

## AITP Logo and Branding Use Guidelines with Notes

**Adopted:** April 2009

**Revised/Reaffirmed:** 2013

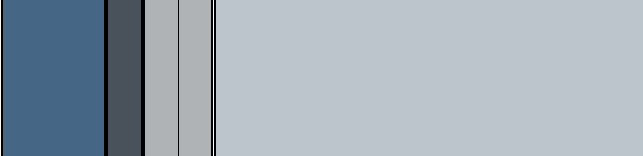


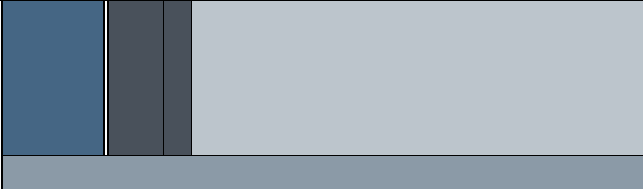
**Expiration:** 2015

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	
Slogan	
AITP Full Logo with Slogan	

### 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.
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File Type	Nature	Uses
TI F	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>

## Colors

Color (see full logo)	RGB (Hex)	RGB (%)	CMYK	Spot
<b>Dark Blue</b> Association of Professionals	#002E58	0/46/88	98/62/31/21	Pantone 289
<b>Dark Gray</b> Information Technology	#47505A	7 1/80/90	64/44/37/25	Pantone 432
Light Blue <i>Variation of Dark Blue</i>	#A6B6C5	166/182/1 97	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.

- YM Website header
- YM Chapter Website header
- *Information Executive* header
- Email *Member News* header
- MS PowerPoint template