AIAA
SHAPING THE FUTURE OF AEROSPACE

BRAND IDENTITY STANDARDS

Revision: March 2024

The correct and consistent use of AIAA's visual system will establish and ensure a successful and respectable identity that is easily recognizable and stands strongly on its own.

Adhering to the AIAA brand standards will benefit each of the institutes' programs and help unify them under the main umbrella of AIAA and help solidify the institutes identity.

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Files can be downloaded here:

https://aiaacloud.sharepoint.com/sites/CommsTeam/SitePages/AIAA-Brand-Central.aspx

LOGO COLOR

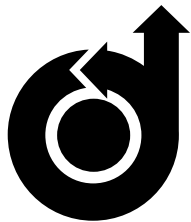The AIAA logo should primarily be used in PMS 654 but when necessary, it can also be white or black.

For special events, such as award ceremonies or galas, a metallic inks may be used for the logo application.

PMS 654

CMYK:
100 | 84 | 30 | 17

RGB:
26 | 61 | 109

HEX:
#1a3d6d

LOGO CLEARSPACE

To ensure its integrity and visibility, the logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by adequate clearspace. The minimum clearspace is measured from the baseline of the tagline to the baseline of the logomark.

x

x

x

x

LOGO SIZE

Minimum size with tagline is 1.25"
* If a size smaller than 1.25" is necessary, the tagline may be dropped.

1.25 inch*

Smaller than
1.25 inch*

LOGO ALTERNATIVE VERSIONS

The AIAA logo can be used with numerous, pre-approved treatments shown here. In all cases, the logo size and the typography need to maintain the proportions in these guidelines.

If the audience is very familiar with AIAA, then the tagline is not necessary, however, if the logo will appear in places where the audience might not know what AIAA means, use the tagline to identify the institute's mission.

**AIAA Logo
No Tagline**

AIAA Logo

SHAPING THE FUTURE OF AEROSPACE

**AIAA Logo
Full Name**

AMERICAN INSTITUTE OF
AERONAUTICS AND ASTRONAUTICS

**AIAA Icon
Full Name**

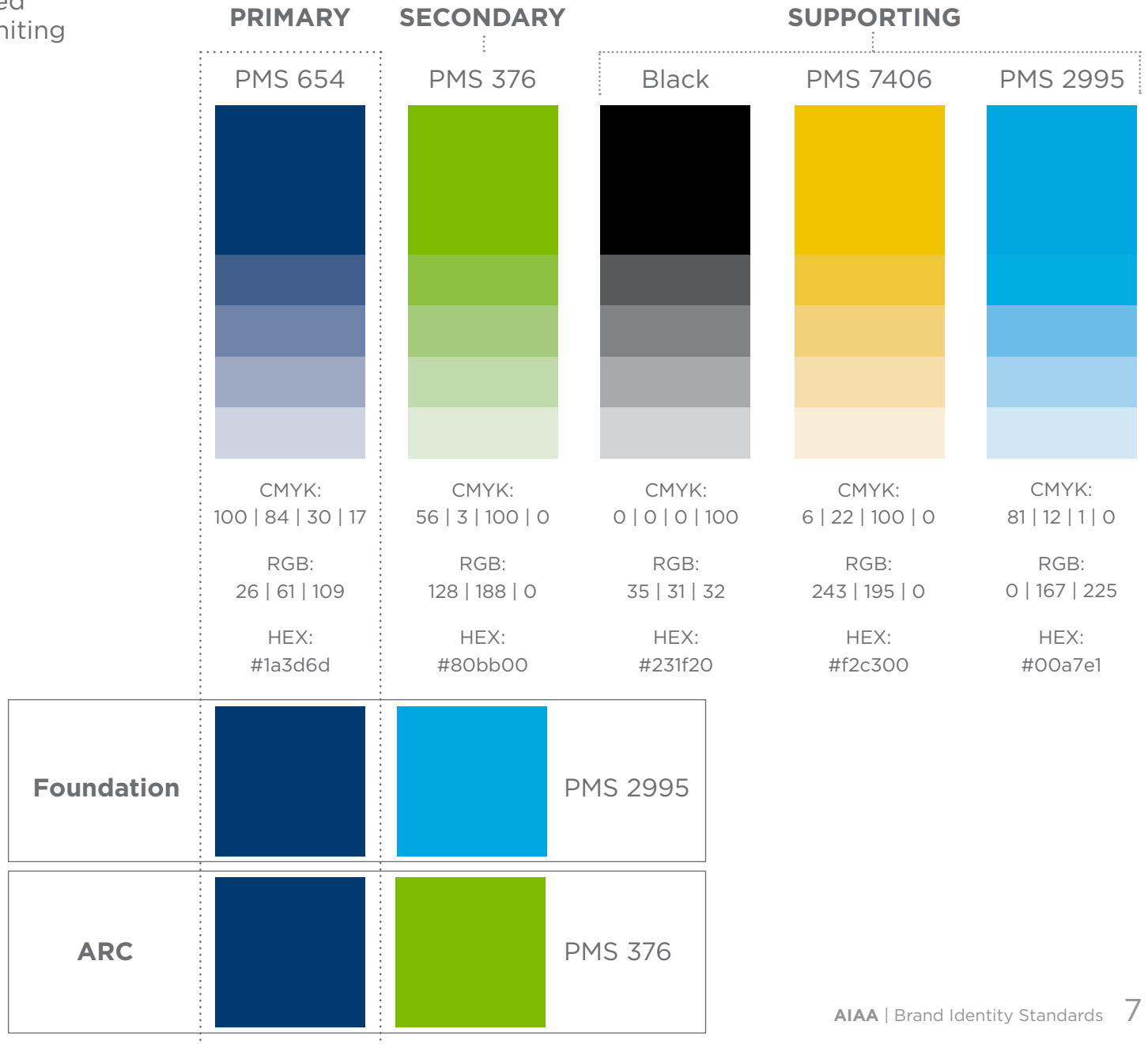AMERICAN INSTITUTE OF
AERONAUTICS AND ASTRONAUTICS

LOGO RESTRICTIONS

The AIAA logo may not be altered in color, stretched, have the tagline rearranged or any other changes to it's integrity in any way from the specifics listed in the standard.

INSTITUTE COLORS

The AIAA blue should be used across all programs as the uniting primary color of the brand.

PRIMARY	SECONDARY	SUPPORTING		
PMS 654	PMS 376	Black	PMS 7406	PMS 2995

CMYK: 100 | 84 | 30 | 17	CMYK: 56 | 3 | 100 | 0	CMYK: 0 | 0 | 0 | 100	CMYK: 6 | 22 | 100 | 0	CMYK: 81 | 12 | 1 | 0
RGB: 26 | 61 | 109	RGB: 128 | 188 | 0	RGB: 35 | 31 | 32	RGB: 243 | 195 | 0	RGB: 0 | 167 | 225
HEX: #1a3d6d	HEX: #80bb00	HEX: #231f20	HEX: #f2c300	HEX: #00a7e1

Foundation   PMS 2995

ARC   PMS 376

INSTITUTE TYPOGRAPHY

Sans Serif Font

Predominently used font for headlines, call-to-action, url, smaller amounts of body copy, advertisements.

Serif Font

Predominently used font for heavy body copy.

Gotham Font Family

Gotham THIN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Gotham EXTRA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Gotham LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Gotham BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Gotham MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Gotham BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Gotham BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Gotham ULTRA
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Garamond Font Family

Garamond REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Garamond ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
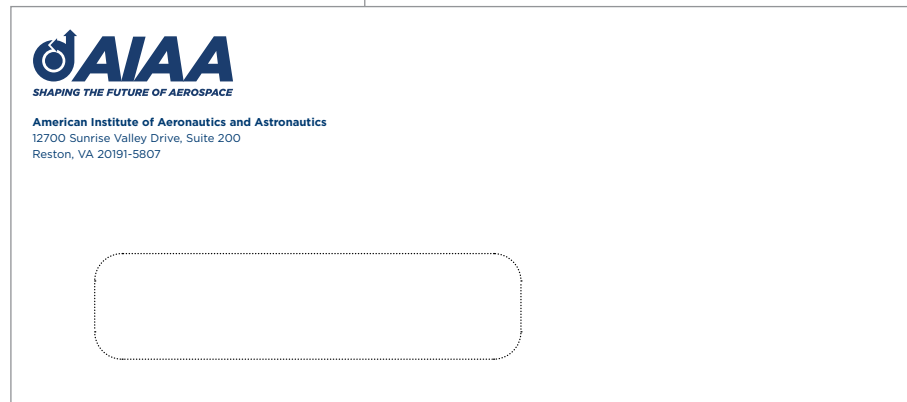*abcdefghijklmnopqrstuvwxyz*
1234567890!@#$%^&()*

Garamond BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Garamond BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

STATIONERY SYSTEM

American Institute of Aeronautics and Astronautics
12700 Sunrise Valley Drive, Suite 200, Reston, VA 20191-5807
703.264.7500 | 800.639.2422 *toll-free*
aiaa.org

American Institute of Aeronautics and Astronautics
12700 Sunrise Valley Drive, Suite 200, Reston, VA 20191-5807
703.264.7500 | 800.639.2422 *toll-free* | custserv@aiaa.org | **aiaa.org**

Mailing Label

American Institute of Aeronautics and Astronautics
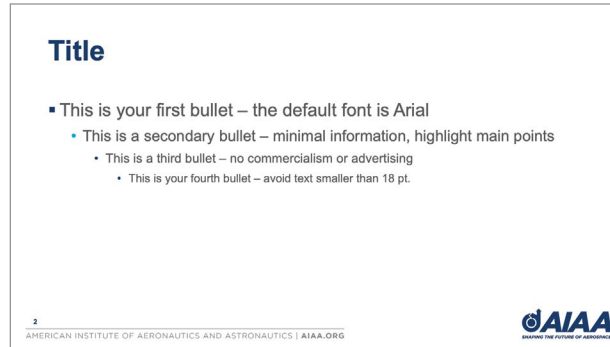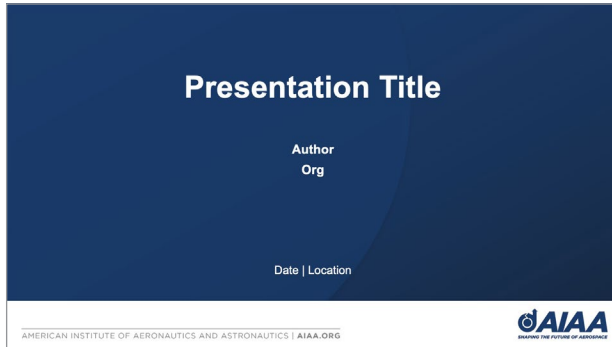12700 Sunrise Valley Drive, Suite 200
Reston, VA 20191-5807

#10 Window Envelope

Letterhead

Printed stationery stored in office.

> #10 window envelopes
> #10 Regular envelopes
> Letterhead
> 9x12 Catalog envelopes
> 10x13 Catalog envelopes
> Notepads
> Shipping Labels
> Folded notecards
> A-2 envelope

POWERPOINT TEMPLATE

16:9 Ratio PPT

Opening Slide
Presentation title and other important information relevent at the beggining.

Slides
Subsequent presentation slides. There a multiple other template option to pick from based on content.

Closing Slide
This is an ending slide to indicate end of presentation and it can also be used as a begining slide before the presentation begins.