

Guidelines and Notes for AITP Logo and Branding



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Review the Policy Statement on “Usage of Association Logos and Trademarks” prior to this document. This document is intended to provide guidelines and notes on the association logos and branding policy.

Basic Principal of Usage

The basic principle of using an association graphic is to not disturb the colors or proportions of the graphic “groups” within an element, nor should any element be deconstructed or separated.

Nomenclature of Graphic Files

Description	Example
AITP Full Logo	
AITP Simple Logo	
The Graphic Files Overview document has more variations and other graphics with the logo embedded.	

Electronic Graphic Files

The electronic graphic files for logos, etc. are located on the association web site URL <http://www.aitp.org/organization/profile/promotion/promotion.jsp>.

File types available are the following:

File Type	Nature	Uses
GIF, PNG	Bitmap with transparency	Online, web graphics
JPG	Bitmap without transparency	Online, web graphics
Print JPG	Bitmap in CMYK color model.	Used by printing companies for “4-color” printing. <i>These will generally not display within a browser since browsers only support the RGB color model.</i>
EPS (encapsulated PostScript)	Vector	Used by graphic designers and printing companies.

File Type	Nature	Uses
TIF	Bitmap	Best used with Microsoft Office products for inclusion into documents. These files can usually be resized within Office applications without distorting the quality. <i>These files are rather large in their native format, but compress very well within Microsoft document formats.</i>

Special Note: Many of the files provided are not compressed so that they can be resized (proportionately, of course) without losing data. The individual user can resize the graphic file can resize and then compress it as needed.

Fonts

Logo Component	Font
aitp	Helvetica Bold
Association of Information Professionals	Helvetica Black

Colors

Color (see full logo)	RGB (Hex)	RGB (%)	CMYK	Spot
Dark Blue Association of Information Professionals	#002E58	0/46/88	98/62/31/21	Pantone 289
Dark Gray Information Technology	#47505A	71/80/90	64/44/37/25	Pantone 432
Light Blue <i>Variation of Dark Blue</i>	#A6B6C5	166/182/197	34/17/19/2	(n/a)
Light Gray <i>Variation of Dark Gray</i>	#BFC2C5	191/194/197	24/15/11/2	(n/a)

Other Branded Tools & Templates

The association has the following additional tools and templates available on the promotions page (listed above).

- Graphic Files Overview
- Ning Website header
- Ning Chapter Website header
- *Information Executive* header
- Email *Member News* header
- MS PowerPoint template
- Chapter Brochures
- Direct Mail Template (PDF, Illustrator) for CxOs