

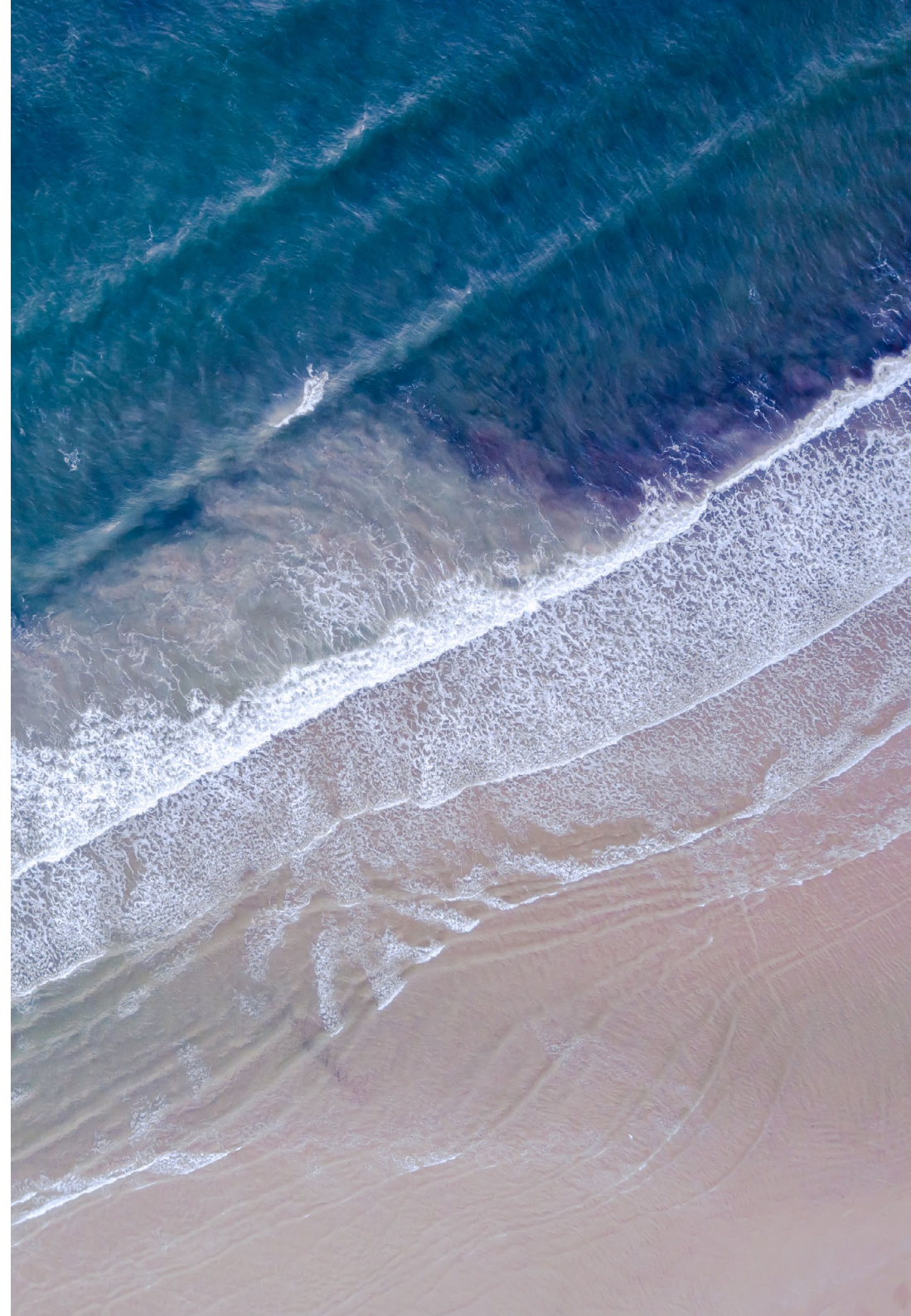


Corporate Brand Guidelines

Visual identity guidelines for professional use

Contents

Overview.....	3
A Brief Synopsis of the Brand.....	4
Brand Colours (Primary).....	5
Brand Colours (Secondary).....	6
Logo Don'ts	7
Logo Exclusion Zone/Minimum Size	8
Typefaces	9
Template Examples (Presentation).....	10
Template Examples (Publications)	11
Brand Importance.....	12



Overview

This document is intended to be a brief but concise guide on how to effectively use the Alcoholics Anonymous branding. It is designed to help you use the various elements of the brand effectively, which in turn will enhance the standing of the organisation.

As the branding is the recognisable face of the organisation, it is important that it is used in a consistent way that reflects its philosophy.



A brief synopsis of the brand

This is the symbol that represents Alcoholics Anonymous – the ‘badge’ by which we are recognised. Its effectiveness and impact is in its simplicity.

For the Fellowship to be seen as a business like, effective organisation, there needs to be consistency at all times with every aspect of brand application. Therefore, there are a few hard and fast rules that must be adhered to when using our brand.

There are three primary brand colours (more on colours later) and each one has its place, depending on differing factors.

In short, the blue version should be used when possible. The exceptions are:

- When the background is too dark for it to sit over, in which case the white version should be used.
- When a document requires a single colour only - for example, to keep any associated printing costs down.

Blue brand



Black brand



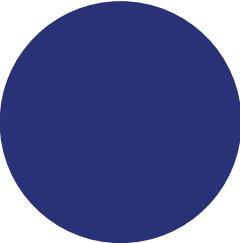
White brand



Brand colours

Primary Colours

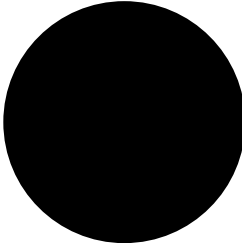
The primary colours for Alcoholics Anonymous are as follows:



Blue
CMYK values (this colour profile is used in the printing process).
C: 100
M: 92
Y: 19
K: 4

RGB values (this colour profile is for digital use - eg. Word or PowerPoint documents).
R: 41
G: 51
B: 119

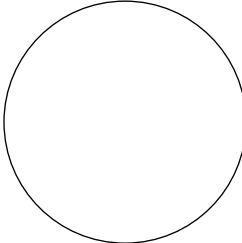
Hex code (this colour profile is for HTML use - basically websites).
#293377



Black
CMYK values (this colour profile is used in the printing process).
C: 0
M: 0
Y: 0
K: 100

RGB values (this colour profile is for digital use - eg. Word or PowerPoint documents).
R: 0
G: 0
B: 0

Hex code (this colour profile is for HTML use - basically websites).
#000000



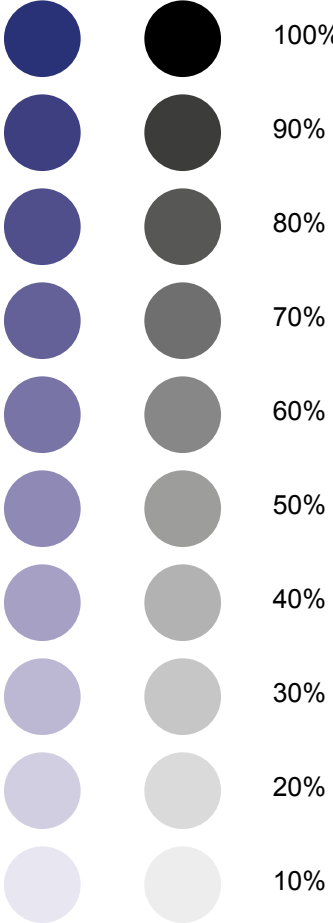
White
CMYK values (this colour profile is used in the printing process).
C: 0
M: 0
Y: 0
K: 0

RGB values (this colour profile is for digital use - eg. Word or PowerPoint documents).
R: 0
G: 0
B: 0

Hex code (this colour profile is for HTML use - basically websites).
#ffffff

Tinted colours

For added depth, the main colours can be used as tints (for example, for panels on which to overlay text).



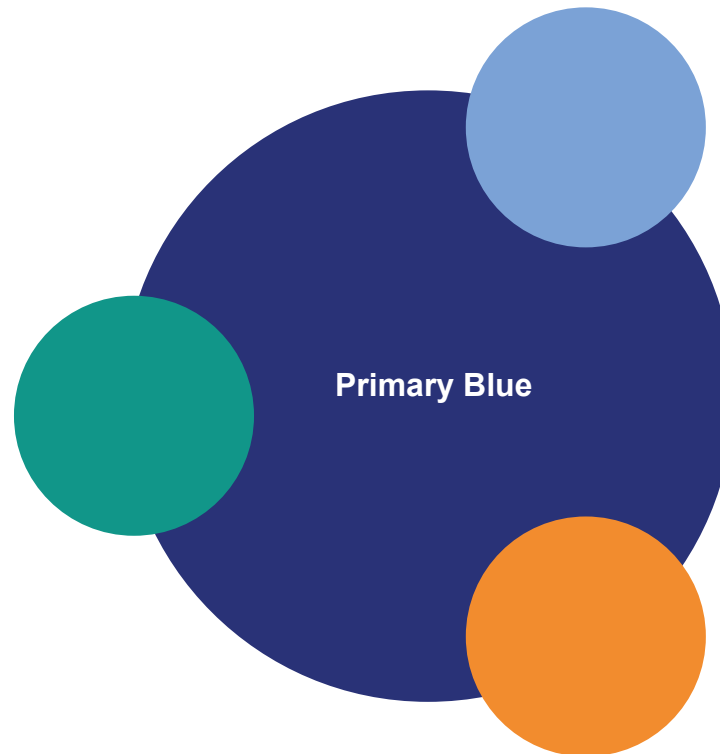
Brand colours

Secondary Colours

We have developed a secondary palette to support the primary colours. They aren't intended for use instead of the primary colours, but rather to support them, and should only be used sparingly, for example, as accent colours.

Teal

C: 80 • M: 17 • Y: 51 • K: 2
R: 22 • G: 150 • B: 138
#16968a



Mint Blue

C: 56 • M: 29 • Y: 0 • K: 0
R: 122 • G: 163 • B: 221
#7aa3dd

Orange

C: 0 • M: 54 • Y: 87 • K: 0
R: 249 • G: 141 • B: 43
#f98d2b

Logo Don'ts

Always use the logo artwork available and don't alter or adapt it (the logo is available in a variety of formats such as EPS, AI, JPEG and PNG).



X Colours should never be altered.



X No area of the logo should be made solid.



X The logo should never be rotated.



X The blue or black version shouldn't be used over a dark background.

Logo Exclusion Zone

The exclusion zone ensures there is enough space around the logo for it to have maximum impact. No text or imagery should go inside the exclusion zone, although it can be harder to adhere to these rules when working online.

The exclusion zone is the equivalent of the width of one of the **A** icons, above and below the logo and to each side.



Minimum Size

There isn't a definitive minimum size as such, but obviously the smaller the logo, the less readable it becomes.

We would suggest a minimum size of 20mm x 20mm, although there may be occasions when a smaller size is unavoidable.



Typefaces

Everyday typefaces that should be used with the Alcoholics Anonymous brand are Arial Bold and Arial Regular. These are to be used for online purposes and materials such as PowerPoint presentations, brochures, and emails.

In addition, they can be used in reports and proposals that require the use of Microsoft Word.

Aa

Arial Bold

ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnopqr
stuvwxyz1234567890

Aa

Arial Regular

ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnopqr
stuvwxyz1234567890

Aa

Arial Italic

*ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnopqr
stuvwxyz1234567890*



Template Examples

Presentation template

Designed for use in Microsoft PowerPoint, this template is for internal and external presentations.

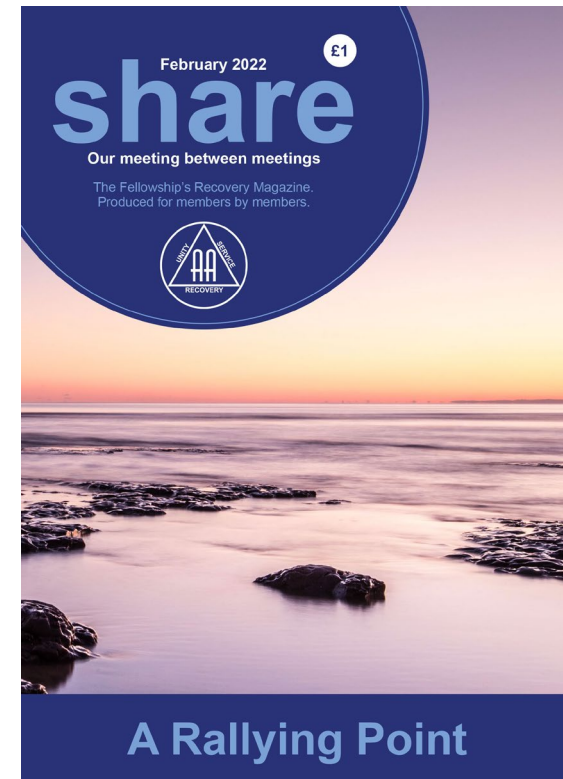
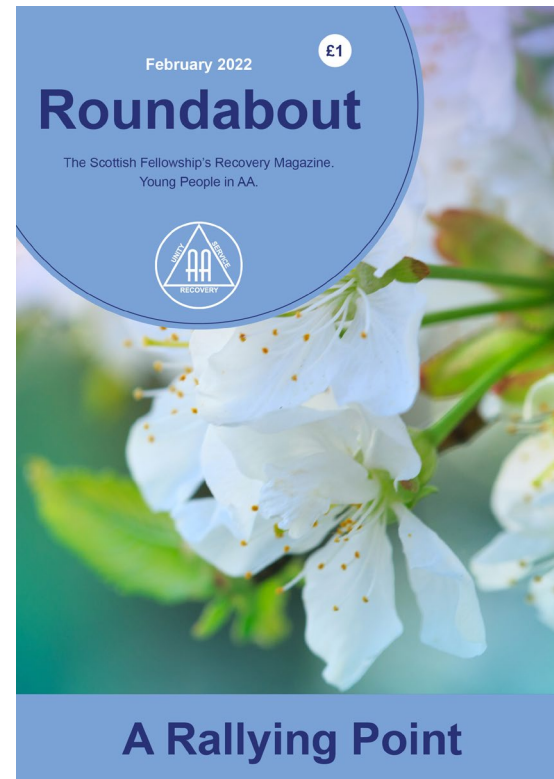


Template Examples

Publication templates

Designed for use in Adobe InDesign, there are publication templates for:

- Service News
- Roundabout
- Share



Brand Importance

Are all these guidelines and dos and don'ts really so important? Well, in a word, yes.

The brand is about so much more than just the logo. It's about living up to the values and visions of an organisation. With an understanding of the brand and how to effectively use it, comes the ability to deliver on the promise of Alcoholics Anonymous.

These corporate brand guidelines are here to help you do just that.

