



AOAC INTERNATIONAL Section Logo Usage and Guidelines

It is important that the AOAC brand is used consistently. Organizations with strong brands realize that maintaining control of their brands is important and that their brand elements are among their most valuable assets.

The preferred use of the AOAC logo is in color. However, sometimes it is not possible to use a color logo. In these instances, you may use the logo in black or reverse white only using background colors in brand. (The AOAC INTERNATIONAL Marketing and Communications Office can provide those black or white options, if needed.)

Color Logo on a White Background

The color logo presents best on a white background. If you wish to use a colored background, make sure the background is light enough for the logo to present well with the AOAC blue.

AOAC Blue

PMS 287

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

R: 0 G: 56 B: 147

HEX: #003893

Safe Space

To ensure the prominence and clarity of the logo block, there must be safe space around all four sides when not used in a lock-up. The safe space is no smaller than the height of the A in AOAC.

Minimum Size

The logo should always be legible and clear. It should never be reproduced below the minimum height of 0.6 inches or 58 pixels on screen.

File Formats

The Section Logos are available in as.PNG files for print and web with transparent background. Print images should always be 300 dpi for best clarity.

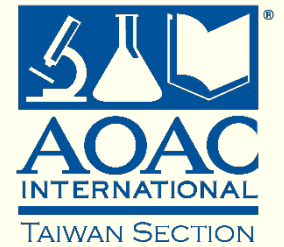
Incorrect Usage

- Don't stretch or distort.
- Don't modify icons in logo.
- Don't rotate.
- Don't change colors.
- Don't add effects (shadows, gradients).
- Don't place on busy backgrounds.

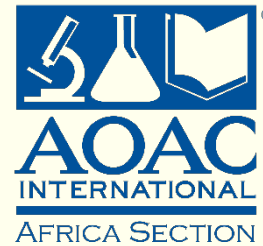
If you have questions about the brand or its use or need the logos in different formats, contact the AOAC Communications Manager or Deputy Executive Director, Engagement.

AOAC SECTION LOGOS

Asia & Asia-Pacific Sections



Middle East and Africa Sections



North America Sections

