy Old Style is a secondary Serif font that is similar.

Adobe Caslon Pro 17pts.

Adobe Caslon Regular 11 pts.
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^&*()

Adobe Caslon Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^&*()

Adobe Caslon Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^&*()

Adobe Caslon Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^&*()

Adobe Caslon Semibold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^&*()

Adobe Caslon Semibold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^&*()

Goudy Old Style 17pts.

Goudy Old Style Regular 11pts
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^&*()

Goudy Old Style Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^&*()

Goudy Old Style Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%&^&*()

Corporate San Serif Font Usage

Standard San Serif Fonts

Below are two San Serif Fonts, Avenir Next and Century Gothic. Avenir Next offers several weights that allows for flexibility and creativity when designing and setting type without changing the font. Century Gothic is a secondary Sans Serif font that is similar.

Avenir Next 17pts.

Avenir Next Regular 11 pts.
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Avenir Next Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Avenir Next Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Avenir Next Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Avenir Next Ultra Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Avenir Next Ultra Light Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Avenir Next Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Avenir Next Medium Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Avenir Next Demi Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Avenir Next Demi Bold Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Avenir Next Heavy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Avenir Next Heavy Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Century Gothic 17pts.

Century Gothic Regular 11pts
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Century Gothic Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Century Gothic Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Century Gothic Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#%\$^&*()

Corporate Standard Layouts

2 Color 8.5x11 Standard Letterhead



Printing

Stock: Cougar Bright White

Weight: 24lbs.

Bleeds: Yes

Color: 2/0



Pantone Cool Gray 7 C



Pantone 2736 C

Corporate Standard Layouts

2 Color Standard #10 Envelope



Printing

#10 Envelope

Stock: Cougar Bright White

Weight: 24lbs.

Bleeds: Yes

Color: 2/0



Pantone Cool Gray 7 C



Pantone 2736 C

Corporate Standard Layouts

Two Color 3.25x2 Standard Business Card



Front of Card



Back of Card

Printing

Stock: Futura White Coated Cover

Weight: 120lb. Cover

Bleeds: Full

Color: 2/1



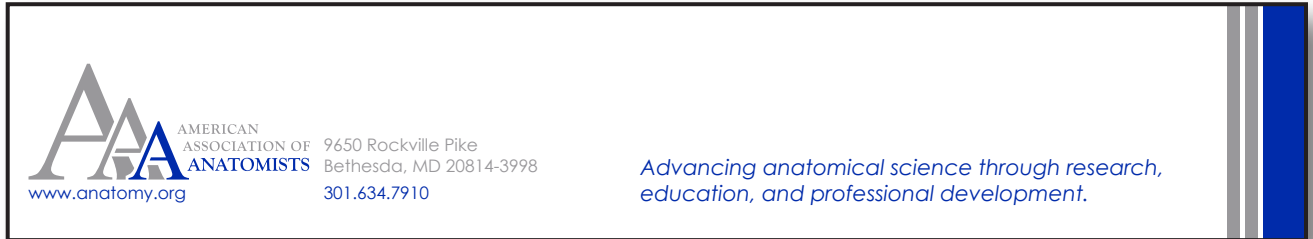
Pantone Cool Gray 7 C



Pantone 2736 C

Corporate Standard Layouts

Two Color 8.5x1.5 Standard Powerstrip



The powerstrip has been designed to organize important information clearly for any audience to view. This image can be set in MS Word, MS Excel, MS Powerpoint, and Email.



Pantone Cool Gray 7 C



Pantone 2736 C

Corporate Standard Layouts

E blast 580 Pixel Width Template




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Education and Research Meeting Outreach Grants

Funding available for workshops, symposia, and meetings

Supported activities may either be educational—such as anatomy workshops for high school students—or scientific. Targeted audiences include researchers, educators, and students at all levels. Grants funded for up to \$3000 a year.

Current AAA Member
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#999899

RGB: 153, 153, 154 RGB WEB Safe: 99, 99, 9A

1724A9

RGB: 24, 37, 170..... RGB WEB Safe: 18, 25, AA

Corporate Standard Layouts

E blast 580 Pixel Width Template



www.anatomy.org

Upcoming Award and Scholarship Deadlines

Basmjian Award

Nomination Deadline October 15

“Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. 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.”

LWW/AAA Education Research Scholarship

Nomination Deadline October 15

“Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. 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.”

Current AAA Member

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#999899

RGB: 153, 153, 154 RGB WEB Safe: 99, 99, 9A

1724A9

RGB: 24, 37, 170..... RGB WEB Safe: 18, 25, AA

Imagery Guidelines

Below are contemporary images that represent the diversity of our members.

