

# AAMA Affiliate Logo Usage Policies

## Policies for state society and local chapter affiliates of the American Association of Medical Assistants

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### **AAMA Logo Usage Policies**

The Board of Trustees of the American Association of Medical Assistants is ever vigilant in maintaining the integrity of the AAMA name and logo and therefore cannot allow the use of the name and/or logo for any reason.

State society and local chapter affiliates are strictly forbidden from using the AAMA name and/or logo.

Please review your current documents to ensure any use of the AAMA logo is in compliance with association standards. If you have any questions regarding the use of the AAMA logo, contact the AAMA Communications and Marketing Department (below). You may also fax a copy of the document in question to the Communications and Marketing Department for review and approval.

### **AAMA Affiliate Logo Usage Policies**

The Board of Trustees of the American Association of Medical Assistants has approved state and chapter affiliate logos. These logos will create a professional image and consistent look for states and chapters nationwide.

Take advantage of these professionally designed logos. Order online at [http://www.aama-ntl.org/st\\_chapter/logo.aspx](http://www.aama-ntl.org/st_chapter/logo.aspx) or call or e-mail the AAMA Communications and Marketing Department to have an electronic copy of your state or chapter logo e-mailed to you (only requests from current state and chapter leaders will

be approved). AAMA affiliate stationery should be used by the affiliate's current leaders to conduct the business of the state society or local chapter. It is strongly recommended that affiliates develop policies that require the approval of the leadership for any other use of its stationery and printed pieces.

**Also, keep in mind that you may use up your current supply of printed materials—no matter how long they may last you—and switch to the new logo as reprints are needed or new materials are designed. That way, no trees get wasted and there will be minimal impact to your budget.**

### **AAMA Communications and Marketing Department**

**Phone:** 800/228-2262

**Fax:** 312/899-1259

**E-mail:** [communications@aama-ntl.org](mailto:communications@aama-ntl.org)

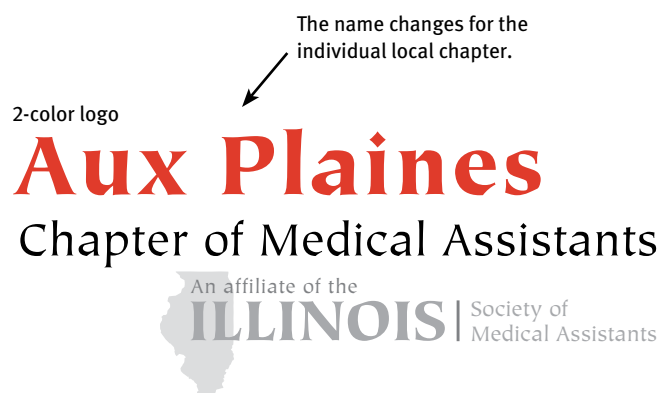
**Website:** [www.aama-ntl.org](http://www.aama-ntl.org)

**Note:** If you have a logo already designed that you prefer to continue using, you may do so under the AAMA affiliate logo usage policies. However, because branding a consistent image for the association has become an important charge of the AAMA, we encourage you to consider using the new logo and graphic layout guides so that you can join in helping to present a unified image from state to state.

*Thank you for your commitment to branding a professional image!*

# AAMA Affiliate Brand Identity

## Logo Policies for State Societies and Local Chapters



**Note:** The above are sample logos only. Individual logos have been designed for each state and chapter. Contact the AAMA Communications and Marketing Department to request your specific artwork.

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The affiliate state society logo uses the name of the state above the logo and name of the American Association of Medical Assistants. The affiliate chapter logo uses the name of the chapter above the affiliate state society logo.

The affiliate logos cannot be altered from these configurations in any way. The only elements that change are the names of the specific state or chapter. Since the exact graphic design and font is critical to professional branding, affiliates must use the artwork provided by the AAMA Communications and Marketing Department. Affiliates must not attempt to design or re-create the logos, nor should they resize electronic copies disproportionately.

### Color logo

For affiliate stationery, it is strongly recommended that affiliates use the color logo provided. The affiliate name is set in PMS 485, AAMA red. The rest of the logo is set in various shades of black.

### One-color logo

States and chapters that do not have the budget to print the 2-color logo may use the 1-color logo. The affiliate may choose whatever color best complements the color(s) of the print piece.

### Typography

The typography for the name of the affiliate is set in the serif typeface Tielopo Black. The “American Association of Medical Assistants” is set in the AAMA sans serif typeface Kabel Medium. The use of these typefaces for the affiliate logos enhances the overall brand identity for the AAMA.

### Applications

The affiliate logos should be used in all internal and external communications materials including, but not limited to: stationery, envelopes, business cards, websites, newsletters, signage and promotional materials (e.g., pens and t-shirts).

# Business Class Communications

## Affiliate Letterhead

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This stationery is recommended for all affiliate business correspondence. Refer to the following page for a sample of the recommended layout instructions.

**Note:** The letterhead has been reduced in size. *See measurements for actual sizes.*

### Letterhead

#### Size

8.5" x 11"

#### Affiliate Logo Placement

The affiliate logo is placed in the upper right-hand corner with an inset of 1 inch from the top and right-hand side.

#### Color

It is recommended that the 2-color affiliate logo be used and the date, address, and body text on stationery be printed in black.

#### Affiliate Address Block

Located at the bottom of the page, the font for the address block is 8 point Arial on 10 point leading. It should be in upper- and lowercase letters, flush left, ragged right. The information should be in the order shown.

#### Primary Paper Stock

It is recommended that a 24 lb. woven white sheet be used for all high-level business communications. Blank sheets of the stock should be used as second sheets.

#### Secondary Paper Stock

If budgets do not allow for the primary paper stock option, a plain white paper is acceptable.

It is recommended that these specifications be used. Additional graphic elements may not appear on this stationery item. The envelope and business cards discussed later in this section are also to be used with no modifications.

# Business Class Communications

## Sample State Affiliate Letterhead

2 inches

1 inch

1 inch

11/2 inches

Date

Name of Addressee  
Title of Addressee  
Company Name  
Street Address  
City, State ZIP Code

Salutation:

This is an example of the state affiliate letterhead. The purpose of this letter is to establish a uniform typing format throughout the American Association of Medical Assistants. A common visual presentation of the AAMA to its members will reinforce the ultimate objective of creating a unified purpose. The recommended font to be used is 12 point Times New Roman.

The left margin is 1 1/2 inches and the top margin is 2 inches. The name of the addressee begins two line spaces below the date. The salutation begins two line spaces below the addressee. The body of the letter begins two line spaces below the salutation.

The right-hand margin is 1 inch. The letter is single spaced, with double spacing between paragraphs and no paragraph indentations. All of the same margins apply for second sheets, with the exception of the top margin. The top margin should be 1 inch for second sheets. Page numbers should begin on page 2 and be centered at the bottom of the page.

This sample letterhead has been reduced in size.

The complementary close is double spaced below the last paragraph of the letter. Four spaces are used to accommodate the sender's signature.

Sincerely,

Name, [credentials]  
[Term years] ISMA [Volunteer Position Title]

11 inches

1 inch

8 1/2 inches

Arial  
8pt type  
10pt leading  
Flush left

Name, [credentials]  
Address  
City, State ZIP Code

Phone: 000/000-0000  
Cell: 000/000-0000  
Fax: 000/000-0000

name@e-mail.com  
www.state.org  
www.aama-ntl.org

# Business Class Communications

## Sample Chapter Affiliate Letterhead

**Aux Plaines**  
Chapter of Medical Assistants

An affiliate of the  
**ILLINOIS** Society of  
Medical Assistants

2 inches

1 inch

11/2 inches

1 inch

11 inches

8 1/2 inches

1 inch

**SAMPLE**

Date

Name of Addressee  
Title of Addressee  
Company Name  
Street Address  
City, State ZIP Code

Salutation:

This is an example of the chapter affiliate letterhead. The purpose of this letter is to establish a uniform typing format throughout the American Association of Medical Assistants. A common visual presentation of the AAMA to its members will reinforce the ultimate objective of creating a unified purpose. The recommended font to be used is 12 point Times New Roman.

The left margin is 1 1/2 inches and the top margin is 2 inches. The name of the addressee begins two line spaces below the date. The salutation begins two line spaces below the addressee. The body of the letter begins two line spaces below the salutation.

The right-hand margin is 1 inch. The letter is single spaced, with double spacing between paragraphs and no paragraph indentations. All of the same margins apply for second sheets, with the exception of the top margin. The top margin should be 1 inch for second sheets. Page numbers should begin on page 2 and be centered at the bottom of the page.

This sample letterhead has been reduced in size.

The complementary close is double spaced below the last paragraph of the letter. Four spaces are used to accommodate the sender's signature.

Sincerely,

Name, [credentials]  
[Term years] Aux Plaines Chapter [Volunteer Position Title]

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Name, [credentials]  
Address  
City, State ZIP Code

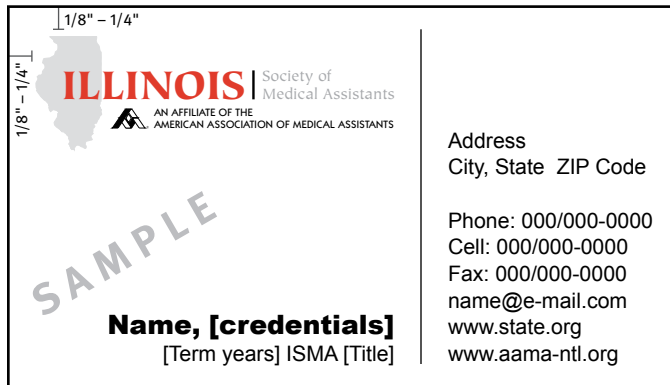
Phone: 000/000-0000  
Cell: 000/000-0000  
Fax: 000/000-0000

name@e-mail.com  
www.chapter.org  
www.aama-ntl.org

Arial  
8pt type  
10pt leading  
Flush left

# Business Class Communications

## Sample Affiliate Business Cards



### Business Card

This is a sample of an affiliate business card.

### Size

3 1/2" x 2"

### Affiliate Logo Placement

The affiliate logo is placed in the upper left-hand corner with an inset of 1/8–1/4 inch from the top and left-hand side.

### Color

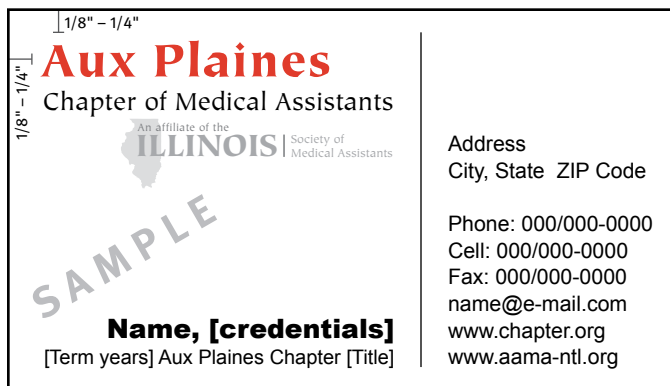
It is recommended that the 2-color affiliate logo be used and the name and contact information be printed in black.

### Address Block

The font for the title, address, phone number(s), e-mail and web address is 8 point Arial on a 10 point leading. It should be in upper- and lower-case letters, flush left, ragged right. The typeface used for the cardholder's name is Arial Black. The name and title should be flush right, ragged left. Information should follow in order as shown on the example.

### Paper Stock

The recommended stock is a white cover weight (e.g., 80 lb.) sheet.



# Business Class Communications

## Affiliate #10 Envelope

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The following page features a sample layout of the affiliate #10 business envelope.

**Note:** The envelope has been reduced in size. *See measurements for actual sizes.*

### #10 Business Envelope

#### Size

#10 envelope

#### Affiliate Logo Placement

The affiliate logo is placed in the upper left-hand corner with an inset of 3/8 inch from the top and left-hand side.

#### Color

It is recommended that the 2-color affiliate logo be used and the name and address be printed in black.

#### Typography

It is recommended that the typeface Arial be used. The top margin is 1 3/4 inches. The addressee information is single spaced, flush left, 4 inches from the left edge of the envelope. Type should be ragged right, in capital letters as required by the U.S. Postal Service.

#### Return Address Block


The return address information prints black and should align with the left side of the affiliate logo. The font is 8 point Arial on a 10 point leading. It should be in upper- and lowercase letters, flush left, ragged right.

#### Paper Stock


It is recommended that a 24 lb. woven white sheet be used for all high-level business communications. If budgets do not allow for the recommended stock, a plain white stock is acceptable.

# Business Class Communications

## Sample Affiliate #10 Envelopes

<p>3/8"   3/8"</p>  <p>Name, [credentials] ISMA [Title] Address City, State ZIP Code</p>	<p>1 3/4 inches</p>
<p>4 inches</p>	<p>NAME OF ADDRESSEE TITLE OF ADDRESSEE COMPANY NAME STREET ADDRESS CITY, STATE ZIP CODE</p>

#10 Business Envelope  
Size reduced

<p>3/8"   3/8"</p> <p><b>Aux Plaines</b> Chapter of Medical Assistants</p>  <p>Name, [credentials] Aux Plaines Chapter [Title] Address City, State ZIP Code</p>	<p>1 3/4 inches</p>
<p>4 inches</p>	<p>NAME OF ADDRESSEE TITLE OF ADDRESSEE COMPANY NAME STREET ADDRESS CITY, STATE ZIP CODE</p>

#10 Business Envelope  
Size reduced