



BRAND GUIDELINES

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To obtain brand assets, contact **Ioana Dietsch**, *Creative Director* at IoanaD@aiaa.org

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IDENTITY SYSTEM

Typography

Logo typeface:

GOOD TIMES

GOOD TIMES - EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

GOOD TIMES - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

GOOD TIMES - REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

GOOD TIMES - BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

GOOD TIMES - HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

[Download Good Times from Adobe Fonts »](#)

Preferred typeface for all uses:

Figtree

Figtree - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Figtree - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Figtree - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Figtree - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Figtree - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

[Download Figtree from Google Fonts »](#)

Preferred serif typeface:

Literata

Literata - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Literata - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Literata - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Literata - Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Literata - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

[Download Literata from Google Fonts »](#)

IDENTITY SYSTEM

Logos | Primary Colors



IDENTITY SYSTEM

Logos | Secondary Colors



IDENTITY SYSTEM

Logos | Boundaries

Minimum Legible Size

Please refrain from scaling any logo variations beneath the minimum legible sizes outlined below, for both print and web applications.

Stacked Logo



Print: 1" width
Web: 100px width

Horizontal Logo



Print: 1.25" width
Web: 120px width

Clear Space Margins

Please keep competing page elements away from the logo by honoring the clear space margins, which are equal to the height of the 'A' on all sides.



IDENTITY SYSTEM

Logos | Best Practices

Do Not Stretch



Do Not Rearrange



Do Not Rotate



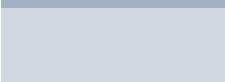
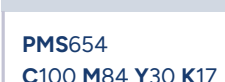
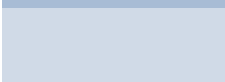
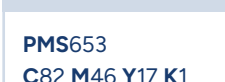
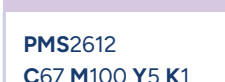
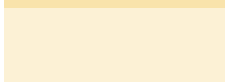
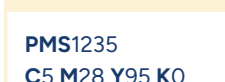
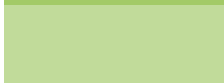
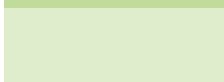
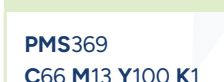
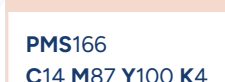
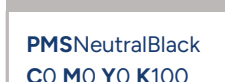
Do Not Alter Colors



IDENTITY SYSTEM

Color Palette

Primary Color Secondary Colors

							
    	    	    	    	    	    	    	    
PMS654 C100 M84 Y30 K17 R26 G61 B109 #1A3D6D	PMS653 C82 M46 Y17 K1 R49 G121 B167 #3179A7	PMS2612 C67 M100 Y5 K1 R116 G42 B136 #742A88	PMS1235 C5 M28 Y95 K0 R241 G184 B45 #F1B82D	PMS369 C66 M13 Y100 K1 R101 G106 B2 #65A602	PMS166 C14 M87 Y100 K4 R204 G65 B0 #CC4100	PMSNeutralBlack C0 M0 Y0 K100 R35 G31 B32 #231F20	C0 M0 Y0 K0 R255 G255 B255 #ffffff

IDENTITY SYSTEM

AIAA Letterhead



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

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

IDENTITY SYSTEM

Magazine and Journal Logos | Aerospace America

AEROSPACE
— AMERICA —

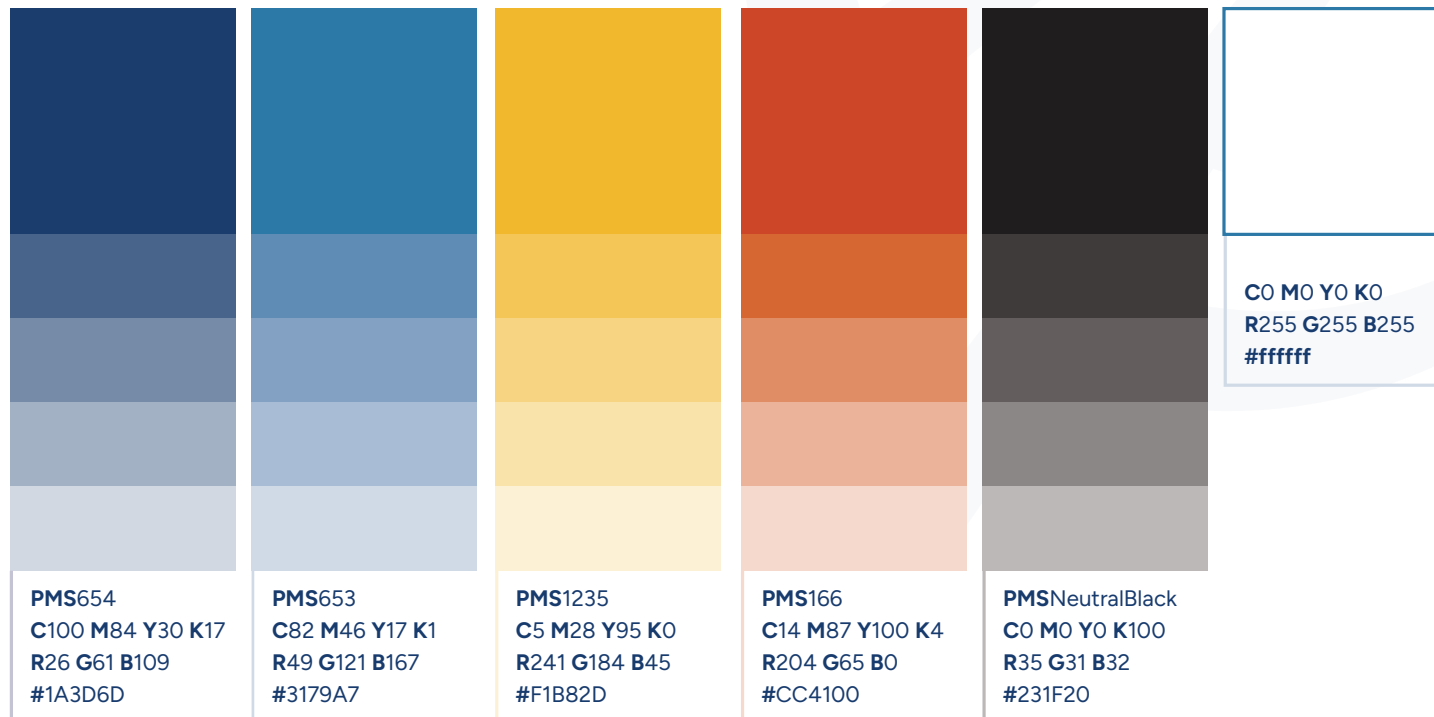
AEROSPACE
— AMERICA —

AEROSPACE
— AMERICA —

IDENTITY SYSTEM

Magazine and Journal Color Palette | Aerospace America

AEROSPACE
— AMERICA —



IDENTITY SYSTEM

AIAA Foundation | Logos

Primary Logo



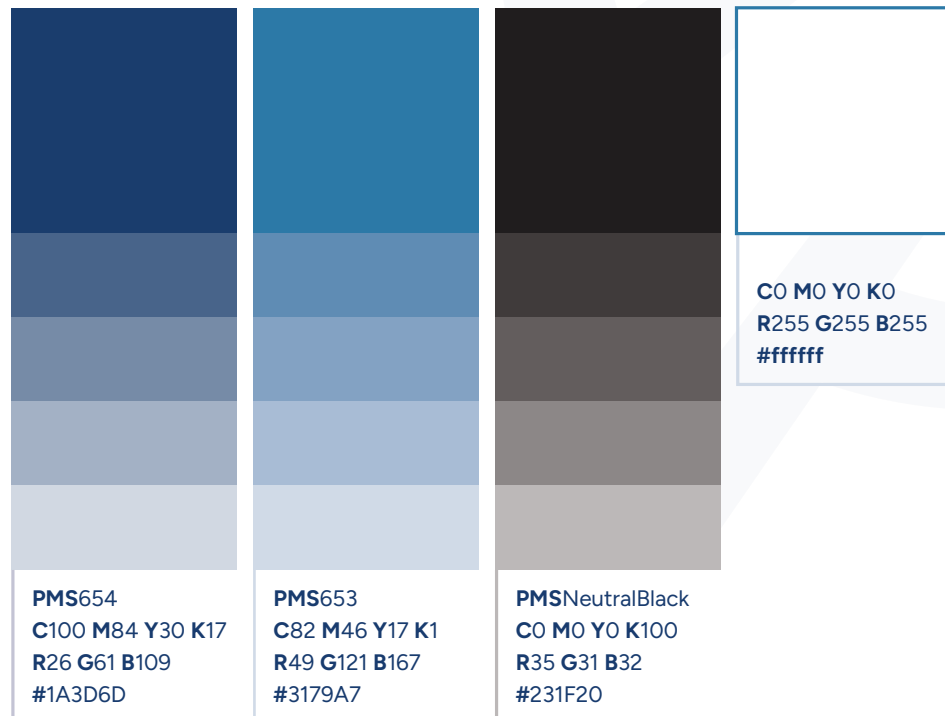
Secondary Logo

Acceptable when displayed with other logos or the layout is center aligned.



IDENTITY SYSTEM

AIAA Foundation | Color Palette



IDENTITY SYSTEM

AIAA Foundation | Letterhead



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



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Reston, VA 20191-5807

IDENTITY SYSTEM

AIAA ARC | Logos

Primary Logo



Secondary Logo

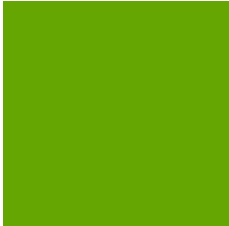
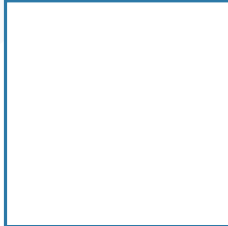
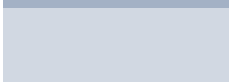
Only use when the logo is displayed at 1" or less.



IDENTITY SYSTEM

AIAA ARC | Color Palette



			
			
			
			
			
PMS654 C100 M84 Y30 K17 R26 G61 B109 #1A3D6D	PMS369 C66 M13 Y100 K1 R101 G106 B2 #65A602	PMSNeutralBlack C0 M0 Y0 K100 R35 G31 B32 #231F20	C0 M0 Y0 K0 R255 G255 B255 #ffffff

APPLICATIONS

Mockups



Full Logo Wall



Icon Wall

APPLICATIONS

Mockups



Metal Mug



T-Shirt

APPLICATIONS

Mockups



Icon Patterned Tie



Icon Tie

APPLICATIONS

Mockups



Full Logo Polo



Icon Polo

APPLICATIONS

Mockups



Metal Icon Pin