



VOLUNTEER BRAND GUIDELINES

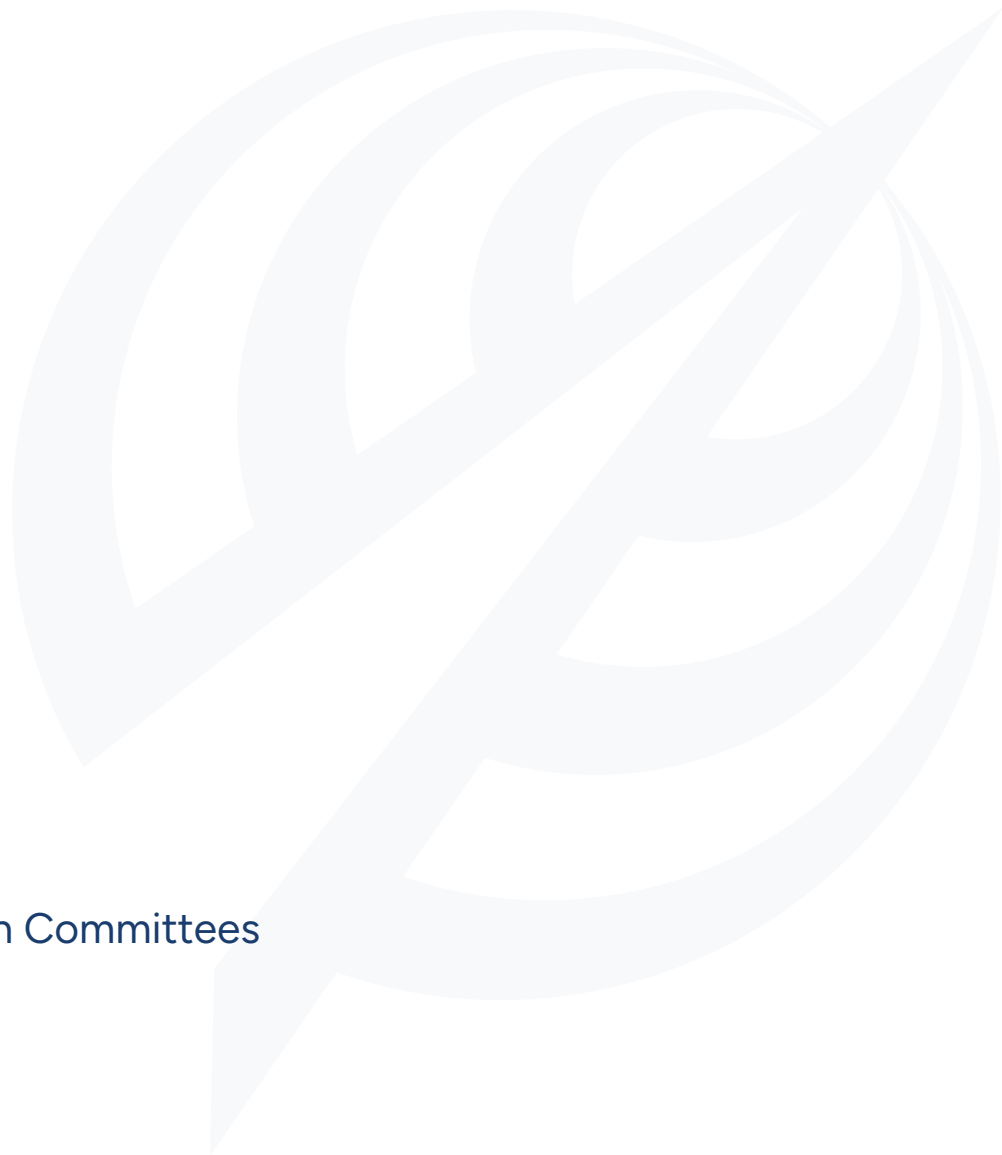
UPDATED 01.1.2026

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 .5" on all sides.



IDENTITY SYSTEM

Logos | Best Practices

Do Not Stretch



Do Not Rearrange



Do Not Rotate



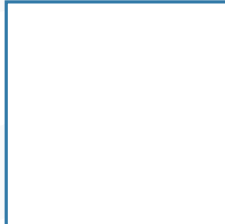
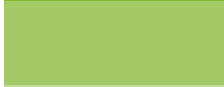
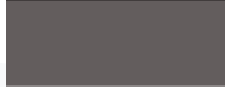
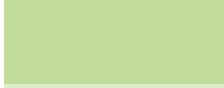
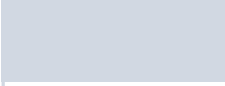
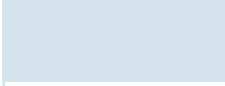
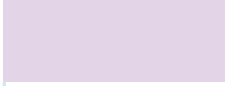
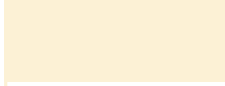
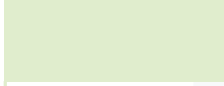
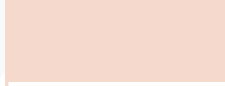
Do Not Alter Colors



IDENTITY SYSTEM

Color Palette

Primary Color Secondary Colors

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

STUDENT BRANCHES

Volunteer Logo Treatment

AIAA STUDENT BRANCHES

The primary color for Student Branch names is AIAA navy.



Institution logo

Name only with no logo:



EXAMPLES



SECTIONS

Volunteer Logo Treatment

AIAA SECTIONS

The primary color for Section names is AIAA green, however names may be set in AIAA navy for multi-colored emblems / logos.



Name only with no logo:



EXAMPLES



TECHNICAL COMMITTEES

Volunteer Logo Treatment

AIAA TECHNICAL COMMITTEES

The primary color for Technical Committees names and emblems is AIAA light blue, however names may be set in AIAA navy for multi-colored emblems / logos.



Name only with no logo:



EXAMPLES



INTEGRATION & OUTREACH COMMITTEES

Volunteer Logo Treatment

AIAA INTEGRATION & OUTREACH COMMITTEES

The primary color for Committee names and emblems is AIAA purple, however names may be set in AIAA navy for multi-colored emblems / logos.



Name only with no logo:



EXAMPLES

