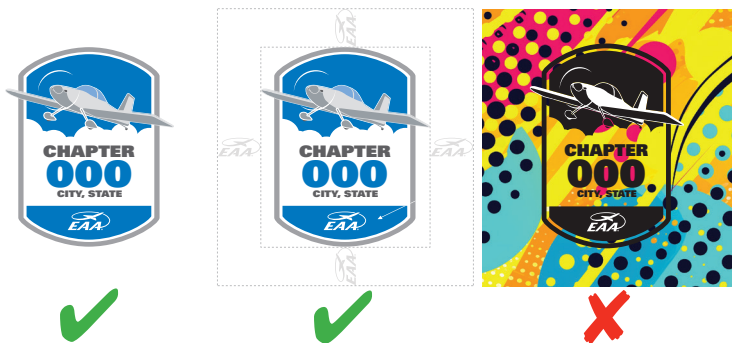


HOW TO USE YOUR EAA® CHAPTER LOGO

We're thrilled to provide your chapter with its own custom logo. As the single most important piece of branding, we want to make sure you have the resources and know-how to let your logo shine in any situation. This guide should answer most of your questions, but if you need additional assistance, please contact us at marketing@eaa.org. We're always happy to help!

DO

- **DO** use the color version of your logo whenever possible. There may be times when a 1-color logo is necessary, so we've included 1-color black and 1-color white logos for those occasions, as well.
- **DO** maintain proper clear space around your logo at all times (see illustration below).
- **DO** contact us if you have **any** questions!



DON'T

- **DON'T** place your logo on a patterned, busy, or brightly colored background.
- **DON'T** stretch or skew your logo. The logo may be scaled larger or smaller, but the original aspect ratio **must** be maintained.
- **DON'T** recolor or modify your logo in any way.



CHOOSING THE RIGHT FILE

FILE TYPE	USE	DETAILS
JPG or PNG	Web / Digital	JPGs and PNGs are best for online use - your website, social media, email, etc., as well as for video clips and presentations. PNGs support transparency, so they are great for logos and graphics.
EPS or PDF	Printed Items	EPS and PDF files are vector graphics, so they can be scaled to any size without losing quality. Use these for any printed items, as well as for merchandise, including apparel and other promotional products.

COLOR SCHEME

COLOR AND YOUR LOGO

Color is an integral component in your logo and branding. As such, using these colors can add interest and contrast to your official communications and marketing materials.

RGB: R:0 G:118 B:92
 CMYK: C:100 M:46 Y:0 K:0
 HEX: 0076c0
 PMS: 2935 C (2935 U)

RGB: R:95 G:96 B:98
 CMYK: C:0 M:0 Y:0 K:77
 HEX: 5f6062
 PMS: 425 C (425 U)

RGB: R:95 G:96 B:98
 CMYK: C:0 M:0 Y:0 K:44
 HEX: 9fa1a4
 PMS: 423 C (423 U)

CLEAR SPACE



Clear space is the area surrounding your logo that must be kept free of any other visual elements. This ensures that the logo remains the key visual.

The clear space is equal to the width of the EAA logo within your chapter's logo as shown here.