



# AAHOME CARE BRAND LOGO GUIDELINES

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Section 1

# OVERVIEW & RESOURCES

# WELCOME & PURPOSE

## Welcome to the AAHomecare Logo Usage Guide!

We appreciate your membership and support of AAHomecare! This guide is designed to help you understand how to use AAHomecare's logo options correctly & consistently across all applications. By following these guidelines, you will help maintain the integrity and recognition of the AAHomecare brand. Consistent use of the AAHomecare logo is vital for building a strong, recognizable brand. When our logo is used correctly across all platforms and materials, it creates a cohesive image that reinforces our identity and values. This consistency benefits not only AAHomecare but also our members. Here's how:

### Enhances Recognition

*Uniform logo presentation makes our brand easily identifiable and memorable. As AAHomecare's recognition grows, so does the visibility of our members, helping you stand out in the marketplace.*

### Trust & Credibility

*A consistent visual identity establishes credibility and trust with our audience. It shows that AAHomecare and its members are cohesive and unified, which can enhance our collective influence and authority in the industry.*

### Promotes Professionalism

*Proper logo use reflects our commitment to excellence and professionalism. By adhering to these guidelines, you demonstrate your dedication to high standards, which in turn elevates the perceived professionalism of your own business.*



# BRAND ASSET LIBRARY

As a member of AAHomecare, you have access to a comprehensive set of brand assets to help you showcase your affiliation with our organization. These assets can be obtained from the AAHomecare Members-Only assets page: [aahomecare.org/Member-Assets](https://aahomecare.org/Member-Assets)

- ✓ AAHomecare Logo
- ✓ E-Mail Signature Examples
- ✓ Social Media Examples

## ASSISTANCE

For additional assistance or any questions about the AAHomecare Brand Logo Usage Guide, please contact Ashley Plauché, AAHomecare's Sr Director of Brand Marketing at [ashleyp@aahomecare.org](mailto:ashleyp@aahomecare.org).

Section 2

# AAHOMECARE LOGO

## Eligibility

The AAHomecare logo is available for all current AAHomecare members. Members may access the AAHomecare logos on the Members-Only Assets page at [aahomecare.org/Member-Assets](https://aahomecare.org/Member-Assets).

## Logo Mark

*Usage on Backgrounds:* The full-color logo should be the preferred choice for all communications in all media when used on a white or light background. The reversed (white) logo should be used on photographs and color backgrounds within the AAHomecare color palette. It should not be used in a box; the examples are for illustrative purposes.



## Size

The AAHomecare Logo should never be smaller than  $\frac{3}{4}$ " in height for print (non-digital uses). There are no size limitations for the digital use of the logo, but care should be taken to ensure the logo is large enough to be legible when viewed on a small screen.

## Clear Space

The clear space is the area around the logo that must remain untouched by typography or graphic elements. This guarantees that the logo is presented clearly and with maximum impact. The clear space is defined by the unit "M," which is equal to the x-height of the logo.





## Brand Markup Lockup

When co-branding your company logo with AAHomecare's, it's important that viewers can see that the brand/service/product is not owned by or affiliated with AAHomecare. Please follow the examples below for spacing and placement to show equal partnership in acknowledgment of the value each brand provides.



## Primary Colors



### Dark Blue

CMYK: 100/79/0/27  
RGB: 34/65/123  
HEX: 22417B

### White

CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: FFFFFFFF

### Red

CMYK: 12/99/90/3  
RGB: 208/36/48  
HEX: D02430

## Secondary Colors



### Salmon

CMYK: 02/83/65/0  
RGB: 247/81/82  
HEX: F75152

### Light Blue

CMYK: 50/11/0/8  
RGB: 104/213/253  
HEX: 68D5FD

### Black

CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: 000000

### Light Grey

CMYK: 10/07/10/0  
RGB: 227/227/222  
HEX: E3E3DE

**AAHomecare uses a variety of colors to represent its brand. To maintain brand consistency, please only use these color specifications for the AAHomecare logo.**

Section 3

# SPECIALTY LOGOS

## Eligibility

Special logos for each of the AAHomecare Corporate Partner membership tiers are available for current AAHomecare members in the respective dues tier. The appropriate logo will be provided to the member company upon classification as a Corporate Partner member.

*See "Use of Logos" section for details on appropriate ways to use the Corporate Partner logos.*

## Logo Marks

Each Corporate Partner logo mark should always appear together in the approved configuration and should not be recreated. *Usage on Backgrounds:* The logo should be used on a white or light background.





## Size

The Corporate Partner Logo should never be smaller than 1.5” in height for print (non-digital uses). There are no size limitations for the digital use of the logo, but care should be taken to ensure the logo is large enough to be legible to the average person when viewed on a small screen.

## Clear Space

The clear space is the area around the logo that must remain untouched by typography or graphic elements. This guarantees that the logo is presented clearly and with maximum impact. The clear space is defined by the unit “M,” which is equal to the x-height of the logo inside the Corporate Partners Logo.

## Primary Colors



### Dark Blue

CMYK: 100/79/0/27  
RGB: 34/65/123  
HEX: 22417B

### White

CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: FFFFFFFF

## Secondary Colors



### Red

CMYK: 12/99/90/3  
RGB: 208/36/48  
HEX: D02430

### Dark Grey

CMYK: 60/51/48/18  
RGB: 103/104/10  
HEX: 67686B

### Gold

CMYK: 16/27/81/0  
RGB: 217/180/8  
HEX: D9B451

### Silver

CMYK: 27/16/4/0  
RGB: 187/197/204  
HEX: BBC5CC

### Bronze

CMYK: 0/38/76/20 12  
RGB: 206/142/69  
HEX: CE8E45

**AAHomecare uses a variety of colors to represent its brand. To maintain brand consistency, please only use these color specifications for the Corporate Partner Logo.**

## Eligibility

Special Anniversary Logos are available for current AAHomecare members who reach the indicated length of membership. The appropriate logo will be provided to the member company when they reach the milestone year.

See “Use of Logos” section for details on appropriate ways to use the Anniversary Logos.

## Logo Marks

Each Anniversary Logo mark should always appear together in the approved configuration and should not be recreated. *Usage on Backgrounds:* The logo should be used on a white or light background.



ANNIVERSARY MEMBER LOGOS



## Size

The Anniversary Logo should never be smaller than 1” in height for print (non-digital) uses. There are no size limitations for the digital use of the logo, but care should be taken to ensure the logo is large enough to be legible to the average person when viewed on a small screen.

## Clear Space

The clear space is the area around the Anniversary Logo that must remain untouched by typography or graphic elements. This guarantees that the logo is presented clearly and with maximum impact. The clear space is defined by the unit “M,” which is equal to the x-height of the logo inside the Anniversary Logo.



## Primary Colors



### Dark Blue

CMYK: 100/79/0/27  
RGB: 34/65/123  
HEX: 22417B

### White

CMYK: 0/0/0/0  
RGB: 255/255/255  
HEX: FFFFFFFF

### Red

CMYK: 12/99/90/3  
RGB: 208/36/48  
HEX: D02430

## Secondary Color



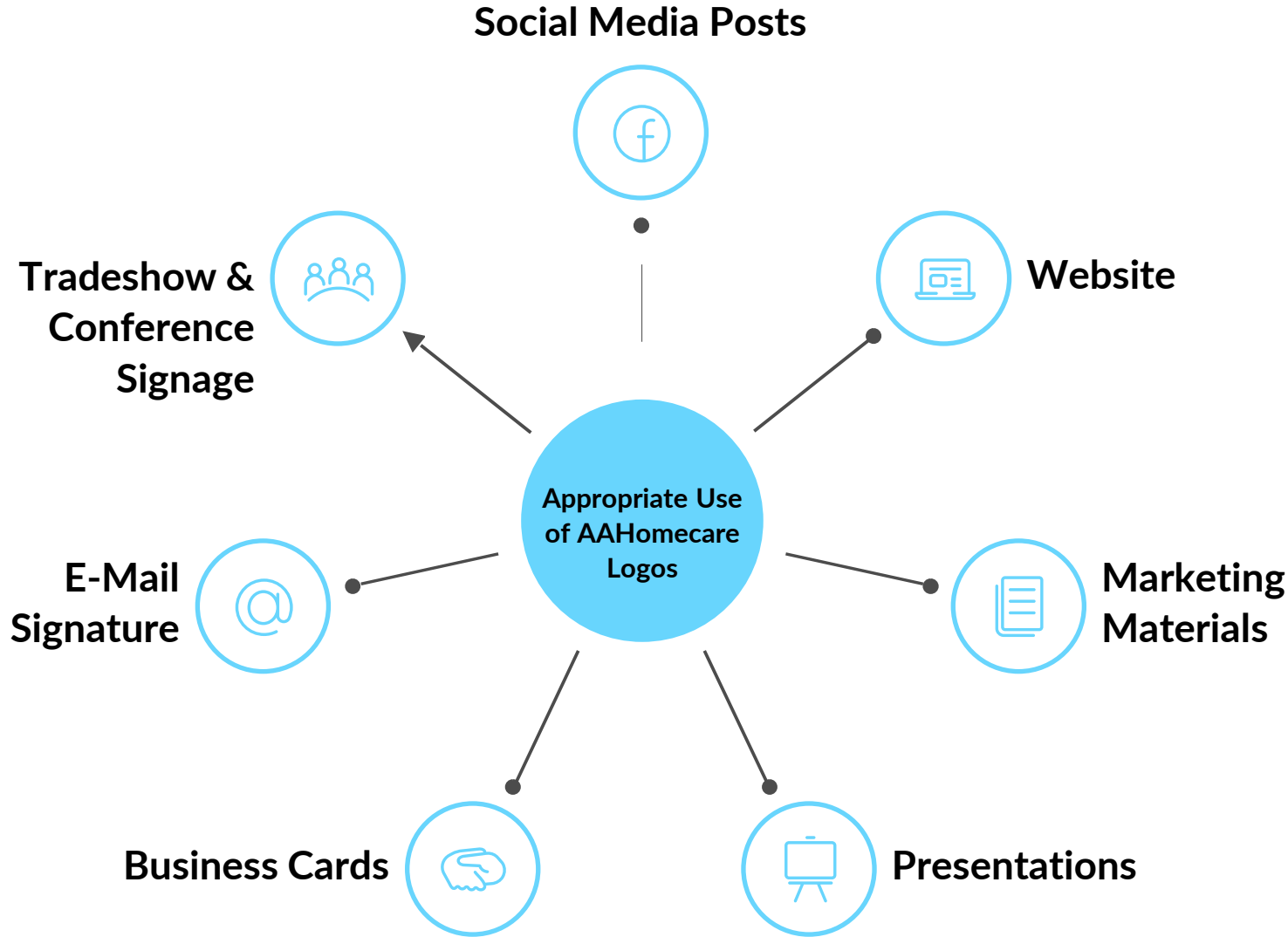
### Salmon

CMYK: 02/83/65/0  
RGB: 247/81/82  
HEX: F75152

**AAHomecare uses a variety of colors to represent its brand. To maintain brand consistency, please only use these color specifications for the Anniversary Logo.**

Section 4

# LOGO USE



# USING THE LOGOS

We are excited to have our members showcase their affiliation with AAHomecare and appreciate your cooperation in following these guidelines. Use of the logo shall constitute agreement and acceptance of the following terms.

The logo may be used by current AAHomecare members in good standing on their following mediums to **signify their membership with AAHomecare.**



# INCORRECT LOGO USAGE

- X** The logos may not be altered, distorted, rotated, animated, or recreated in any way.
- X** The logos may not be used by any non-member, even if one was a former member. If membership lapses, the logos must be removed from all resources within 30 days.
- X** AAHomecare's logos may not be used in any way that:
  - Mischaracterizes and/or confuses one about the relationship between AAHomecare and another brand
  - States, suggests, or implies that AAHomecare is endorsing or approves of a company, product, or service
  - Implies endorsement of personal/company advocacy positions or agendas without explicit permission from AAHomecare staff. You may use official AAHomecare advocacy resources with the logo as provided and in their written context.
  - Tarnishes the reputation and goodwill of AAHomecare
  - Violates any law and/or is in connection with illegal activities or other materials that are defamatory, libelous, obscene, or otherwise objectionable

For any questions on using the AAHomecare logos, please contact Ashley Plauché at [ashleyp@aahomecare.org](mailto:ashleyp@aahomecare.org). Thanks!