



# AOPA

## Brand & Identity Guide

Version 2.1 - 11.5.15



**Aircraft Owners & Pilots Association**

Visit [www.aopa.org](http://www.aopa.org) for more information.

## ABOUT THIS BRAND GUIDE

Our brand is the public's perception of who we are. That perception is the culmination of every experience and engagement they have with AOPA. By reinforcing the AOPA brand, the public will come to know and relate who we are with what we represent — creating a successful brand.

As AOPA expands its global reach, it is important that the brand evolves to support its growth. The AOPA brand is at the heart of everything its membership, its partners, and the aviation community represents. Understanding the AOPA brand helps establish a clear and consistent voice and assists in creating effective content and collateral materials. This brand guide provides an overview of the brand and its story, and also serves as a guide for use and implementation of the brand's identity system.



**Aircraft Owners & Pilots Association**

421 Aviation Way Frederick, MD 21701 • (800) 872-2672 • [www.aopa.org](http://www.aopa.org)

SECTION 2

# THE AOPA IDENTITY





CRAFT OWNERS

TRD AOPPA MRK



YOUR FREEDOM TO FLY.

ASSOCIATION

## AOPA IDENTITY

# BRAND COLORS

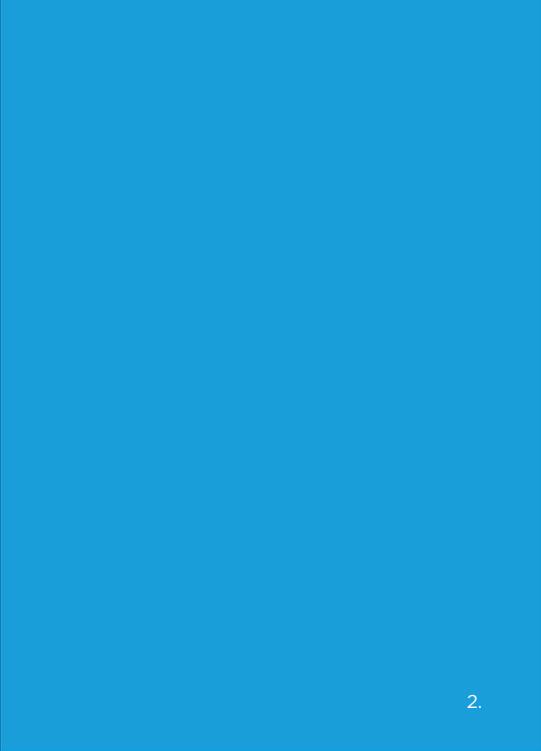
Brand colors, carefully applied, will impart a consistent look and feel on all AOPA marketing materials. The AOPA brand colors have been organized into three (3) different palettes. Each palette evokes a specific feel and represents unique characteristics of the AOPA brand. The primary palette should be used for most applications. The secondary and legacy palettes should only be used in special use situations.

Never substitute different colors for brand colors. Be sure to use the appropriate color values for their respective applications. In most instances, all colors should be used at 100% of their value. If a color needs to be screened, it should never go below 20% of the original color.

Primary	Secondary	Legacy
1. <b>PANTONE 303</b> C100 M47 Y22 K82 R0 G42 B58 L7 A-15 B-23 HTML 002A3A	7. <b>PANTONE 3155</b> C100 M9 Y29 K47 R0 G98 B114 L36 A-38 B-20 HTML 006272	13. <b>PANTONE Black 2</b> C39 M43 Y80 K91 R51 G47 B33 L9 A0 B16 HTML 332F21
2. <b>PANTONE 299</b> C86 M8 Y0 K0 R0 G163 B224 L63 A-33 B-45 HTML 00A3E0	8. <b>PANTONE 7710</b> C81 M0 Y23 K0 R0 G167 B181 L66 A-43 B-23 HTML 00A7B5	14. <b>PANTONE 465</b> C9 M29 Y66 K24 R185 G151 B91 L63 A9 B36 HTML B9975B
3. <b>PANTONE 2945</b> C100 M53 Y2 K16 R0 G76 B151 L37 A-12 B-44 HTML 004C97	9. <b>PANTONE 382</b> C28 M0 Y100 K0 R196 G214 B0 L83 A-22 B72 HTML C4D600	15. <b>PANTONE 124</b> C0 M30 Y100 K0 R234 G170 B0 L80 A17 B79 HTML EAAA00
4. <b>PANTONE 425</b> C48 M29 Y26 K76 R84 G88 B90 L24 A-4 B-6 HTML 54585A	10. <b>PANTONE 5807</b> C11 M3 Y25 K3 R208 G209 B171 L88 A-6 B14 HTML D0D1AB	16. <b>PANTONE 1385</b> C2 M56 Y100 K3 R213 G120 B0 L65 A34 B64 HTML D57800
5. <b>PANTONE 422</b> C19 M12 Y13 K34 R158 G162 B162 L62 A-2 B-2 HTML 9EA2A2	11. <b>PANTONE 173</b> C0 M82 Y94 K2 R207 G69 B32 L57 A57 B54 HTML CF4520	17. <b>PANTONE 477</b> C23 M75 Y78 K69 R98 G59 B42 L21 A23 B22 HTML 623B2A
6. <b>PANTONE 427</b> C7 M3 Y5 K8 R208 G211 B212 L87 A-2 B-1 HTML D0D3D4	12. <b>PANTONE 4545</b> C5 M6 Y30 K4 R213 G203 B159 L88 A-2 B21 HTML D5CB9F	18. <b>PANTONE 7771</b> C35 M38 Y86 K77 R78 G73 B52 L22 A1 B26 HTML 4E4934



1.



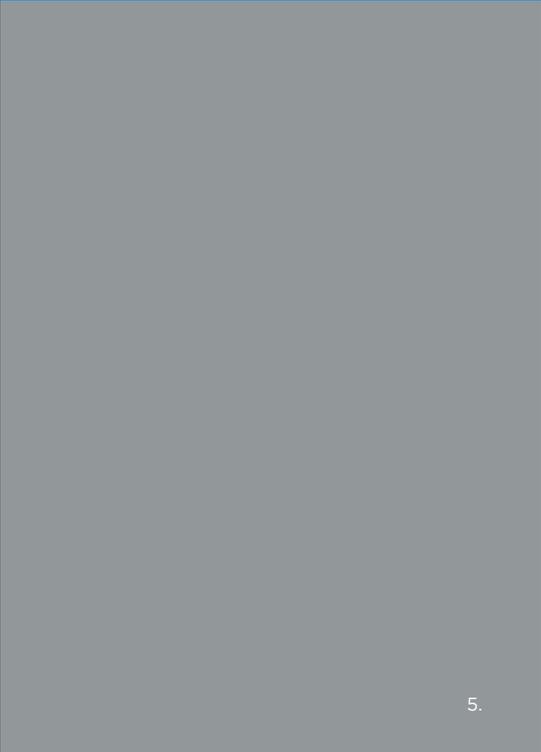
2.



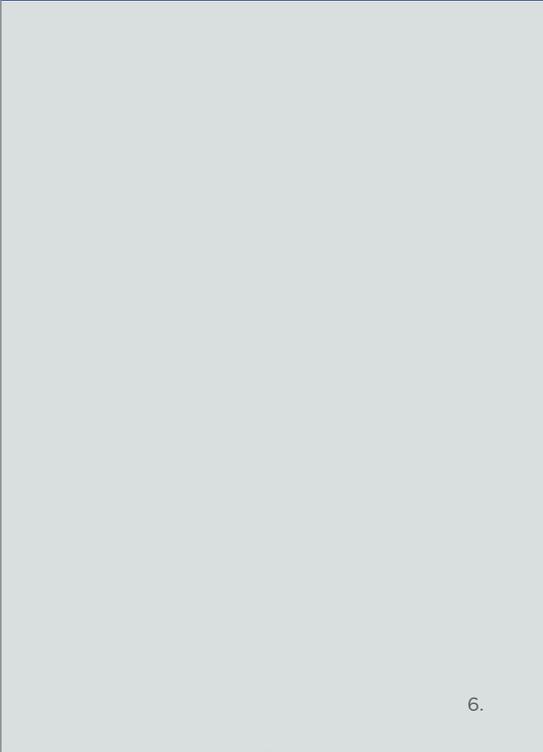
3.



4.



5.



6.



7.



8.



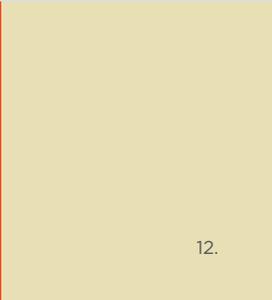
9.



10.



11.



12.



13.



14.



15.



16.



17.



18.

## AOPA IDENTITY

# BRAND TYPOGRAPHY

To help provide a consistent, unified look in the AOPA brand's use of typography, only the brand typefaces should be used on all collateral and communications. Hoefler Gotham is the primary typeface for the AOPA brand, however Hoefler Gotham Narrow, Hoefler Sentinel and Hoefler Knockout have been chosen as the AOPA brand secondary typefaces for their unique letterforms, legibility, and flexibility.

Each of these typefaces can be used in all weights and styles to allow for a variety of uses such as headlines, call-outs, quotes, and subheads. Specifically, Hoefler Gotham and Gotham Narrow are extremely well-suited to be used at caption sizes due to its legibility.

These typefaces can be purchased at:  
[www.typography.com](http://www.typography.com)

For web use:  
[www.typography.com/cloud](http://www.typography.com/cloud)

### Primary Typeface

## HOEFLER GOTHAM

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQRSTUWXYZ

AaBbCc123

Secondary Typefaces

**HOEFLER GOTHAM NARROW**

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**AaBbCc123**

**HOEFLER SENTINEL**

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**AaBbCc123**

**HOEFLER KNOCKOUT**

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

**AaBbCc123**





## AOPA IDENTITY

# THE AOPA LOGO

The AOPA logo is a custom piece of artwork that was created to drive the AOPA brand. The logo is a representation of trust, and AOPA's unwavering commitment to promoting the aviation lifestyle. The Primary AOPA logo is made up of three specific parts; the mark, the logotype, and the tagline. The standard color use on AOPA logos are PANTONE® 303 and PANTONE® 299.

The AOPA logo is unique, and the proportion and arrangement of the mark have been specifically determined. To ensure consistent reproduction, never alter, add to, or attempt to recreate the logo. Always use the approved digital artwork, available from AOPA.

Primary Color Use



LOGO ANATOMY



Primary AOPA Logo

## AOPA IDENTITY

# LOGO CLEAR SPACE

To preserve the integrity of the AOPA logo, always maintain a minimum amount of clear space around the logo. This clear space isolates the logo from other graphic elements that may divert attention. The clear space (on all logo versions) of the AOPA logo is defined as “X”, which is the height of the logotype. This defined space should be maintained as the logo is proportionally enlarged or reduced in size.

In special circumstances when 100% clear space is not available or possible, use the second option of 50% clear space.

100%

50%



**AOPA**™

your freedom to *fly*

## **AOPA IDENTITY**

# **LOGO MINIMUM SIZE**

There are no predetermined sizes for the AOPA logo. Position and size should be determined based on the aesthetics, function and available space. However, the minimum size guide shown here should be observed when the logo is needed to be used at smaller sizes.

The ideal small size for the AOPA logo is set at 1.5 inches wide, but should never be used smaller than 1 inch wide.

If there is a need for the logo to be smaller than 1 inch wide, then the Special Use AOPA logo should be used. The minimum size of the Special Use AOPA logo is a set width of 0.75 inches to ensure maximum legibility and clarity. The Special Use AOPA logo should only be used for sizes under 1 inch and never smaller than 0.75 inches.



**Ideal Small Size**  
1.5 inches wide



**Minimum Size**  
1 inch wide



**Special Use AOPA Logo**  
0.75 inches wide

**AOPA IDENTITY**

**AOPA LOGO VERSIONS**

The AOPA Primary and Secondary Logos are considered standard for most general applications. Take note that there are also different versions of the logo for use on both light and dark backgrounds. Diligence in the selection of which logo version is used will ensure that the identity is used correctly and consistently. The AOPA logos are unique, and the proportion and arrangement of the marks have been specifically determined. To ensure consistent reproduction, never alter, add to or attempt to recreate the logo. Always use the approved digital artwork, available from AOPA.



Primary



Primary – White



Secondary



Secondary – White

**AOPA IDENTITY**

**AOPA SPECIAL USE LOGOS**

The AOPA Special Use Logos are available to fit specific project needs. These logos are not to be used for general use and should only be used under special circumstances. Take note that there are different versions of the logos for use on both light and dark backgrounds. Diligence in the selection of which logo version is used will ensure that the identity is used correctly and consistently. The AOPA Special Use logo versions are unique, and the proportion and arrangement of the marks have been specifically determined. To ensure consistent reproduction, never alter, add to or attempt to recreate the logo. Always use the approved digital artwork, available from AOPA.



Special Use — Official



Special Use — Official White



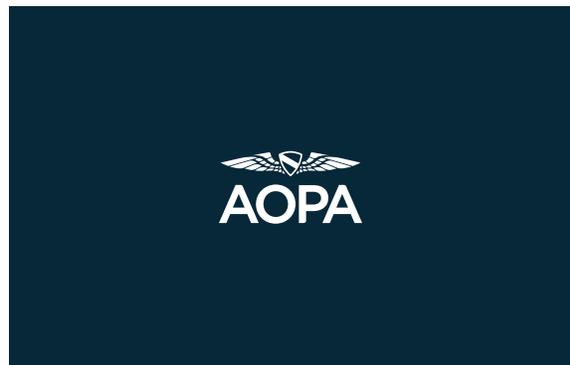
Special Use — Wings Only



Special Use — Wings Only White



Special Use — Small



Special Use — Small White



**AAC**  
your



freedom to fly.

**AOPA IDENTITY**

**THE AOPA BADGE**

The AOPA Badge is a special version of the AOPA logo designed for special occasions and unique projects. The AOPA badge is intended to be used on dark backgrounds or photography that allows the most contrast and visibility. While the badge is not intended for everyday use, it is available to be used freely based on the specific projects goals.

The AOPA badge is unique, and the proportion and arrangement of the mark has been specifically determined. To ensure consistent reproduction, never alter, add to or attempt to recreate the badge. Always use the approved digital artwork, available from AOPA.



AOPA™

your freedom to *fly*

AOPA\_SULogo\_Badge



AOPA™

your freedom to *fly*

## AOPA IDENTITY

# LOGO COLOR USE

The AOPA logo should be reproduced in color whenever the option is available. The primary logo palette (PANTONE® 303 or PANTONE® 299) should be used on white backgrounds whenever possible. Note that when using color on the AOPA logo *only* the primary brand color palette may also be used. For specific brand color values to use when reproducing the logo (using PANTONE®, 4-color process, or RGB), refer to the Color Palette section.

White is the most effective background on which to reproduce the color logo because it provides a clean, crisp contrast for the logo's color. If color reproduction is not available or is not a viable option, the logo should be reproduced in solid black or reversed in white on a color background. When the AOPA logo is placed on a photograph, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo. Maintaining high contrast will ensure a comfortable level of legibility.

### Primary Color Use Only





## AOPA IDENTITY

# AOPA PARTNER USAGE

There will be circumstances where the AOPA logo will need to be used with AOPA sub-brands and/or other company logos. When this occurs, the AOPA primary or secondary logo should be used.

### **Outside Partner Lockup**

When using the the AOPA logo with an outside partner, never change or adjust the partner logo. Use a 0.5 hairline to separate the AOPA logo and the partner logo. The spacing is designated with the use of the 'P' from the AOPA logo.

### **AOPA Primary Logo + Sub-brand Lockup**

When using the the AOPA logo with an AOPA sub-brand, always use the sub-brands typographic lockup if one is available. Use a 0.5 hairline to separate the AOPA logo and the partner logo. The spacing is designated with the use of the 'P' from the AOPA logo.

### **AOPA Sub-brand + Sub-brand Lockup**

When using 2 AOPA sub-brand logos, always use the same version of logo from both sub-brands. Use a 0.5 hairline to separate the AOPA logo and the partner logo. The spacing is designated with the use of the 'shield shape' from the AOPA sub-brand logos.

Take note that there are also different versions of the logo for use on both light and dark backgrounds. Diligence in the selection of which logo version is used will ensure that the identity is used correctly and consistently. The AOPA logos are unique, and the proportion and arrangement of the marks have been specifically determined. To ensure consistent reproduction, never alter, add to or attempt to recreate the logo. Always use the approved digital artwork, available from AOPA.

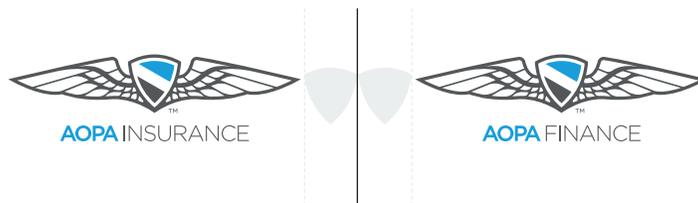
**Note: If the sub-brands are both products and have the same shield color, they can be used in full color. If the sub-brands have different shield colors, then both sub-brands should be displayed in the neutral grey versions of the logos.**



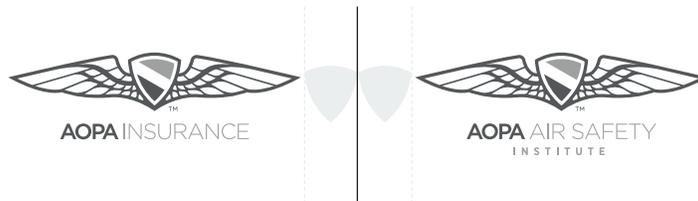
AOPA Outside Partner Lockup



AOPA Primary Logo + Sub-brand Typography Lockup



AOPA Products Sub-brand Logo + AOPA Products Sub-brand Logo Lockup



AOPA Products Sub-brand Logo + AOPA Other Sub-brand Logo Lockup

## AOPA IDENTITY

# INCORRECT LOGO USE

Incorrect use of the AOPA logo compromises its integrity and effectiveness. The examples of logo misuse are not comprehensive; they represent only a small sample of possible misuses of the AOPA logo. The AOPA logo is unique, and the proportion and arrangement of the mark have been specifically determined. To ensure consistent reproduction, never alter, add to, or attempt to recreate the logo. Always use the approved digital artwork, available from AOPA.



DO NOT change the proportions of the AOPA logo.



DO NOT change the colors of the AOPA logo unless specified in the brand guide.



DO NOT obscure the AOPA logo in any way.



DO NOT move, separate or adjust any part of the AOPA logo.



DO NOT enclose the AOPA logo in a shape or space.



DO NOT use the AOPA logo on a busy or low contrast photograph.



DO NOT add any other type to the AOPA logo.



DO NOT outline or otherwise change the AOPA logo.



DO NOT add or use color inside of the AOPA logo.







**Aircraft Owners & Pilots Association**

421 Aviation Way Frederick, MD 21701 • (800) 872-2672 • [www.aopa.org](http://www.aopa.org)