These style guidelines are meant to help your chapter or conference use consistent AAUP logos and styles. We encourage you to use the AAUP logo and to identify your chapter or conference name prominently in your communication.

If you have any questions about the style guidelines, please contact Gwen Bradley in the AAUP communications office at gbradley@aaup.org.
TAGLINE USAGE
The tagline should be used with the logo for all external advertising and communications unless the logo is being used small making the tagline illegible.

FILE FORMATS PROVIDED:
eps: Vector file, for use in print applications, for banner graphics, posters and any illustration software. Available in one size and can be resized without affecting the quality of the logo. Available as CMYK and Spot Pantone colors.
jpeg/png (high resolution): RGB, for use in screen applications such as Microsoft PowerPoint, Word, etc. Resolution at 150dpi, not high enough for offset printing but okay for in-house inkjet or laser printing. .png will work if a transparent background is needed.
jpeg/gif (low resolution): RGB, for use in web-based application at 72 dpi. Not sharp enough for print applications.

COLOR
The logo only appears in the color variants shown:
Two color: red and black
Tagline “American Association of University Professors” should always be in black (see color p 1.4)
One color: Red (AAUP without tagline), black or white.
Please avoid any other color combinations.

LOGO USAGE
The black logo may be placed on any color background as long as enough contrast is maintained for legibility.
The reversed logo may be placed on any color background as long as enough contrast is maintained for legibility.
The logo may be used over photographs in black or reversed white formats. The area of the photo chosen must be relatively simple and it must provide sufficient contrast for legibility.
CLEAR SPACE
Clear space is the minimum “breathing room” maintained around the logo. It should be kept free of graphics, text and other marks. Minimum clear space is defined as equal to the width and height of the top part of the “P” in the AAUP graphic.

RECOMMENDED SIZING
Minimum size
The logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is measured across the width of the logo. The size will be different for the logo with and without the tagline.
Logo with tagline - 1.25” wide
Logo without tagline - 1” wide
The logo does not have a maximum reproduction size.

Alternative sizes
The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion. (see p 1.3 for incorrect logo usage)
DO NOT:
Use the logo in any color other than red, black or white
Use any artistic filters
Stretch, rotate or distort the logo
Separate the logo from the tagline
OR use the tagline in any way different than what is shown

Do not distort logo horizontally or vertically

Do not use other colors other than branding colors specified

Do not separate the tagline or change the font of the tagline

Do not place the red logo on a color that clashes with red logo color or busy background
The primary color palette consists of Red (Pantone® 1945) and Black. The logos show specifications of the colors in the primary palette in various color modes—Pantone® spot and four-color process (CMYK) for print; RGB and hexadecimal numbers for screen applications and the web. These specifications must be followed in order to be consistent across all AAUP communications.

**PRINTING & PAPER SELECTION:**
Logo usage is dependent on printing 4-color vs. 2-color or 1-color as well as the paper being used.

Use coated color on the following coated papers:
- Glossy
- Dull
- Matte
- Satin

Use uncoated color on the following uncoated papers:
- Opaque
- Recycled
- Textured

**Spot colors (for 2-color printing) coated paper**

- Red pms 1945 C
- Black

**Spot colors (for 2-color printing) uncoated paper**

- Red pms 200 U
- Black

**CMYK colors (for 4-color printing) coated paper**

- pms 1945 CP
- 5c100m55y28k

**CMYK colors (for 4-color printing) uncoated paper**

- pms 1935 UP
- 2c97m53y5k

**RGB colors (for digital use)**

- Hexadecimal: #BEOB40
- 190R 11G 64B

**black**

- AMERICAN ASSOCIATION OF UNIVERSITY PROFESSORS
In order to ensure consistent and effective communications and recognition of the AAUP brand identity, we have developed a system of preferred colors to be used throughout all communications: advertising, presentations, brochures, CD-ROMs, splash screens, direct mail, videos, and web. The colors have been separated into primary and secondary categories since some colors are stronger than others and will be used more often. These colors should be used for all corporate materials as well as advertising promotional materials by AAUP staff and all vendors creating graphics.

**COMPLEMENTARY COLORS**
Complementary colors are to be used most of the time in all materials since they are the strongest colors in the color system. They can be used in backgrounds, headlines, large or small areas of color, banners, posters, charts, graphs and web graphics.

**SECONDARY COLORS**
Secondary colors are to be used as additional color options for headlines, side bars or when an accent color is needed, especially when creating large publications. Tints of these colors can also be used when a lighter background is preferred.
PLACEMENT
Back cover: AAUP address information goes under the logo in bottom left hand corner.

The logo, when possible, should appear in the bottom left hand corner, approximately 1/4 inch from left and bottom edges.
Berthold Akzidenz Grotesk has been suggested as the primary typeface for AAUP. In general, sans serif faces like Berthold Akzidenz Grotesk are versatile and suitable for headlines as well as large chunks of text.

**Sans Serif**

Berthold Akzidenz Grotesk - Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Berthold Akzidenz Grotesk - Regular Italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Berthold Akzidenz Grotesk - Medium

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Berthold Akzidenz Grotesk - Medium Italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Berthold Akzidenz Grotesk - Bold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Berthold Akzidenz Grotesk - Bold Italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Meridien LT Std - Regular

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Meridien LT Std - Regular italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Meridien LT Std - Medium

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Meridien LT Std - Medium italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Meridien LT Std - Bold

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

Meridien LT Std - Bold italic

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
```

**Serif**

Meridian LT Std has been suggested as the secondary serif typeface.
SANS SERIF
Calibri has been suggested as the primary PC typeface for AAUP. In general, sans serif faces like Calibri are versatile and suitable for headlines as well as large chunks of text.

Calibri Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Calibri Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

SERIF
Garamond has been suggested as the secondary PC serif typeface.

Garamond Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Garamond Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Garamond Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890
THE LOGO
The logo should only appear in the Red (Pantone® 1945)

**eps:** Vector file, for use in print applications, for banner graphics, posters and any illustration software. Available in one size and can be resized without affecting the quality of the logo. Available as CMYK.

**jpeg/gif** (low resolution): RGB, for use in web-based application at 72 dpi. Not sharp enough for print applications.

CLEAR SPACE
Clear space is the minimum “breathing room” maintained around the logo. It should be kept free of graphics, text and other marks. Minimum clear space is defined as equal to the width and height of the top part of the “P” in the AAUP graphic.

RECOMMENDED SIZING
**Minimum size**
The logo must be clearly visible and reproduced consistently. For this reason a minimum size has been established. The size is measured across the width of the logo. The size will be different for the logo with and without the tagline.

Logo - 1.25” wide
The logo does not have a maximum reproduction size.

**Alternative sizes**
The logo is reduced or enlarged proportionately to accommodate alternative sizes. It must never be compressed or expanded but always scaled up or down in proportion. (see p 1.2 for incorrect logo usage)

DO NOT
Use the color logo in any color other than red
Separate the logo from the state OR use the state name in any way different than what is shown