

AAUP style guidelines

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.

Preferred with Tagline:
(Two-color option)



Preferred no Tagline
(one-color option only without tagline):



Black:
One-color option



Black no Tagline:
One-color option



Reversed white:
One-color option



Reversed white no Tagline:
One-color option



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.

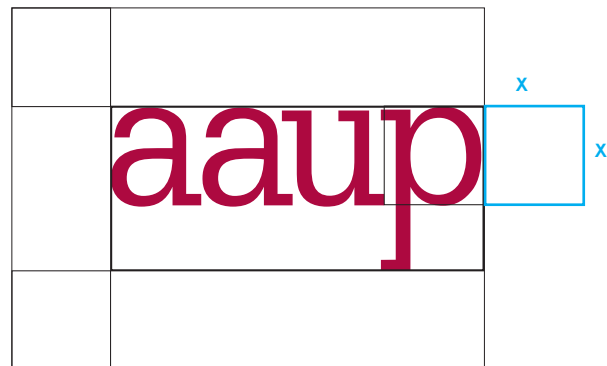
Logo with tagline - 1.25" wide

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)



Minimum size



Minimum size with tagline is 1.25"

Minimum size without tagline



Minimum size with no tagline is 1"

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



Spot colors (for 2-color printing) uncoated paper



CMYK colors (for 4-color printing) coated paper



CMYK colors (for 4-color printing) uncoated paper



RGB colors (for digital use)



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.

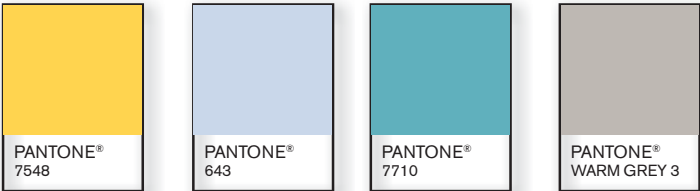
Primary Colors

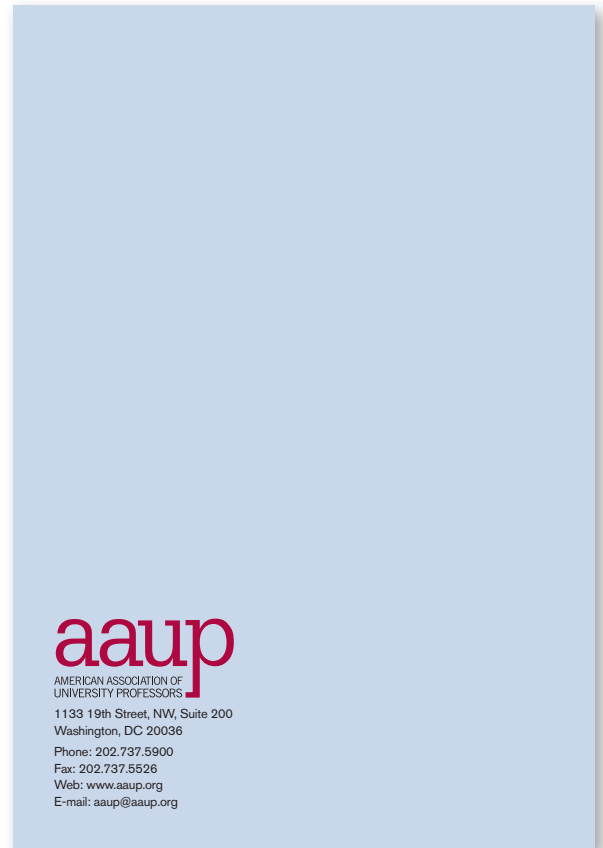
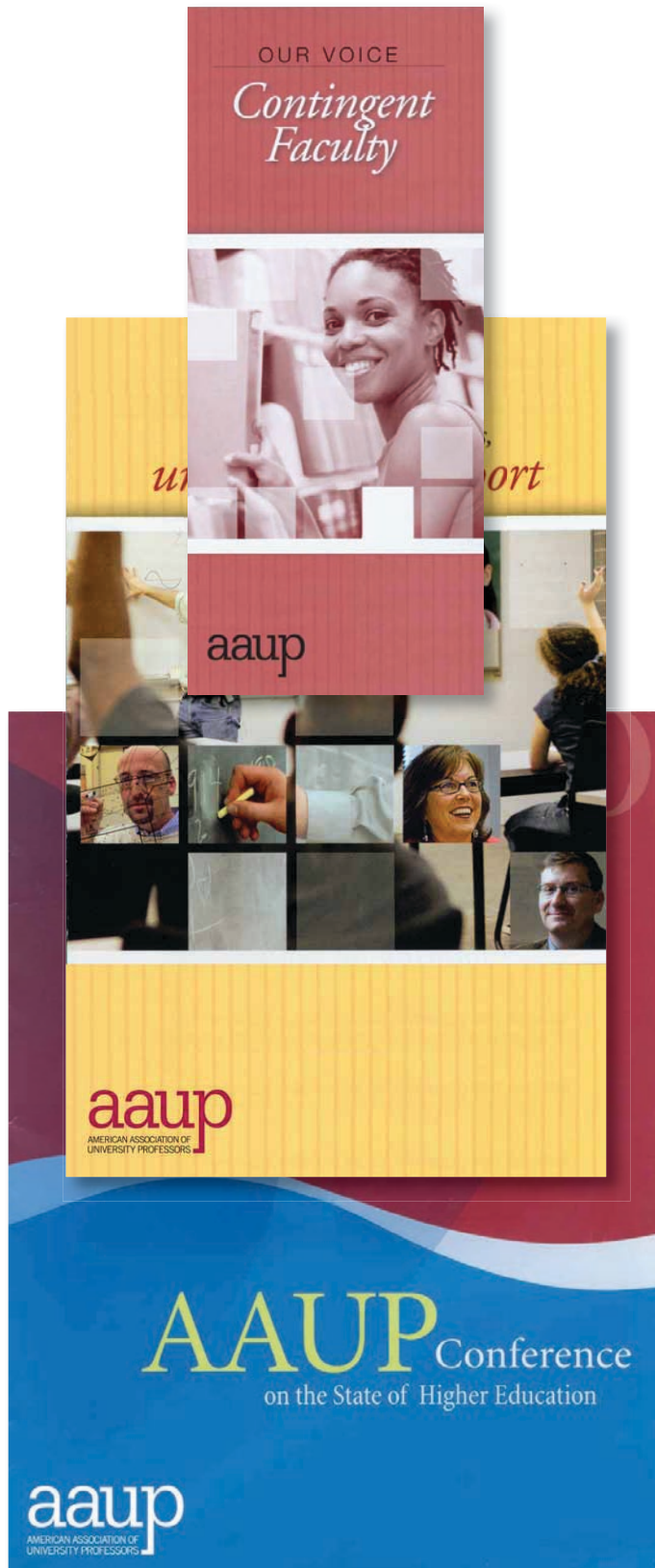


Complementary Colors



Secondary Colors





aaup

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UNIVERSITY PROFESSORS
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Phone: 202.737.5900
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E-mail: aaup@aaup.org

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.

SANS SERIF

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.

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

SERIF

Meridian LT Std has been suggested as the secondary serif typeface.

Meridian LT Std - Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Meridian LT Std - Regular italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Meridian LT Std - Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Meridian LT Std - Medium italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Meridian LT Std - Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Meridian LT Std - Bold italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

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

AAUP states

aaup ALABAMA aaup ALASKA aaup ARIZONA aaup ARKANSAS

aaup CALIFORNIA aaup COLORADO aaup CONNECTICUT aaup DELAWARE

aaup FLORIDA aaup GEORGIA aaup HAWAII aaup IDAHO

aaup ILLINOIS aaup INDIANA aaup IOWA aaup KANSAS

aaup KENTUCKY aaup LOUISIANA aaup MAINE aaup MARYLAND

aaup MASSACHUSETTS aaup MICHIGAN aaup MINNESOTA aaup MISSISSIPPI

aaup MISSOURI aaup MONTANA aaup NEBRASKA aaup NEVADA

aaup NEW HAMPSHIRE aaup NEW JERSEY aaup NEW MEXICO aaup NEW YORK

aaup NORTH CAROLINA aaup NORTH DAKOTA aaup OHIO aaup OKLAHOMA

aaup OREGON aaup PENNSYLVANIA aaup RHODE ISLAND aaup SOUTH CAROLINA

aaup SOUTH DAKOTA aaup TENNESSEE aaup TEXAS aaup UTAH

aaup VERMONT aaup VIRGINIA aaup WASHINGTON aaup WEST VIRGINIA

aaup WISCONSIN aaup WYOMING

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

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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

Minimum size



Minimum size with tagline is 1.25"

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





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UNIVERSITY PROFESSORS

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