



AUVSI Branding Guidelines

October 2011

LOGO USAGE GUIDELINES

INTRODUCTION

The purpose of this document is to provide a set of guidelines for using the logo of the Association for Unmanned Vehicle Systems International (AUVSI). These guidelines have been carefully developed to reflect the realities of AUVSI's workplace today. Factors such as the graphics capabilities within basic word processing and spreadsheet software, easy access to shared files and our organization's increasing reliance on electronic communications have made it far easier to compromise the integrity of the AUVSI logo. These guidelines attempt to address those realities and provide AUVSI staff and members with a clear, easy-to-understand, easy-to-implement framework for developing consistent AUVSI communications.

THE IMPORTANCE OF FOLLOWING LOGO GUIDELINES

The AUVSI logo plays a very important role for the organization. It serves as an immediately recognizable visual identity for the people who know AUVSI – members and non-member individuals and companies within the unmanned systems and robotics community, journalists who cover the industry, even Congress. Much like an individual's face, AUVSI's logo is our organization's most recognizable feature.

As a result, an organization's logo needs to be consistent. Consistent presentation of a logo suggests the stability and reliability of the organization it represents. It suggests professionalism and commitment to detail – strong attributes that describe AUVSI. The presentation of our logo should illustrate those attributes.

AUVSI last published logo usage guidelines in 2005. This updated version is designed to help each AUVSI staff member – as well as our Board of Directors, chapters, members, exhibitors, sponsors and advertisers – understand the correct ways to utilize the logo(s) to put the organization's best foot forward.

ABOUT THE LOGO

Components

- Logotype: The name “AUVSI” – comprises a key portion of the logo. It is referred to in this document as the “logotype.”
- Mark: The actual artwork portion of the logo – the Globe – is referred to in this document as the “mark.”
- Tagline: The “Association for Unmanned Vehicle Systems International” title line.

Note: In future reference, AUVSI Logo will reflect all three parts of the logo (the “mark,” the “tag” and the “logotype”).

PMS Colors

Color is an important element in identity. No matter what you’re designing or printing, make every effort to ensure that the colors you print match those specified here as closely as possible. The Logotype has one official color:

- PMS 541. It is most commonly used in 4-color process on printed pieces (C-100, M-57, Y-0, K-38). It can also be used in black or in white on a colored background, but PMS 541 should always be the first option.

In the primary configuration of the AUVSI Logo, the Logotype appears in blue (PMS 541), and the Mark appears in light blue (PMS 277 or C-27, M-7, Y-0, K-0) and grey (PMS 7545 or C-23, M-2, Y-0, K-63)).

CMYK

The AUVSI Logo also can be “built” when printing in four-color process, but not with actual PMS 541, PMS 277 and PMS 7545 ink.

The CMYK percentages for PMS 541 blue are: • Cyan: 100 • Magenta: 57 • Yellow: 0 • Black: 0

The CMYK percentages for PMS 277 sky blue are: • Cyan: 27 • Magenta: 7 • Yellow: 0 • Black: 0

The CMYK percentages for PMS 7545 grey are: • Cyan: 23 • Magenta: 2 • Yellow: 0 • Black: 63

World Wide Web

For creating online communications: Web palette:

- Blue: R-0, G-70, B-127 or in Web Safe Colors #003366

Typeface

The typeface in which the Logotype and Tagline appears in is Gill Sans.

Please limit the typeface to:

Gill Sans

Gill Sans Italic

Gill Sans Bold

Color Usage

The only acceptable color for the AUVSI Logo in a one color application is black or white if it is reversed on a dark color.

LOGO USE

Configurations

The AUVSI Logo should, with rare exception, appear in its primary configuration. In the primary configuration the Logotype and Tagline are justified within the space in which they appear. The Mark is justified left to the Logotype and Tagline, and thus that is where the AUVSI Logo looks best within a given space. It is acceptable in certain occasions for the Mark and Logotype to be used on their own to identify AUVSI.

Examples:



Logo Size

The AUVSI Logo has no standard size – size can change depending on use. But the AUVSI Logo must always appear large enough to be readable. For legibility and quality concerns, avoid using the AUVSI portion of the Logotype smaller than 4mm; 5/32 (.156) inches; or 11 points in height.

Logo Clearance

For the AUVSI Logo to communicate effectively, it should not be placed next to another image, object or group of words, next to the edge of a page, or otherwise in a cluttered space.

A minimum amount of clear space should always be left around the Logotype, to prevent it from losing impact relative to other text, graphics or color. The clear space is equal to the size of the capital “A” from the Logotype.

Use with Other Logos

On occasion it may be necessary to use the AUVSI Logo with other organization logos. Often in those situations, the multiple logos must appear smaller than they might typically on the organization’s own materials. In such a scenario, it is critical to not shrink the AUVSI Logo below the minimum size requirement specified above.

In addition, the AUVSI Logo should be a minimum of .5” distance from other logos.

LOGO FILE TYPES – WHEN TO USE WHAT

- **.eps** This version is highly recommended. It is a vector graphic. It can be resized disregarding the DPI.
- **.jpg** This version is used for online communications.
- **.tif** This version can be used when a program does not accept an .eps format.

A LIST OF “DON'TS”

- Never use the logo Mark without the Logotype, and vice versa.
- Never use the AUVSI name for branding without the AUVSI Logo.
- Never attempt to use the Mark without the Logotype, but compensate by attempting to re-type the Logotype. In other words, maintain the integrity of designated official logo files, which include both the Mark and the Logotype in appropriate configuration.
- Avoid stretch and skew. Certain types of AUVSI Logo files, when imported to certain types of documents and software applications, can accidentally be stretched or skewed. It is critical to avoid such an accidental misstep. And it is never acceptable to intentionally stretch or skew either the Mark, Logotype, or the Tagline.
- Avoid altering the position or the size of the mark in the Logotype file.
- Never place the AUVSI Logo (Mark and Logotype) inside another geometric shape or frame.
- Never apply colors to the AUVSI Logo in any manner other than specified in these guidelines.
- Never place the AUVSI Logo inside a body of text.
- Never use the AUVSI website masthead for printed materials.

Policy / Agreement for Use of AUVSI Member and Event Logos

The Association for Unmanned Vehicle Systems International restricts the use of the member and/or event logos as stated in the following policy:

The Association's member and/or event logos are a trademark and the property of AUVSI. However, AUVSI grants a license to use the AUVSI member and/or event logos to its members in good standing. Only members who have maintained their paid membership in the Association can use AUVSI member and/or event logos. Members are not authorized to use any other logo or trademark that is the property of AUVSI.

Corporate Members in good standing are authorized to use the appropriate AUVSI corporate member and/or event logos for the purpose of identifying their membership in AUVSI. The AUVSI logo may not be used in any manner to imply that a member is in any way an agent of AUVSI or that AUVSI in any way warrants, approves, or endorses any product or service provided by the member.

Exhibitors, sponsors and advertisers who are not members of AUVSI must seek written permission to use AUVSI event logos for any printed or online marketing materials.

The AUVSI member and/or event logos can be used on member's business cards, letterhead and printed or online promotional materials. Any other use of the AUVSI member logo not specifically enumerated must be approved by AUVSI.

The AUVSI member and/or event logos should be printed using the following colors: blue (PMS 541), a combination of black and PMS 541, or white on a colored background.

The right to use the AUVSI member and/or event logos shall terminate and be revoked upon the member's failure to remain in good standing, in the event of misuse by the member as determined by AUVSI, or any other breach of this Policy for Use. Upon such termination and/or revocation, the member will eliminate the use of the AUVSI member and/or event logos from all materials, products, and services, regardless of whether such materials, products and services are preprinted or pre-existing at that time.

Legal action will be taken against anyone who uses the AUVSI member and/or event logos in violation of the above policy.

I have read the Policy for Use of the AUVSI member and/or event logos and agree to abide by the policy.

NAME

DATE

ORGANIZATION

MAIL OR FAX FORM TO:
AUVSI
Attention: Communications & Publications Department
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Arlington, VA 22206 USA
Fax: +1 703 845 9679

LOGO USAGE CONTACT INFORMATION

For specific logo usage questions or concerns, contact:

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