

## Academy Branding Guidelines for Corporate Partners

### Language Use Guidelines

When shortening the name American Academy of Optometry, always use “the Academy” instead of AAO. When referring to the Academy’s annual meeting, please use the full name Academy 2018 San Antonio. When shortening the name of the American Academy of Optometry Foundation, always use “the Foundation” or AAOF.

Acceptable	Unacceptable
<ul style="list-style-type: none"> <li>Academy 2018 San Antonio</li> <li>The American Academy of Optometry annual meeting (<i>to be used when the year is not mentioned</i>)</li> </ul>	<ul style="list-style-type: none"> <li>AAO meeting</li> <li>AAO 2018</li> <li>AAO 18</li> </ul>
<ul style="list-style-type: none"> <li>The meeting app is called: Academy.18</li> </ul>	<ul style="list-style-type: none"> <li>AAO app, Academy app, Academy2018 app, etc.</li> </ul>

### Social Media

Acceptable	Unacceptable
<ul style="list-style-type: none"> <li>The official meeting hashtag is #Academy18</li> </ul>	<ul style="list-style-type: none"> <li>#AAO18 or #AAO2018</li> <li>#AAOPT18 or #AAOPT2018</li> </ul>

### Logo Usage

Logo use permission is required and should be made via email to [JennyB@aaoptom.org](mailto:JennyB@aaoptom.org). The Academy brand logo and the Academy 2018 San Antonio meeting logo should be used as delivered and should not be altered, cropped, or skewed in any way. Both logos shall always stand alone and not be incorporated into another logo without express permission from the Academy.

## Color Palettes

Academy 2018 San Antonio	Academy Parent Brand
<ul style="list-style-type: none"> <li>• CMYK Red 20/95/93/11, web #B60B10</li> <li>• CYMK Brown 52/71/63/53, web #3A232C</li> <li>• CYMK Aqua 78/36/45/9, web #339580</li> <li>• CYMK Yellow 4/53/100/0, web #F57800</li> </ul>	<ul style="list-style-type: none"> <li>• CMYK Green 100/0/60/3, web #00A289</li> <li>• CMYK Gray 23/2/0/77, web #455560</li> </ul>

## Grammar Guidelines

- FAAO should always appear last in the sequence of degrees after a Fellow's name (no periods in between letters).
- There should be a max of only three degrees or distinctions listed after a Fellow's name (including FAAO).
- The word Diplomate should not be truncated or abbreviated in any way. The words "Diplomate, Low Vision" should be spelled out in entirety.
- The words Fellow and Diplomate should always be capitalized.
- *Optometry and Vision Science* should always be italicized. Also, spell out the 'and' rather than using the '&' symbol.
- The words Section and Special Interest Group (SIG) should always be capitalized.