

AAPOS Logo Usage Guide

If you use the AAPOS name (“AAPOS” or “American Association for Pediatric Ophthalmology and Strabismus”) please submit a copy of how you will use the name for approval to aapos@aao.org.

Logo Basics

The logo has been provided in acceptable formats:

Color Logo with Name Beneath:



Color Logo with Name to the Right:



B/W Logo with Name Beneath:



B/W Logo with Name to the Right:



Minimum Size

In order to preserve readability and clarity of the logo, a minimum amount of 1/4” clear space should always surround the logo. We’ve assigned a minimum size for the logo, demonstrated below. The minimum size for the AAPOS logo is 3/4” wide for logo with name beneath, 1/2” tall for logo with name to the right.



Print Applications

When using the AAPOS logo, it must not compete with your practice name or practice logo. It must also not appear that AAPOS is in any way involved with the practice or promoting commercial products.

- Stationery – Place in the footer of letterhead
- Business Card – Place in the lower or upper Right of the business card
- Memo Pads – Place in the footer of Memo Pads
- Miscellaneous Promotional Materials – Place in footer of promotional materials and in a discreet manner

Web Applications

The AAPOS logo may be used on your practice website. Do not place web button in competing space with your practice logo or name. Low resolution (72 dpi) for optimized web hosting/viewing.

- Web Buttons – Place on your website to link to AAPOS or indicate membership of AAPOS.

Examples of Logo Usage

AAPOS encourages members to use the logo to represent membership of the organization. It is recommended to use the logo in the following manner:

Position

Place the AAPOS logo in a discreet area of your application. Use images approved and provided by AAPOS. Do not place a horizontal logo in a vertical position. Make sure that the logo is not competing with your practice name or logo and is less prominent than your practice name or logo. This applies to all forms of usage.

Correct Usage:



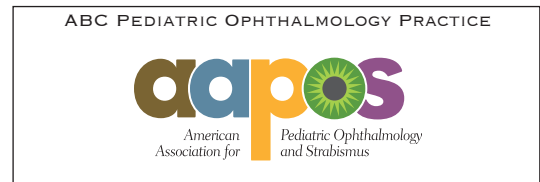
Incorrect Usage:



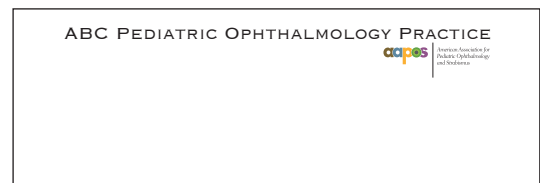
Size

Please keep scale into mind when using the logo. The minimum size of logo usage recommended is 1/2” as outlined in the example. The AAPOS logo should not be larger or compete with your practice name or logo.

Example: Wrong Usage – The AAPOS Logo is larger than the “practice” name



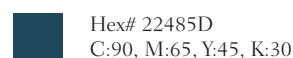
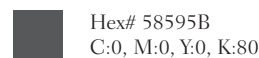
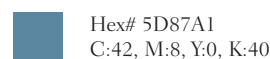
Example: Correct Usage – The AAPOS Logo is not competing with the “practice” name



Color Palettes

Recommended to use when incorporating the AAPOS logo into your application.

Primary Color Palette:



Secondary Color Palette:

