AOAC INTERNATIONAL

Style Guidelines

Version 1.3

Table of Contents

SECTION **PAGE**

Table of Contents 2

1. Who Are the Guidelines for? 5

2. What Are These Guidelines for? 6

3. About AOAC's Brand 7

    Who we are 7

    What do we do 7

4. AOAC Tagline 8

    Font / Typeface: AOAC Tagline Only 8

5. AOAC's Visual Identity 9

    Association Name 9

    Association Name: Do's and Don'ts 9

    Logo / Insignia 10

    Clear Space 11

    Minimum Size 11

    Logo: Do's and Don'ts 12

    AOAC Primary Colors 13

    Secondary Colors: Header Border/Background (PRINTED MATERIALS) 14

    Colors: Do's and Don'ts 17

    primary: Font / Typeface 18

    Can I Use Other Fonts? 18

    Text Heavy Documents: Font / Typeface 19

    Website: Primary Fonts / Typeface: 20

6. Website 21

    Website: Primary Fonts / Typeface: 21

    Website: Primary Colors with Fonts /Typeface 22

Research Institute Website: Primary Colors / Typeface 22
Web Images 22
7. Email Marketing 23
email Marketing Fonts & Style 23
EMAIL MARKETING: Primary Colors with Fonts /Typeface 23
email marketing - Research Institute: Primary Colors / Typeface 24
Templates 24
Template HEADERS 24
Buttons 25
8. Annual Meeting 26
Annual Meeting Logo 26
Annual Meeting Presentation Template 26
9. PowerPoint Presentations 27
10. Newsletters 28
Newsletter General Guidelines 28
11. Sections 29
12. Letterhead 30
Electronic Letterhead 30
The 4 Elements of AOAC's Letterhead 30
13. Business Cards 31
The 9 Elements of AOAC's Business Card 31
Printing Business Cards 32
14. Envelopes and Mailing Labels 33
15. Business Forms 37
16. Social Media 38
17. Trademarks, Copyright, Request to Use AOAC Logo 39
18. Collateral 40

19. APPENDIX A: AOAC INTERNATIONAL Policy on the Use of the Association Name, Initials, Identifying Insignia, Letterhead, and Business Cards 41

1. WHO ARE THE GUIDELINES FOR?

These guidelines are for AOAC INTERNATIONAL employees, its elected and appointed officers, sections, communities, contractors, and any individual that represents the Association in an official capacity.

The name and insignia of the Association shall not be used by any person or organization in any way which indicates, tends to indicate, or implies AOAC official endorsement of which, has not been authorized by the Association, or which suggests that membership in the Association is available to any organization.

See **APPENDIX A**: AOAC INTERNATIONAL Policy on the Use of the Association Name, Initials, Identifying Insignia, Letterhead, and Business Cards.

Publications of AOAC INTERNATIONAL, including Inside Laboratory Management Magazine (ILM), Journal of AOAC INTERNATIONAL and the Official Methods of Analysis have their own style guidelines. Please contact AOAC publications department for additional information.

2. WHAT ARE THESE GUIDELINES FOR?

All AOAC branding including, but not limited to;

1. Marketing and collateral materials
2. Website content
3. Email marketing
4. Newsletters
5. Presentations
6. Stationary
7. Informational materials

3. ABOUT AOAC'S BRAND

WHO WE ARE

AOAC INTERNATIONAL is a globally recognized, 501(c)(3), independent, not-for-profit Association founded in 1884 to facilitate the resolution of trade disputes.

AOAC provides science-based solutions to analytical problems by bringing together industries that have a need for validated methods with industries that provide the solutions through their products (rapid assays, and instrumentation) and services (contract laboratories).

WHAT DO WE DO

AOAC brings together government, industry, and other relevant stakeholders worldwide to reach consensus on method performance criteria, thus ensuring the methods that are needed are fit-for-purpose. This provides the buy-in and acceptance of decisions by the stakeholders.

AOAC methods give defensibility, credibility, and confidence in decision-making because the performance and acceptance requirements are science-based. AOAC uses its expert volunteer networks to help guide stakeholders on validation study requirements and to make sure that the analytical results are based on science.

To increase confidence in analytical results, AOAC provides other tools to assess user competence in conducting the methods such as:

- Annual Meeting where members and non-members gather for education, networking and participation in various organizational activities.
- AOAC publishes a renowned peer-reviewed scientific journal; The Journal of AOAC INTERNATIONAL as well as the Official Methods of Analysis.
- Memberships are offered on an Individual and Corporate basis.
- The Accredited (by A2LA) AOAC Laboratory Proficiency Testing Program (LPTP) was developed to meet the needs of analytical laboratories. The program helps laboratories achieve international credibility and compliance. When high quality homogeneous stable samples are combined with a commitment to provide responsive technical support and detailed reports.
- The Research Institute, a wholly owned subsidiary, implements the Performance Tested Methods program as well as Conformity Assessments.

4. AOAC TAGLINE

The full Association insignia (see item 6. Visual Identity: LOGO/INSIGNIA) is comprised of the logo and the tagline, “The Scientific Association Dedicated to Analytical Excellence.” The AOAC tagline is owned by the Association and is registered with the U.S. Patent and Trademark office.

If the tagline is used without the logo, you must include the registered trademark symbol by ® (the circled capital letter "R").

FONT / TYPEFACE: AOAC TAGLINE ONLY

Largo (*regular italic*)

The Scientific Association Dedicated to Analytical Excellence®

5. AOAC'S VISUAL IDENTITY

ASSOCIATION NAME

The name of the Association, as stated in its bylaws, is "AOAC INTERNATIONAL" in all capital letters. The Association is also know by its initials, AOAC.

ASSOCIATION NAME: DO'S AND DON'TS

The following are some do's and don'ts. While not all scenarios are covered it should give you a good indication of what is acceptable and what is not.

Correct (ALL CAPS)	In correct
AOAC INTERNATIONAL	AOAC International Aoac International AOAC Intl AOAC INTL
AOAC	Aoac
AOAC®	

LOGO / INSIGNIA

The Association is known by its logo, which incorporates the Associations name and representation of a microscope, book, and flask. The AOAC logo is owned by the Association and is registered with the U.S. Patent and Trademark Office.

All original logos can be found on the shared server in the following folder:
F:\Customer Service\AOAC Style Guidelines\LOGOS

Standard Logo

AOAC blue with white background.

Full Logo with Tagline

AOAC blue with white background and AOAC's tagline in AOAC blue.

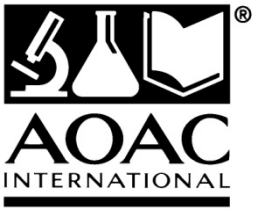
The Scientific Association Dedicated to Analytical Excellence®

Standard Logo (White)

The logo may be white and placed against solid background, using AOAC's primary brand colors, AOAC blue or black.

Standard Logo (Black)

Black and white



CLEAR SPACE

Clear space is the area surrounding the logo that must be kept free of any text or graphic elements. The clear space is measured by the x-height of the lockup type (as shown). The minimum clear space must always be 1x on all sides of the logo. Whenever possible, the amount of clear space should be increased.

The same clear space rules apply to all variations of the logo.

X = the height of "A" in "AOAC"

MINIMUM SIZE

The logo should always be legible and clear and should never be reproduced below the recommended minimum size shown here. This will ensure that the logo's inner shapes are maintained and won't fill in when printed or published online. It must not be printed in a size that is too small to read with the naked eye or is disproportionately large.

For example, the smallest logo size, without the tagline, is approximately: Height 0.6".

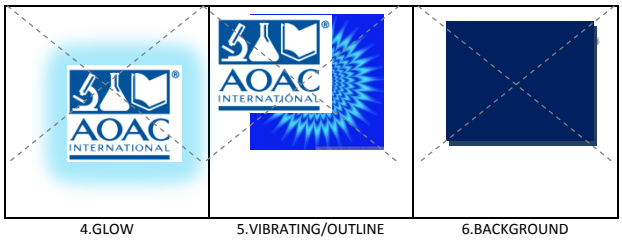
Correct Standard Logo (minimum size)	Correct Logo w/ Tagline (minimum size)
Height: 0.6"	Height: 0.9" (*The tagline should never be smaller than 7pt*)

LOGO: DO'S AND DON'TS

INCORRECT USE OF LOGO

1. Don't change the logo's orientation
2. Don't bevel or emboss the logo
3. Don't place the logo on a busy photograph or pattern
4. Don't add "glow" effects to the logo
5. Don't present the logo on "vibrating" colored backgrounds or in outline only
6. Don't place a transparent logo on similarly-colored background
7. Don't outline the logo in any color
8. Don't add "drop shadow" effects to the logo
9. Don't put a white box around the logo when placed on a dark or busy background
10. Don't reconfigure the color or change the size or placement of any logo elements
11. Don't stretch or squeeze the logo to distort proportions
12. Don't recreate elements or replace with something else.
13. Don't make the logo too small

1. ORIENTATION | 2. BEVEL/EMBOSS | 3.BUSY PHOTO/PATTERN



4.GLOW | 5.VIBRATING/OUTLINE | 6.BACKGROUND

7.OUTLINE LOGO | 8.DROP SHADOW | 9.WHITE BOX

10.RECONFIGURE | 11.STRETCH/SQUEEZE | 12.RECALCULATE

13. Incorrect Standard Logo (too small/illegible)

13. Incorrect Logo w/ Tagline (too small/illegible)

AOAC PRIMARY COLORS

AOAC Blue

logo / main background / business cards / headers

Dark blue: PMS 287

C: 100 **M**: 61 **Y**: 0 **K**: 42

R: 0 **G**: 56 **B**: 147

HEX: #003893

Black

logo / text / content

Black: PMS BLACK

C: 0 **M**: 0 **Y**: 0 **K**: 100

R: 0 **G**: 0 **B**: 0

HEX: #000000

OTHER COLORS

Any variation of AOAC Blue

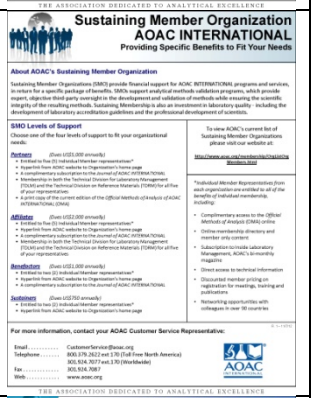
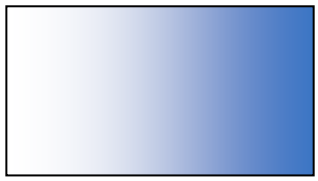
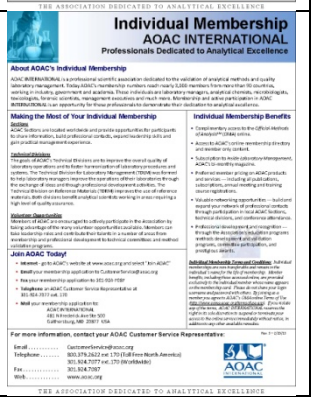
PMS 277		PMS 278		PMS 279	
C: 21%	R: 181	C: 30%	R: 153	C: 50%	R: 102
M: 9%	G: 209	M: 15%	G: 186	M: 32%	G: 137
Y: 0%	B: 232	Y: 0%	B: 221	Y: 0%	B: 204
K: 9%	rgb: #b5d1e8	K: 13%	rgb: #99badd	K: 19%	rgb: #6689cc

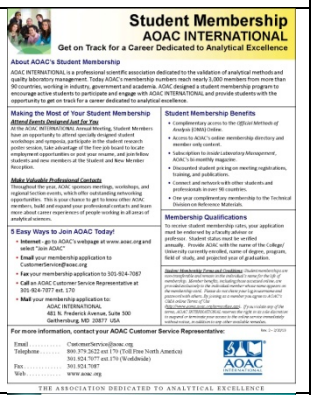
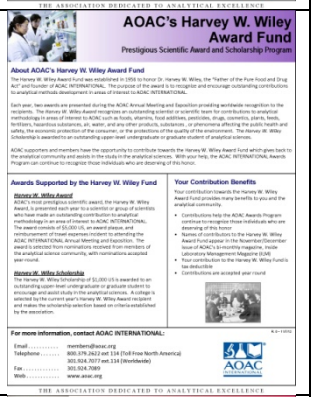
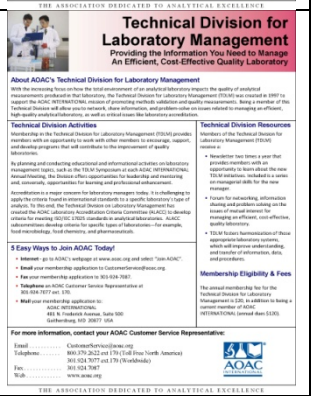
PMS Reflex Blue		PMS 280		PMS 281		PMS 282	
C: 91%	R: 12	C: 100%	R: 0	C: 100%	R: 0	C: 100%	R: 0
M: 80%	G: 28	M: 66%	G: 43	M: 61%	G: 40	M: 54%	G: 38
Y: 0%	B: 140	Y: 0%	B: 127	Y: 0%	B: 104	Y: 0%	B: 84
K: 45%	rgb: #0c1c8c	K: 50%	rgb: #002b7f	K: 59%	rgb: #002868	K: 67%	rgb: #002654

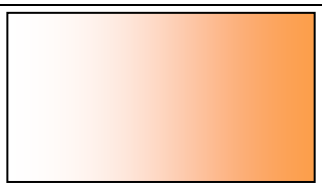
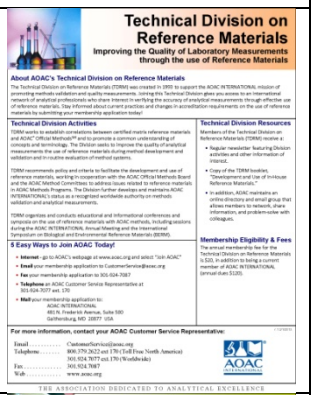
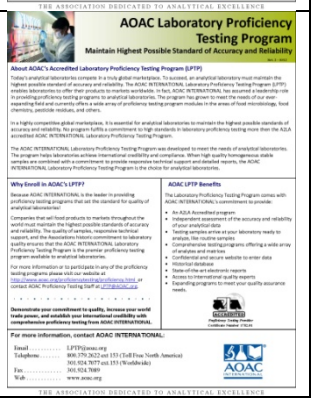
SECONDARY COLORS: HEADER BORDER/BACKGROUND (PRINTED MATERIALS)

The secondary color palette has been assigned by department and/or products. Secondary colors are to be used in addition to AOAC's colors as subtle elements for header background colors only, with the exception of the Research Institute. These colors are recommended to be used in gradient fill to white, however, may be used in solid form.

These colors were selected to compliment AOAC's colors. The consistent use of a color system helps to unify and identity.

Approved Color	Department/ Product	Description/Example
PMS 308 C: 100% R: 0 M: 22% G: 96 Y: 0% B: 124 K: 51% rgb: #00607c	Organization Affiliate (OA)	
PMS 290 C: 13% R: 196 M: 4% G: 216 Y: 0% B: 226 K: 11% rgb: #c4d8e2	Sustaining Member Organization (SMO)	
PMS 285 C: 70% R: 58 M: 40% G: 117 Y: 0% B: 196 K: 23% rgb: #3a75c4	Individual Membership	 

Approved Color	Department/ Product	Description/Example
PMS Process Yellow C: 0% R: 247 M: 8% G: 226 Y: 91% B: 20 K: 3% rgb: #f7e214	Student Membership	
PMS 320 C: 100% R: 0 M: 1% G: 158 Y: 0% B: 160 K: 37% rgb: #009ea0	Sections	
PMS 265 C: 23% R: 150 M: 49% G: 99 Y: 0% B: 196 K: 23% rgb: #9663c4	Harvey W. Wiley Award	
PMS 206 C: 0% R: 211 M: 97% G: 5 Y: 66% B: 71 K: 17% rgb: #d30547	Technical Division for Laboratory Management (TDLM)	

Approved Color	Department/ Product	Description/Example
PMS 715 C: 0% R: 252 M: 37% G: 158 Y: 71% B: 73 K: 1% rgb: #fc9e49	Technical Division on Reference Materials (TDRM)	 
PMS 376 C: 31% R: 127 M: 0% G: 186 Y: 100% B: 0 K: 27% rgb: #7fba00	Laboratory Proficiency Testing Program (LPTP)	
R: 1 G: 152 B: 117 rgb: #019875	Research Institute	***Exception***: This color may also be used as heading text. *Example:* **AOAC RESEARCH INSTITUTE** AOAC RESEARCH INSTITUTE

COLORS: DO'S AND DON'TS

The following illustrated are some do's and don'ts. While not all scenarios are covered it should give you a good indication of what is acceptable and what is not.

Correct	In correct
AOAC INTERNATIONAL (black) AOAC INTERNATIONAL (AOAC blue)	AOAC INTERNATIONAL AOAC INTERNATIONAL AOAC INTERNATIONAL AOAC INTERNATIONAL AOAC INTERNATIONAL
Header Text	**Header Text**
Header Text	**Header Text**
Header Text **HEADER TEXT** **Header Text** **HEADER TEXT**	Header Text, HEADER TEXT Header Text, HEADER TEXT Header Text, HEADER TEXT Header Text, HEADER TEXT Header Text, HEADER TEXT
Body Text	Body Text Body Text Body Text Body Text Body Text

RGB: Red, Green and Blue: used in computer monitors, therefore for images on websites and for emailing.

Process Color: CMYK – Cyan, Magenta, Yellow and Black: used in the printing process by printing presses, digital printers and desktop inkjet printers, to print full color (including photographs).

PMS (Pantone) Colors: Premixed colors of inks used in the commercial printing process to produce colors that cannot be produced using a combination of CMYK inks. Cannot be duplicated by inkjet or digital printers. Usually used in logos and illustrations.

PRIMARY: FONT / TYPEFACE

AOAC's primary font is Calibri and should be used for all body text. Calibri is a sans-serif typeface under the Microsoft ClearType font collection. It replaced Times New Roman as the default typeface in Word and replaced Arial as the default in PowerPoint, Excel, Outlook, and WordPad. It continued to be the default typeface in Microsoft Office 2010 applications.

Calibri (regular**, bold,** *italic*)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h I j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ‘ “

CAN I USE OTHER FONTS?

To maintain a consistent image, all company correspondence (including PowerPoint presentations, promotional materials, forms etc.) should be created using Calibri. If Calibri is not available, you may use Arial.

Arial (regular**, bold,** *italic*)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h I j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ‘ “

TEXT HEAVY DOCUMENTS: FONT / TYPEFACE

For documents that are heavy text such as letters, contracts, and request for proposals (RFP), a serif font Cambria or Times New Roman may be used in addition to, or in place of Calibri.

Cambria (regular**, bold,** *italic*)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h I j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ‘ “

Times New Roman (regular**, bold,** *italic*)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h I j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ‘ “

WEBSITE: PRIMARY FONTS / TYPEFACE:

There are two fonts available for use to create pages for AOAC's website, Calibri and Trebucheet MS. No other fonts should be used when creating web pages.

BODY TEXT

Calibri (regular**, bold,** *italic*)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h I j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

HEADER TEXT

Trebucheet MS (regular, **bold)**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h I j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

6. WEBSITE

As you develop web content for the AOAC website, keep in mind that visitors want information quickly, with a minimal number of clicks. They will be frustrated by lengthy searches, distracting promotions material, and navigation that is not intuitive.

The various levels of pages (heading and subheading) should establish order, minimize confusion as well as website "noise," which is content that appears randomly without order. When creating new contact, the following guidelines will be helpful:

- Develop new content in an outline form. This is a helpful way to see all content in one place and verify the logic of its placement.
- Keep the approach consistent. Present information similarly throughout the site.
- Minimize duplication to improve search results. The use of links will help reduce the need to content duplication since the link can take a visitor to the place where content resides.
- Always consider where content resides on the site. It should appear in a logical place, one the can be found easily by navigation through links or by a search.

WEBSITE: PRIMARY FONTS / TYPEFACE:

There are two fonts available for use to create pages for AOAC's website, Calibri and Trebucheet MS. No other fonts should be used when creating web pages.

PRIMARY BODY TEXT / SECONDARY HEADER TEXT

Calibri (regular**, bold,** *italic*)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h I j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

PRIMARY HEADER TEXT

Trebucheet MS (regular, **bold)**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h I j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

WEBSITE: PRIMARY COLORS WITH FONTS /TYPEFACE

Normal/Body: Calibri, 11pt, black, regular

Heading 1: Trebuchet, 16pt, RGB: 77,152,194, bold

Heading 2: Trebuchet, 14pt, RGB: 139,0,31 (8B001F), bold, underline

Heading 3: Calibri, 12pt, black, bold, underline

RESEARCH INSTITUTE WEBSITE: PRIMARY COLORS / TYPEFACE

Normal/Body: Calibri, 11pt, black, regular

Heading 1: Trebuchet, 16pt, RGB: 1,152,117, bold

Heading 2: Trebuchet, 14pt, black, bold, underline

Heading 3: Calibri, 12pt, black, bold, underline

WEB IMAGES

Image should be reduced in size for quick uploading:

DPI (dots per inch) 752
Maximum width: 520 pixels

Images should not be stretched or distorted in any way.

7. EMAIL MARKETING

Email marketing is an inexpensive yet effective way to reach an expansive audience relatively quickly. Email marketing should reflect the same style as the AOAC website (see **Section 6. Website Content).** **View the Informz User Guide.**

EMAIL MARKETING FONTS & STYLE

PRIMARY BODY TEXT / SECONDARY HEADER TEXT

Calibri (regular**, bold,** *italic*)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h I j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ‘ “

PRIMARY HEADER TEXT

Trebucheet MS (regular, **bold)**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h I j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? . , ; ‘ “

EMAIL MARKETING: PRIMARY COLORS WITH FONTS /TYPEFACE

Normal/Body: Calibri, 11pt, black, regular

Heading: Trebuchet, 14pt, RGB: 139, 0, 31 (Hex: 8B001F), bold, underline

Heading 3: Calibri, 12pt, black, bold, underline

Alternate Heading 3: Calibri, 12pt, RGB: 26,70,132 (#1A4684), bold, underline

EMAIL MARKETING - RESEARCH INSTITUTE: PRIMARY COLORS / TYPEFACE

Normal/Body: Calibri, 11pt, black, regular

Heading 1: Trebuchet, 14pt, RGB: 1, 152, 117, bold, underline

Heading 3: Calibri, 12pt, black, bold, underline

TEMPLATES

Use the pre-made templates in Informz. AOAC has several email templates you may use. These templates include the following categories:

a. Annual Meeting
b. AOAC Spectrum
c. Awards Program
d. Membership Information
e. Methods News
f. Product Information
g. Sections/Communities
h. Stakeholder Activities
i. Training/Education
j. Volunteer Information

Do not modify these templates in any way. If you require a template for a category that is not listed, please contact Wendy Wheeler.

TEMPLATE HEADERS

BUTTONS

The following buttons are available in Informz. If you require a custom button contact Wendy Wheeler.

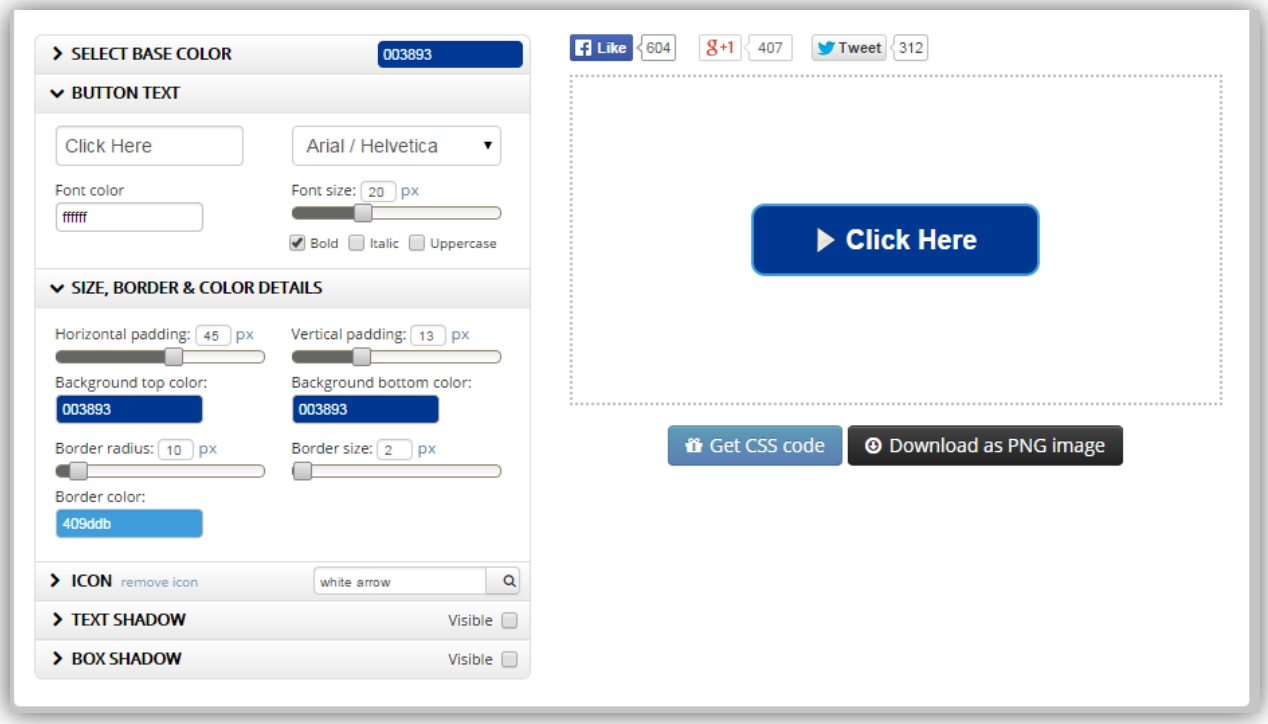
- Agenda
- Click Here
- Contact Us
- FAQs
- Hotel Info
- JN About
- JN Online
- Meeting Book
- Meeting Minutes
- More Info
- Order Form
- Rates
- Register
- Register Now
- Renew
- Renew Now
- Renew Today
- Review Draft SMPR
- Submit
- Submit Feedback
- Submit Methods
- Submit Poster
- Submit Your Comments
- Travel Info

Sample

Click Here

You may create your own buttons using *Button Optimizer* online http://buttonoptimizer.com/.

See specifications below:



Other buttons may be used - however, should be approved by Wendy Wheeler.

8. ANNUAL MEETING

ANNUAL MEETING LOGO

Logos change every year and is provided by AOAC's Director, Meetings & Exposition

2015 Logo

Colors

Green
CMYK: 0.098, 0, 0.777, 0.157
RGB: 194, 215, 48
Hex: #C2D730

Aqua
CMYK: 1, 0.198, 0, 0.149
RGB: 0, 174, 217
Hex: #00AED9

Gray
CMYK: 5, 2, 0, 27
RGB: 175, 181, 185
Hex: #AFB5B9

ANNUAL MEETING PRESENTATION TEMPLATE

Each year AOAC prepares a PowerPoint template for the Annual Meeting. You may find AOAC's Annual Meeting PowerPoint template in **F:\Customer Service\ANNUAL MEETING**

9. POWERPOINT PRESENTATIONS

AOAC has a corporate PowerPoint template for company-wide use for both internal and external presentations.

You can obtain a copy of AOAC's PowerPoint Template in **F:\Customer Service\AOAC Style Guidelines\AOAC PowerPoint Template**

- Template 1 (simple)
- Template 2

You may create your own PowerPoint template. You must adhere to the guidelines provided in **Section 5. AOAC's Visual Identity**.

Basic PowerPoint guidelines:

1. Use the approved primary Fonts / Typefaces for your presentation.
   (these fonts makes reading easier and are designed to read text from a distance).
2. Avoid using font sizes that are too small to read from a distance.
3. Use font color AOAC Blue or black for the body of your presentation. Other colors may be too light or distracting to read.
4. Minimize the number of words (and images) per slide – as a general rule, the fewer the better.

10. NEWSLETTERS

Before creating a newsletter, it's best to create a "style guide" specific to the newsletter as many decisions must be made regarding content, formatting, and style. Creating a style guide specific to your newsletter will ensure the newsletter is consistent, clear, and as error-free as possible.

While newsletters may vary in style and format, they must adhere to the guidelines provided in **Section 5. AOAC's Visual Identity.**

NEWSLETTER GENERAL GUIDELINES

Acronyms
Spell out the first mention of an acronym. For example, "Official Methods of Analysis" should be written out upon first mention; upon subsequent mentions, OMA alone may be used.

AOAC INTERNATIONAL (writing the company name)
Never write "AOAC INTERNATIONAL" on two lines. The Association name should always appear on the same line whenever possible.

Fonts
Use the approved fonts in **Section 5. AOAC's Visual Identity**.

Logo use
Logo use must be strictly following for all newsletters, for both the AOAC logo and for external customers such as Organizational Affiliates or Partners. Please ask the external customer for a copy of their logo use guidelines. (**See Section 5. AOAC's Visual Identity)**

Photos
Photos (or groups of photos) should be identified in some way to let readers know what and whom they are viewing. Photos of employees that appear in newsletters should be appropriate and tasteful. When using photos it may be necessary to obtain permission to use the photo.

Product Names and trademarks
Any products or companies that are mentioned must be written correctly with proper trademarks in place.

Style and format
Style and format of newsletter should be consistent throughout the publication.

Words
Be consistent with word use. For example, write a date the same way each time. For example: November 1 or Nov. 1 (or) 11/1/06. Choose one and stick with it throughout your newsletter.

11. SECTIONS

Page updated: 4/11/2014

Sections of AOAC INTERNATIONAL must abide by all Style Guidelines as defined in this manual. AOAC has designed logos for each section which may be found in **F:\Customer Service\AOAC Style Guidelines\LOGOS\AOAC Logos - Originals\SECTION Logos - Originals.**

Please contact Wendy Wheeler if a new Section logo is required.

Section Logos:

CENTRAL SECTION

CHINA SECTION

EUROPE SECTION

INDIA SECTION

JAPAN SECTION

LATIN AMERICAN-CARIBBEAN SECTION

LOWLANDS SECTION

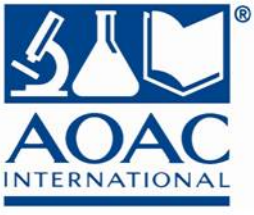
MID-ATLANTIC SECTION

MID-CANADA SECTION

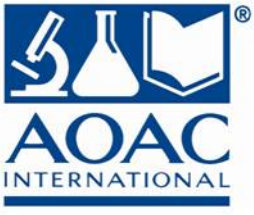
MIDWEST SECTION

PACIFIC NORTHWEST SECTION

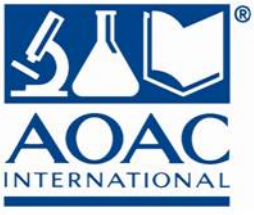
PACIFIC SOUTHWEST SECTION



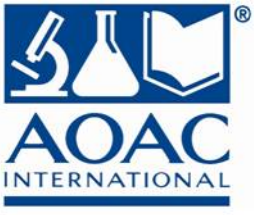
SOUTHERN CALIFORNIA SECTION



SOUTHERN SECTION



TAIWAN SECTION



THAILAND SECTION

12. LETTERHEAD

The letterhead of AOAC INTERNATIONAL shall not be used by any person or organization other than the Association, its elected and appointed officers, staff, sections, or committees; except by special permission.

Correspondence of AOAC official business should be conducted using AOAC letterhead. Those authorized to use AOAC letterhead shall use it for official AOAC business only.

ELECTRONIC LETTERHEAD

AOAC electronic letterhead may be found at F:\AOAC\Letterhead-Logos-Signatures\AOAC Letterhead.

THE 4 ELEMENTS OF AOAC'S LETTERHEAD

1. **AOAC Full Logo with Tagline**
   - Size: Height: 1.3"
   - Color: Pantone (PMS) 287 with white background
   - Alignment: Top / Center
2. **Address**
   - Font: Times New Roman
   - Font Style: Regular
   - Font size: 8 pt
   - Font Color: AOAC Blue (PMS 287) (see **Section 5. AOAC's Visual Identity / Colors**)
   - Alignment: Center Bottom, 1st line
   - Letters: Upper / lower case
3. **Telephone**
   - Font: same as 5. Address
   - Alignment: Center bottom, 2nd line
4. **Fax**
   - Font: same as 5. Address
   - Alignment: Center bottom, 2nd line after Telephone
5. **Email**
   - Font: same as 5. Address
   - Alignment: Center bottom, 3rd line
6. **Website URL**
   - Font: same as 5. Address
   - Alignment: Center bottom, 4th line

Letterhead Paper Stock: Use 24 pound Strathmore Bright White wove 25% cotton.

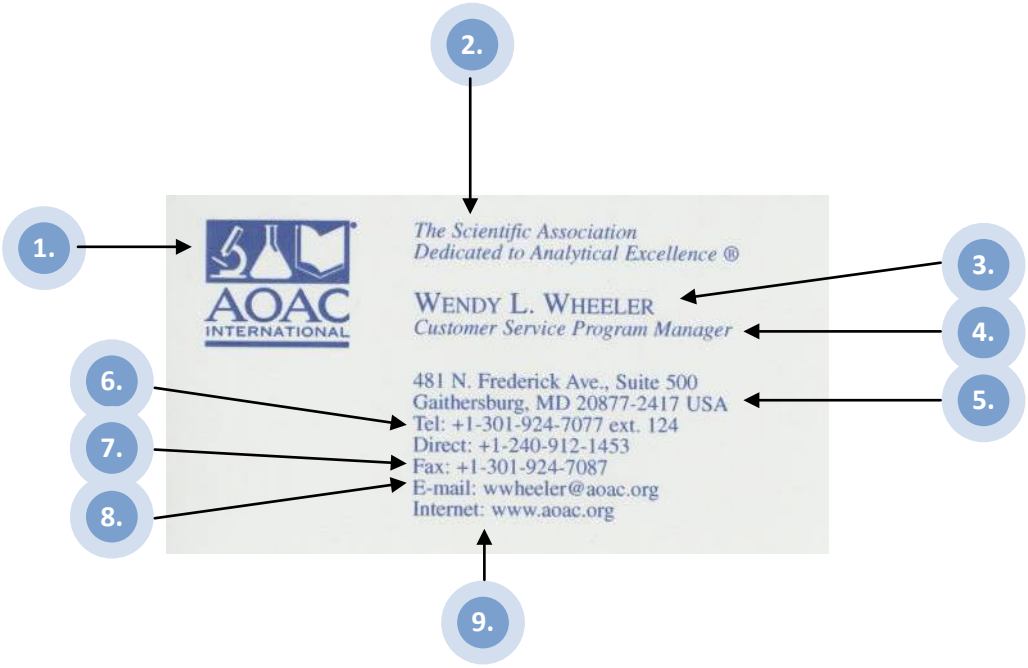
AOAC letterhead on next page

13. BUSINESS CARDS

AOAC INTERNATIONAL business cards shall not be used by any person or organization other then the Association, its staff, and elected officials, except by special permission. Those authorized to use AOAC business cards shall use them for official AOAC business only and shall not represent themselves as having authority to bind the Association beyond that authorized.

THE 9 ELEMENTS OF AOAC'S BUSINESS CARD

1. **AOAC Standard Logo**
   Color: Pantone (PMS) 287 with white background
   Size: Height: 0.05"
   Alignment: Upper Left corner
2. **AOAC Tagline** (optional)
   Font / Style: Largo, Italic
   Font Size: 7 pt
   Font Color: AOAC Blue (PMS 287) (see **Section 5. AOAC's Visual Identity / Colors**)
   Position: Top right of logo
   Alignment: Flush Left
3. **Cardholder's Name**
   Font / Style: Times, UPPERCASE
   Font size: 10 pt
   Font Color: AOAC Blue (PMS 287) (see **Section 5. AOAC's Visual Identity / Colors**)
   Alignment: Flush left
   Letters: Upper / lower case
4. **Cardholder's Title**
   Font/ Style: Times, Italic
   Font size: 7 pt
   Font Color: AOAC Blue (PMS 287) (see **Section 5. AOAC's Visual Identity / Colors**)
   Alignment: Flush left
   Letters: Upper / lower case
5. **Address**
   Font / Style: Times, Regular
   Font size: 8 pt
   Font Color: AOAC Blue (PMS 287) (see **Section 5. AOAC's Visual Identity / Colors**)
   Alignment: Flush left
   Letters: Upper / lower case
6. **Telephone** (same as 5. Address)
7. **Fax** (same as 5. Address)
8. **Email** (same as 5. Address)
9. **Website URL** (same as 5. Address)



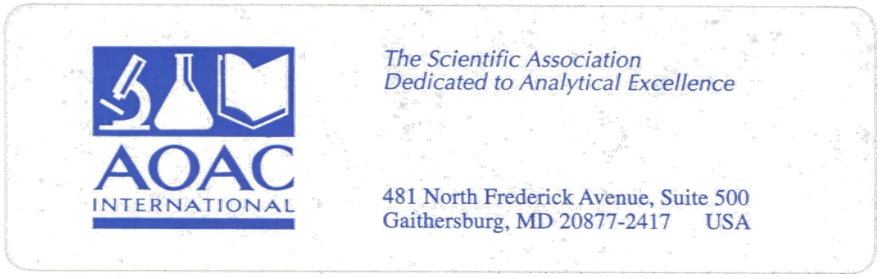
PRINTING BUSINESS CARDS

Business cards must be printed professionally and may not be created with toner-based printers or photocopy machines. We use Rockville Printing. Contact **Jamil Duncan** for ordering and additional information.

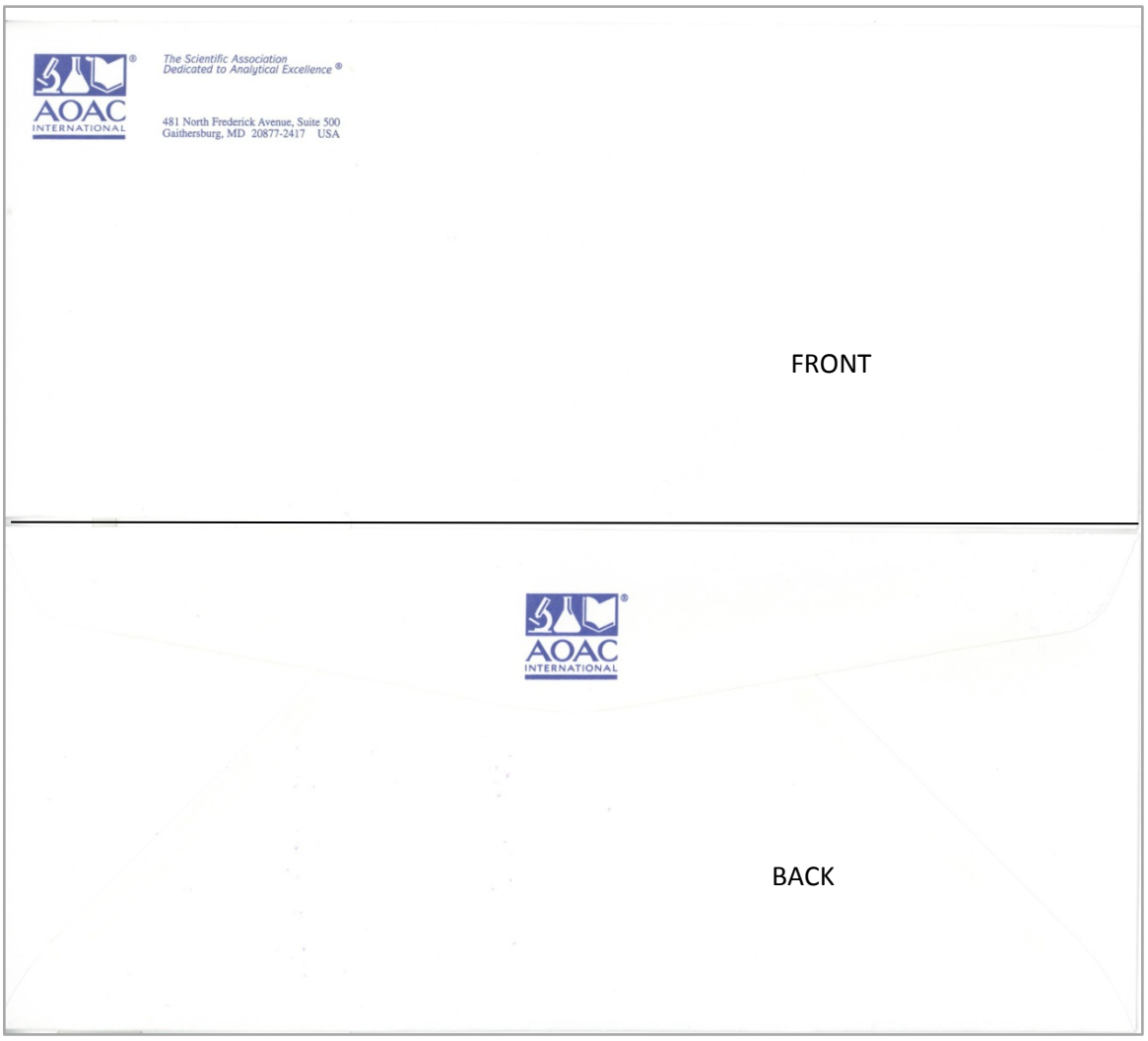
14. ENVELOPES AND MAILING LABELS

Samples

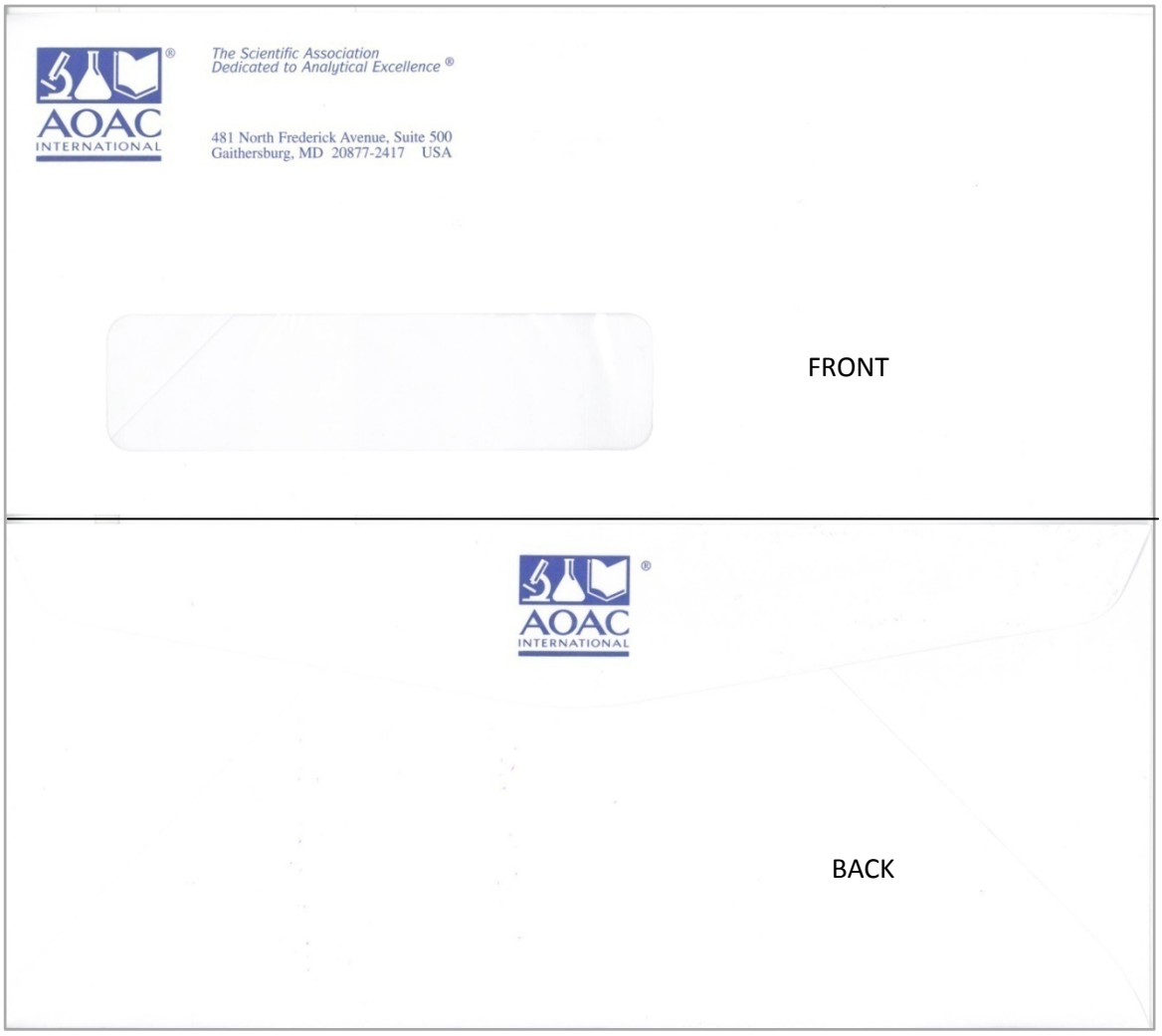
Return Address Label



Standard Envelope - USA



Standard Window Envelope - USA



Standard Envelope – International

Standard Window Envelope – International

15. BUSINESS FORMS

Samples on the next page(s)

16. SOCIAL MEDIA

The two main channels that are currently maintained by AOAC to promote and advance the goals of AOAC are Facebook, Twitter and LinkedIn. AOAC's encourages its members to use these tools to connect with other members of AOAC.

There are specific language and tones to be used on Social Media site when representing the brand.

1. A message is better read when it's simple to understand. Don't over complicate. Tell it like it is. Always look for the simplest way to say what you want.
2. Be direct and get to the point.
3. Talk the language of your customer.

17. TRADEMARKS, COPYRIGHT, REQUEST TO USE AOAC LOGO

Please direct all questions and requests to Robert Rathbone or the publications department at pubs@aoac.org.

18. COLLATERAL

See next page(s)

19. APPENDIX A: AOAC INTERNATIONAL POLICY ON THE USE OF THE ASSOCIATION NAME, INITIALS, IDENTIFYING INSIGNIA, LETTERHEAD, AND BUSINESS CARDS