



AAA BRAND GUIDE

Direct all branding inquiries to your AAA Club Brand Team or the AAA, Inc. Brand Services team (brand@national.aaa.com).

REVISION DATE: NOVEMBER 16, 2023



Contents

- AAA brand 5
- AAA Masterbrand overview 6
- Brand review 6
- Additional information..... 6
- Imagery Guidelines 8
 - Technical Aspects for Selecting Brand Imagery 8
 - Selection Guidelines for Brand Imagery..... 9
- General logo usage..... 10
 - Masterbrand usage 10
 - Masterbrand colors..... 10
 - Masterbrand descriptors 11
 - Sizing the Masterbrand 12
 - Centering the Masterbrand 12
 - Using clear space for all logos..... 12
 - Masterbrand hierarchy 12
 - Specialty Branding (National-level Programs) 13
 - Using logos on backgrounds 13
 - Graphic design uses 14
 - Logo uses to avoid..... 16
 - Tagline Usage 17
- Electronic and digital..... 18
 - Digital usage..... 18
 - URL guidelines: AAA.com 18
 - Digital sizing of the Masterbrand..... 18
 - Animation..... 18
 - Social media logo usage 18
 - Electronic billboards..... 19
 - AAA mobile app icon guidelines..... 19
- Signage 20
 - Clear space reminder 20
 - Street-side and building signage 20
 - Exceptions or exemptions for signage 20
 - AAA Discounts & Rewards® in-store signage..... 21

Vehicles	22
Roadside Service vehicle signage overview	22
Recommended decals	23
Club-owned Emergency Service Vehicle decal placement	24
Preferred Service Provider (PSP) vehicle signage	25
Contractor (non-PSP) vehicle signage	25
Approved Auto Repair (AAR) facility vehicle signage.....	26
Club non-ERS vehicle graphic design	26
AAA Discounts & Rewards® logos on vehicles	27
Electric vehicle charging station guidelines	27
AAA Approved Auto Repair facility branding.....	28
Club standards for program identification.....	28
Facility signage	28
AAA membership cards.....	29
Basic Requirements.....	29
Rules for design graphics	30
Key tag cards	31
Affinity branding on membership cards	31
AAA Financial Services	32
AAA Credit Card	32
AAA Foreign Currency	34
Loans	35
Discover Program Branding	36
Travel Specialty Branding.....	37
AAA Diamond Program	37
Trip Canvas	40
TourBook® Branding	42
AAA Vacations® marketing	44
AAA Discounts & Rewards®	45
Branding with partners, CAA and licensing.....	46
Branding with CAA	46
Licensing.....	48
Online website use, branding in partner marketing and regional marketing (geo-targeting)	50
Emblem regulations	52

Legal notices and disclaimers..... 52

Introduction

These brand, logo, and trademark guidelines are for use by clubs, partners, and third parties to represent AAA entities, products, promotions, and services. AAA reserves the right to withdraw permission to use AAA logos and trademarks at any time if the use is inconsistent with these guidelines or is otherwise deemed inappropriate by AAA.

For AAA insurance branding guidelines please see the [AAA Insurance Logo Usage Guide](#).

AAA brand

A brand is more than a logo, product or service. A brand is the feeling or thoughts a consumer has of a company. The AAA brand evokes thoughts of safety, family and quality. When composing materials for AAA, keep in mind what AAA stands for and the power of the AAA brand.

Brand qualities

The brand consists of four qualities:

Brand essence – The intangible characteristic that defines and separates a brand from the competition

- Peace of mind

Brand equities – Components creating the additional perceived value a person attaches with the brand.

- Original auto club
- Branded club fleets
- Automotive, travel, insurance, and financial service expertise
- Public advocate for automobile safety and mobility issues

Brand attributes – Core values that define the overall nature of AAA and represents the brand essence.

- Safety – AAA is known for championing members' and the country's safety on roadways and when traveling.
- Security – Having a AAA membership brings comfort and peace of mind when driving, traveling, and making purchases from approved partners.
- Trust – AAA is an established, trusted company with legacy of more than 100 years of quality and member service.

Brand personality – A set of human characteristics attributed to a brand.

- Reliable, helpful, advocate, community-focused and innovative

AAA brand promise

Make members' lives better by delivering trusted advice, advocacy, and legendary services, allowing members to enjoy the peace of mind that membership provides in more ways, in more places, more frequently.

AAA Masterbrand overview

A masterbrand is an overarching brand name or trademark that serves as the main anchoring point on which all underlying products and services are based. The AAA Masterbrand is the cornerstone of the AAA brand. It is instantly recognizable as the symbol that represents AAA.

This guide provides professional standards and guidelines designed to support the [AAA Brand Foundational Standards of the AAA Masterbrand](#) and its affiliate representations. These help ensure that all trademark uses are appropriate and in compliance, while also adhering to the [Regulations Governing the Use of the Emblem and Other Trademarks of the American Automobile Association](#) (Emblem Regulations).

These guidelines are inclusive of rules for print collateral, digital usage, signage, and vehicle fleet purposes. They cover program-specific rules for services including, but not limited to, AAA Approved Auto Repair, AAA Discounts & Rewards®, AAA Inspected & Approved, AAA Roadside Service, AAA Travel and AAA Vacations®. Additional addendums are attached -- including the correct use of the Masterbrand for partnerships, licensing, and co-branding and required legal notices and disclaimers. **All guidelines herein extend to all AAA trademarks, logos, banners, and badges, except where noted.**

This guide provides all the tools necessary to follow the basic rules of effective brand management:

- Use brand identity clearly and consistently
- Keep the AAA Masterbrand and affiliate symbols clearly visible
- Use approved colors
- Use recommended typography styles and sizes
- Safeguard the brand against potential misuse or abuse.

Brand review

It is important to establish a review process at the club level that ensures proper implementation of the AAA brand identity system. Please include these steps to implement an identity management program in your club:

- Establish a 100% identity policy compliance standard that meets with the association quality standards.
- Make certain the brand guidelines are used by all personnel when creating materials that incorporate the AAA brands and trademarks.
- Use the AAA Brand Guide as the standard for approving brand usage by outside vendors and partners.
- Do not attempt to recreate the AAA Masterbrand or other AAA logos. Approved electronic files are available for download.
- Periodically refer to this guide to obtain the most up-to-date brand guidelines.
- Request the right to review and approve all materials produced by a third party prior to publication who are using the AAA Masterbrand and other AAA icons or logos.

Additional information

Download high-resolution logos or procure them from the [AAA, Inc. Brand Services team](#).

Additional branding information can be found in the:

- [AAA Brand Foundational Standards section on Atlas](#) (Please note: This link can only be accessed by AAA associates from AAA-networked computers)
- [AAA Insurance Logo Usage Guide](#)

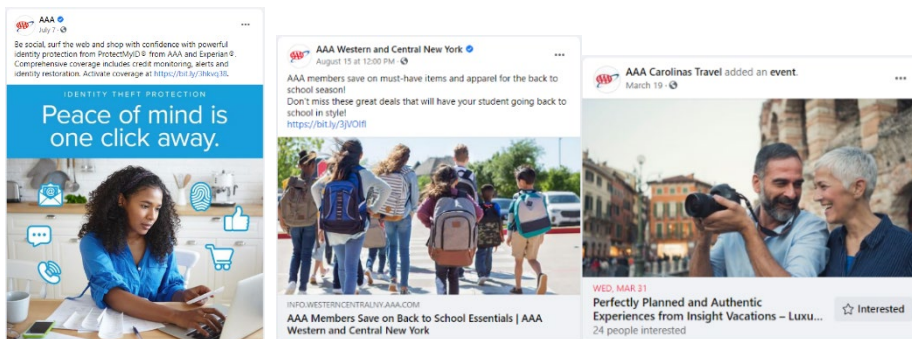
Imagery Guidelines

When viewing the aggregate images of AAA social media accounts, marketing campaigns, or other corporate communications, one should see a diverse range of people performing various activities, all representative of how AAA serves its members, regardless of who they are.

This section provides guidance for the use of photos and images in materials for internal and external markets. These guidelines apply to all imagery used in marketing (including but not limited to websites, directory listings, media announcements, ads, signs, billboards, promotional items, display materials, brochures, etc.) and internal representations (including but not limited to presentations, articles, internal websites, etc.).

Technical Aspects for Selecting Brand Imagery

- When searching for images, be aware of the copyright protection on images found online.
- Search for royalty-free photography or images labeled for reuse.
- Royalty free stock images can be shared within the original intended use.
 - Social media posts using royalty free images can be shared via other social media channels.
 - Created digital content can be shared; however, the image itself cannot be shared separate from the original use.
- When using stock photography, ensure that the proper licensing has been obtained.
- Proof of licensing for all images must be maintained by the department responsible for the creation of the piece for a minimum of 4 years after the last use of the image. If the image is retained in an image library or repository, the license for the image shall be retained with the image.
- Choose accessible color and design for people with color-blindness and reading difficulties.
- Avoid using Images of text, instead use real text as much as possible (the exception is logotypes).
- Use captions or include transcripts.
- Decorative images do not require alternative text.
- Please consult ADA guidelines when choosing and displaying imagery.



Social Media Image Examples

Selection Guidelines for Brand Imagery

- All images should be consistent with the AAA brand identity.
- Images must convey correct traffic safety practices, including correct seat belt and car seat use, hands on steering wheel, hand free cell phone use, etc.
- Photos should be contemporary and convey a balanced, diverse, and inclusive portrayal of AAA members and customers in the correct context.
- Photos should be authentic (not altered to create false diversity).
- Images should represent people of different races, gender identity, socio-economic status, ability/disability, sexual orientation, culture, age, human esthetics, and more.
- Show individuals as humans first, rather than a representation of a group.
- Show differences without implying that anyone is superior or inferior to others.
- Work to create an inclusive visual culture by choosing imagery that provides authentic representation.
- Finally, do a visual check and ask: Who is missing or excluded? Would I want to be portrayed this way? Are stereotypes being perpetuated? Can anyone who might view the photo see someone like themselves represented in it?



Image Examples

General logo usage

Masterbrand usage

- All AAA clubs should use the AAA Masterbrand. ([Brand Foundational Standard: Masterbrand and Trademark Use](#))
- Use three block letters with no spaces when placing AAA within context of a sentence. Block letters are printed capital letters. No cursive fonts are permitted, and no letters are attached.
- In written communications, and on all marketing materials, clubs should use “AAA” rather than the words “American Automobile Association.” ([Brand Foundational Standard: Masterbrand and Trademark Use](#))
- In oral communication, refer to AAA as “Triple A,” not “Three A,” “Three A’s” or the “American Automobile Association.”
- Since “Triple A” is the preferred pronunciation for the brand, use the letters AAA with the article “a” and not “an.”
- Use the words “American Automobile Association” only in a legal context.



Block form

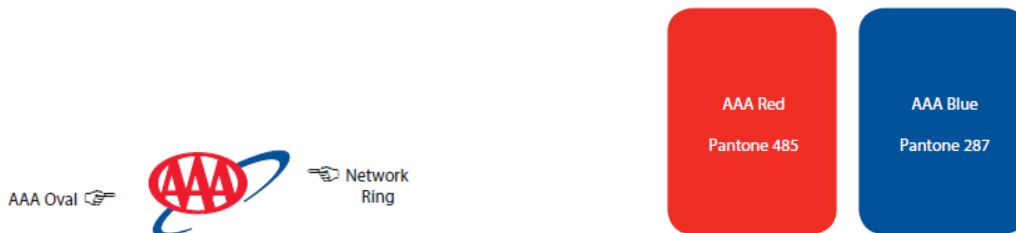


Logo form

Masterbrand colors

4-Color Masterbrand/Pantone Masterbrand

The AAA Masterbrand is composed of the AAA oval and a network ring, using the color **Pantone 485 Red** for the oval and **Pantone 287 Blue** for the network ring. The AAA Masterbrand may not be reproduced in any color other than those specified within this brand guide.



Note: AAA Brand Services uses Pantone versus CMYK/RGB/#HEX due to the level of accuracy of the final colors. The Pantone system delivers consistent color, regardless of who is printing or designing, whereas using CMYK/RGB/#HEX values can result in slight color variances.

Provide vendors with the Pantone color values to use the Masterbrand and other AAA trademarks in print, electronic media, web design, signage, embroidery shirts, specialty items or vehicles. If used on fabric or with non-PMS printing, the color coordinates must be the equivalent or closest match to the AAA Pantone colors.

For color printing:

- Print in **Pantone 287 C Blue** and **Pantone 485 C Red** on coated paper
- Print in **Pantone 287 U Blue** and **Pantone 485 U Red** on uncoated paper

For digital uses:







Colors appear differently in a digital environment than in print media. Always refer to the Pantone values above. As a recommendation: CMYK color palette is not appropriate for web use. Work in the sRGB space (sRGB IEC61966-2.1) and save web-ready graphics with a sRGB profile to maintain color consistency across different browsers and platforms.

- **AAA Vacations® logo disclaimer:** For 2-color, use Pantone 485 Red for the oval and underline. Use Pantone 287 Blue for the network ring and *Vacations®* descriptor. The AAA *Vacations®* logo may only be reproduced in 2-color, black, or white.

Single Masterbrand colors

When the AAA Masterbrand is used in a single color, only the colors below are compliant.

Using metallic colors: Metallic colors are reserved for portraying premium quality, such as Three to Five Diamond facilities, metal or wood plaques and superior quality promotional items. Use Pantone 873 for metallic gold or Pantone 877 for metallic silver on paper. For foil stamping, use Pantone FS-SG-54C for gold foil or Pantone FS-BS-78C for silver foil. No other metallic color is approved.

		
White	Pantone 287 Blue	Silver (Platinum) Pantone 877
		
Black	Pantone 485 Red	Metallic Gold Pantone 873

Masterbrand descriptors

The Masterbrand logo can be shown alone or with a descriptor, so named due to its close proximity to the Masterbrand. When using text, place it in the descriptor space at .35x the height of the AAA oval in Frutiger Bold Italic font. If the descriptor is two lines, use a vertical separation of .17x (where x equals the height of the oval) between the lines of text.

The descriptor should extend to three times the oval length. If longer, then break into two lines with a vertical separation of .17x (where x equals the oval height).



Use the club name in the descriptor line for club-specific offerings.

Membership levels, member benefits, and product/service names may be placed inside the descriptor space, at the club's discretion (approved November 2017). Please check with National Office Brand Services or local club representative.

Masterbrand typography

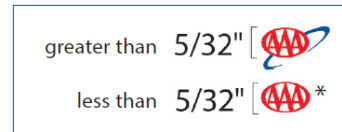
Frutiger Bold Italic is the allowable typeface in the descriptor line of the AAA Masterbrand, in a mixed-case format. Use Frutiger Bold (italic or non-italic) when text is outside of the descriptor space.



Sizing the Masterbrand

To maintain visual integrity, a recommended minimum size of 5/32" has been established. This measurement refers to the oval height.

Occasionally, space limitations will dictate the logo be reproduced in sizes smaller than the minimum 5/32". When reproducing the logo smaller than 5/32", use the oval without the network ring.



Centering the Masterbrand

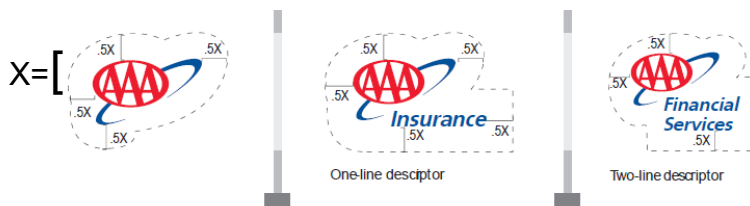
Center the Masterbrand on the entire icon – oval and network as shown – not on the oval alone.



Using clear space for all logos

Clarity, consistency, and visibility are the most important criteria for proper clear space. To maintain its visual integrity, do not crowd the logo by other distracting elements such as text, titles or images.

Recommended clear space is equal to the distance of one-half (.5) the height (X) of the vertical center of the Masterbrand oval from any touchpoint of the Masterbrand and its descriptor. Use a clear space of one-quarter (.25) around the Masterbrand for websites or mobile apps.



Masterbrand hierarchy

The Masterbrand is flexible when positioning benefits, products, and services. The table below shows examples of how the AAA Masterbrand may be used but is not an exhaustive listing. Contact [AAA, Inc. Brand Services](#) with questions when creating a new logo.



**Select examples are shown above. All Products and Services are required to follow the designs shown in these examples*

Refer to the [AAA Insurance Logo Usage Guide](#) for insurance logos.

All internal branding at AAA, Inc. must follow the Member Benefits format.

Specialty Branding (National-level Programs)

Specialty branding is reserved for club and national-level programs of distinction. Currently approved specialty branding:



Specialty branded programs, products, services, or entities come with their own additional guidelines, which can be found under each program's guideline section (see sections starting on page 32). Contact AAA National Brand team for more information about creation of new specialty branding.

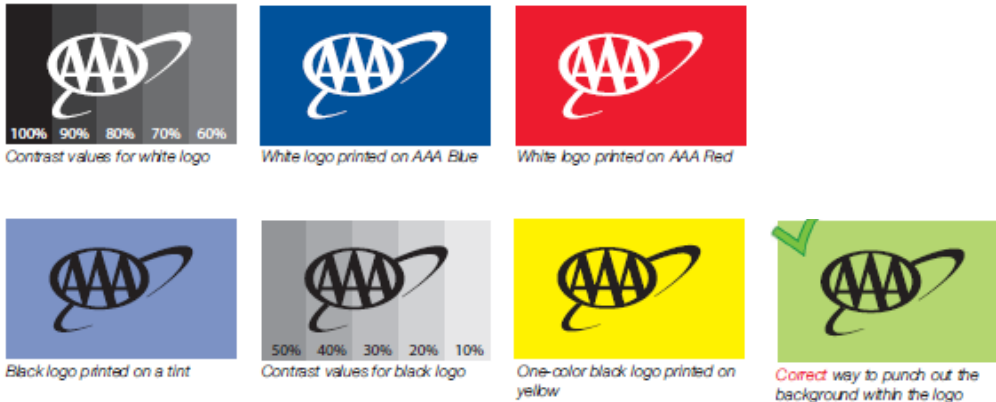
Using logos on backgrounds

One-color logos

Use a black or white Masterbrand if used on solid color backgrounds with the following guidelines:

- If the background has a value of 56% or above, use a white Masterbrand
- If the background has a value of 55% or lower, use a black Masterbrand.

- Show the background color in the space between the As.



Placing logos on images

- Put the Masterbrand in the most even-colored area of the image.
- Use a black or full-color Masterbrand on a light background.
- Use a white Masterbrand on a dark background.
- Show the background through space between the As of the Masterbrand oval.
- If the background detracts from the Masterbrand, use a complementary solid-colored box behind the Masterbrand.



Patterns and watermarks

Reserve creating a pattern with the Masterbrand for cases such as security envelopes, backscreens for on-air presentations, and sports boards in arenas or game fields. Note: Avoid distortion caused by using too many small icons as shown. Clear space recommendations should still be observed when using as a pattern.






Do not place the any AAA logo on a visually distracting patterned background, except when required for security purposes on checks.

AAA stationery may use the natural paper watermarks. Emphasizing the Masterbrand in a digital environment or in special presentation items is possible. Avoid using the Masterbrand or other AAA logos as a watermark for graphic purposes, using a chemical watermark or as opaque tinting to produce a watermark.



Graphic design uses












Not all possible graphic design uses can be anticipated. For greater marketing impact, use the Masterbrand as a graphic element in select, pre-approved situations requiring eye-catching visibility. When using the Masterbrand as a graphic element:

- Do not combine the Masterbrand with other artwork, logos, or text to make a hybrid image or logo. 
- A completely formed Masterbrand must be visible somewhere within the same design on the front or back. 
- Graphically, use the Masterbrand as a background of 50 percent opacity or less. Also, display a complete Masterbrand in a visible position as a logo element in the same design. 
- The AAA portion of the Masterbrand must be readable. Some edges of the oval may be off the canvas, but some of the network ring must be visible.

Gift Card Design Example:



Logo uses to avoid

<p>Do not screen tint any portions of the Masterbrand or any AAA logos.</p>	
<p>Do not change colors within the AAA oval or network ring.</p>	
<p>Do not fill in the space between the elements of any logo with a different color (such as white) – it should be the same color as the background.</p>	
<p>Do not use a background pattern that detracts from the Masterbrand or AAA logo.</p>	
<p>The Masterbrand descriptor may not consist of multiple club names, taglines, headlines, or non-AAA products.</p>	
<p>When placed within the descriptor line of the Masterbrand, do not use club names with the letters “AAA” or the legal connotation of the club name; e.g., LLC or Inc.</p>	
<p>Do not outline the Masterbrand.</p>	
<p>Do not use the Masterbrand within a sentence. Use the letters AAA instead.</p>	
<p>Do not use the AAA letters as part of a word, such as TRAAAVEL.</p>	
<p>Do not decorate or embellish the Masterbrand in any way.</p>	
<p>Do not use gradation in the Masterbrand.</p>	

Tagline Usage

Occasionally, AAA trademarks taglines. One such example is “Travel With Someone You Trust.” When using a tagline with the AAA Masterbrand:

- Use clear space between the logo and a tagline or internet address at a quarter (.25) the Masterbrand oval height (x).
- Never place a tagline in the Masterbrand descriptor space.
- Either flush the tagline and logo left or center the tagline below the logo.
- The tagline font may be in any easily read font.


.25X

Explore the world with Holland America Line®

AAA Amenities on ALL 2018 departures to:
Europe, Alaska Cruises, Alaska Land-Sea Journeys,
Fall Panama Canal Transit, Hawaii
NEW! Canada & New England, Bermuda, Caribbean
-including our newest destination Cuba


AAA Complimentary Inclusions:
*\$50 Beverage Card per person
*Dine Around Package includes
Pinnacle Grill and Caneleto per person
*24/7 Member Care & Best Price Guarantee

Contact your AAA Travel Agent today!



2 Line
Club Name

Travel With Someone You Trust®
AAA.com



Holland America Line®
SAVOR THE JOURNEY

Electronic and digital

Digital usage

The rules for Masterbrand or other AAA logo usage does not change for digital channels. However, known challenges are addressed below.

Due to the nature of digital media, the following is permitted:

- Using watermarks, drop shadows, and background glows at 70% or less opacity is allowed to provide a greater visibility and clarity to the logo.
- Graphics behind logos are allowed as long as the logo remains highly visible and distinct from the background.

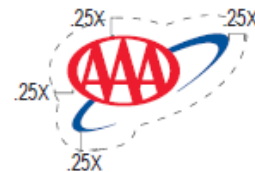


URL guidelines: AAA.com

- Use the URL without the www prefix.
- URL text version recommendation: Use a font that provides clarity to the characters, such as Frutiger (AAA), Arial (AAA) or Times New Roman (AAA). Avoid fonts with fancy serifs such as Harrington (AAA) or an italicized font.
- Capitalize the first letter of each word within a URL to enhance readability, e.g., AAA.com/DriverTraining.
- Do not break or wrap the URL. Move it to a separate line:
For more information, visit
AAA.com/RenewNow

Digital sizing of the Masterbrand

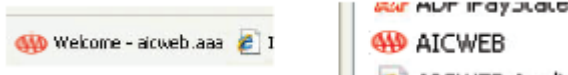
Use the Masterbrand logo as an identifier in the URL address bar and other relevant locations.



Recommended clear space for digital usage is a quarter (.25) the height (x) of the red AAA oval.

Shortcuts and menus

Due to the small size of the logo in some digital applications, like shortcuts and menus, use only the Masterbrand oval to maintain legibility.




Animation

Logo animation is encouraged to add visual interest. An animated logo may take on any form of build as long as the final logo consists of complete, whole, and brand-compliant format.

Social media logo usage

Show the Masterbrand in its full form and two-color format when used in social media. Specific details around Social Media activities can be found in the [Association Social Media Guidelines](#).

 AAA Long lines for gasoline continue to be a problem in some areas damaged by Hurricane Sandy. While we expect problems to diminish as power is restored, AAA has compiled an updated list of stations that were open and selling gas today.
<http://exchange.aaa.com/hurricane-sandy-open-gas-station-locations-and-other-helpful-resources/>

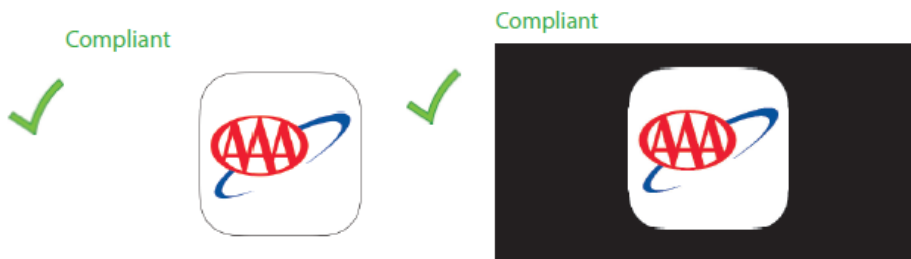
Electronic billboards

On narrow electronic billboards, use multiple scrolling Masterbrand's in the largest format possible that move across the screen with text or other information. Do not use the Masterbrand within a sentence structure – use the text version AAA.

AAA mobile app icon guidelines

Available for use in marketing materials and on signs and vehicles.

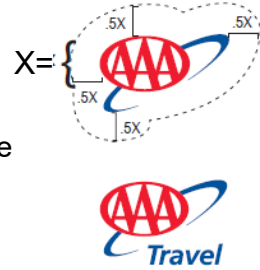
- On dark backgrounds, allow the background to serve as the app icon border. Avoid adding a line around the icon on dark backgrounds.
- When the icon is shown on a light background, outline the icon with a black or dark gray border of approximately 1pt weight.
- Avoid using additional special borders, drop shadow colors, weights, or treatments.
- Please note that custom club apps may have different icons.



Signage

Clear space reminder

Clear space is an open space around the Masterbrand touchpoints that is equal to half (.5) the Masterbrand oval height (x). Only approved descriptors (e.g., Travel, Insurance) are allowed in the clear space area. This clear space rules apply to all AAA logos.



Important note on insurance signage - For guidance on signage for club-owned insurance, exclusive agents or independent agents, please consult the [AAA Insurance Logo Usage Guidelines](#).

Street-side and building signage

Street-side and building signage should follow all logo guidelines within this guide. In addition, use a highly visible Masterbrand logo in these applications.

Exceptions or exemptions for signage

Exceptions are granted for temporary issues with the expectation that signage will be updated as situations change. At the time of replacement or in the event of a location change, signage exceptions must then meet the current [Foundational Standard - Brand: Masterbrand and Trademark Use](#) and AAA Brand Guide requirements.

Exemptions are permanent permissions to continue using a specific form (i.e., designs carved into a building structure such as concrete).

Exceptions/Exemptions are granted for individual signs and do not include other signage or similar use of the Masterbrand design on other materials.

- Historical landmark/heritage location

Heritage refers to cases where existing AAA signage is considered a landmark in that area. When the city recognizes the heritage - not just the club - an exception is generally granted.



1922 signage considered a landmark by the city of New York (Exemption)



A street corner marker deemed historical by the city of Webster, Massachusetts. (Exemption)

- Architectural considerations

Architectural considerations occur when the signage is integrated into the building architecture and would either be too costly to replace or damaging to the building structure if altered.

- Costly replacement

Replacement of signage that puts undue burden on the club's financial budget. This type of exception requires approval of the AAA board of directors.

- Landlord/tenant standards

In cases where the landlord/tenant agreements specify signage construction, color, and type, submit the agreement, along with a design concept proof, to the AAA National Brand Services team for consideration.



This mall's architectural committee required all signage to follow specific guidelines (Exception)

It is up to the clubs to provide proof of the above conditions and file a request through AAA Brand Services, according to the National Office exception/exemption process.

Neither exceptions nor exemptions will be granted to new signage created without prior AAA National Brand Services team approval.

AAA Discounts & Rewards® in-store signage

In-store signage decals feature the vertical stacked AAA Discounts & Rewards® logo and come in two sizes. The window decal is 3.5" x 3.5" and the point-of-sale decal is 2.5" x 2.5". We suggest the window decal be placed at or near eye level at business entry, and the point-of-sale decal be prominently placed at checkout or on the cash register.

Vehicles

Masterbrand usage on vehicles elevates brand visibility. When using the AAA logo on any vehicle, clubs must adhere to all AAA brand guidelines, vehicle decal placement recommendations and Section 2 of the Emblem Regulations.

Roadside Service vehicle signage overview

Vehicle decals are produced from quality material that promote 24-hour visibility and have safety benefits. The film is screen-printed and custom-matched to the approved AAA blue and red colors for the red and white trucks. For ease of application and removal, the decals are also repositionable and semi-permanent. All decals have a protective clear coat that helps resist fading, cracking, and peeling.

The AAA decal system is complex — especially the conspicuity striping — therefore, it is recommended for ease and long-term cost effectiveness that ERS providers purchase decals from a preferred supplier. Preferred suppliers are listed [HERE](#).

Brand foundational standard: Club-owned Emergency Roadside Service (ERS) vehicle design

AAA club-owned roadside service fleet vehicles shall display the following elements:

- AAA Masterbrand logo, either stand-alone, with a club name or with a service descriptor.
- Trademark-registered red-and-white reflective conspicuity striping (or blue striping on yellow vehicles).
- 800-AAA-HELP number or other nationally accessible toll-free number.

These guidelines are also part of the [Preferred Service Provider Standards and Criteria](#). Contact [Jody Smith](#) of Automotive Solutions for more Information.

Additional graphic elements or decals added to the club fleet, Preferred Service Provider (PSP) or AAA Battery Service vehicles may be added at the club's discretion, provided that adequate prominence is given to the Masterbrand and clear space rules are observed.

The following sections contain illustrations depicting the approved design for a variety of club-owned vehicles, AAA Battery Service vehicles, Preferred Service Provider vehicles and contractor vehicles. This look is exclusive to this group of roadside service delivery vehicles. Detailed design specifications are also included to assist with decal application and truck painting.

Logo size on vehicles

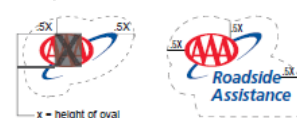
For visibility on vehicles, the minimum size for the AAA Masterbrand logo is 3 inches. This measurement refers to the oval height.



Logo clear space on vehicles

The most basic and important rule is that AAA needs to be clearly visible.

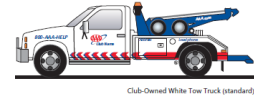
Maintain a clear space equal to one-half (.5) the oval height (x) around the AAA logo, including any descriptors.



Club-owned/PSP vehicle base colors

Base paint specifications:

- White base paint (preferred) shall be the manufacturer’s standard model year offering.
- Red base paint shall match Dupont F3354, NAPA Martin Senour 3155985 or the equivalent.
- Yellow base paint shall match Dupont Color Code #5248 or the equivalent.



Design element colors for club-owned, PSP and battery service vehicles.

Blue and Red colors shall match the following automotive paint codes that have been custom mixed for AAA:

Blue: Dupont Paint Code F3355, NAPA/ Martin Senour paint sales #3462756 or the equivalent from the chart.

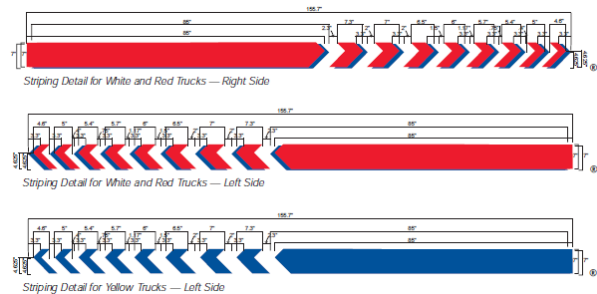
Red: Dupont Paint Code F3354, NAPA/ Martin Senour paint sales #3155985 or the equivalent from the chart.

Dupont paints are not mandatory, but these colors mixes should be followed				
Blue:	10t	20t	Gal	Full Gal
535U - Jet Black	10.5	21.0	42.0	56.0
555U - White	163.5	327.0	654.0	872.5
567U - Violet Blue	397.0	794.0	1588.5	2118.5
559U - Bright Blue	748.0	1495.5	2991.5	3989.5
Red:				
555U - White	22.5	45.0	90.0	120.0
544U - Bright Red	52.0	104.0	208.0	277.5
533U - Red	274.5	549.0	1098.0	1464.0
539U - Orange	742.0	1484.5	2969.0	3958.5

Conspicuity striping

Conspicuity striping decals are required for club-owned, Preferred Service Provider and AAA Battery Service vehicles.

The distinctive striping design for the AAA vehicles is a registered trademark of AAA and must contain a registered trademark symbol when used in print. The registered trademark symbol is not necessary when on a vehicle.



Recommended decals

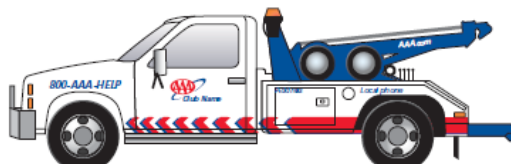
Clubs may use the Masterbrand by itself or with service descriptor “Emergency Services,” “Roadside Assistance” or “Emergency Road Service” on the hood. For safety reasons, the hood design is screen-printed, non-reflective, opaque 3M film.



It is recommended that clubs place at least one decal on the vehicle’s rear. Use transparent decals on windows so that visibility is not hindered.

Other available decals include:

- AAA branded battery decals
- AAA.com
- AAA App
- EV Charging



Club-owned Emergency Service Vehicle decal placement

Hood decals

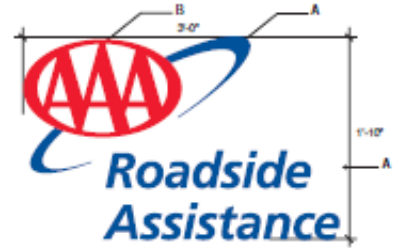
A: 3M Scotchcal screen printed, non-reflective opaque film

Match Blue: Dupont Paint Code F3355

B: 3M Scotchcal screen printed, non-reflective opaque film

Match Red: Dupont Paint Code F3354

Typeface: Frutiger Bold Italic

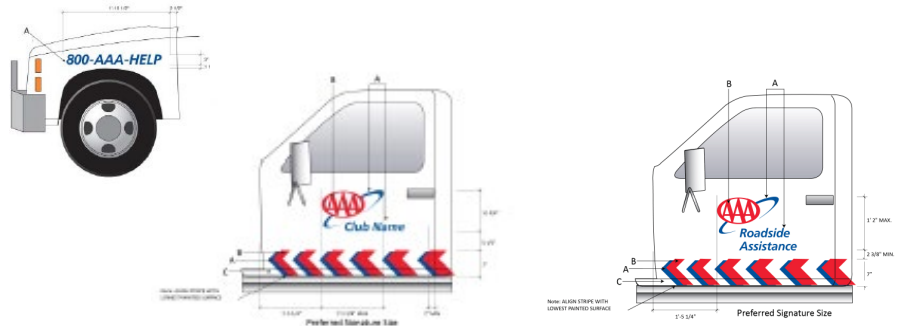


Wing decals

A: 3M Scotchcal screen printing

Match Blue: Dupont paint code F3355

Typeface: Frutiger Bold Italic



Club-Owned Truck with club Name

Club-Owned Truck with "Roadside Assistance"

Decal placement

Door and side decal colors

A: 3M Scotchcal screen printing

Match Blue: Dupont paint code F3355

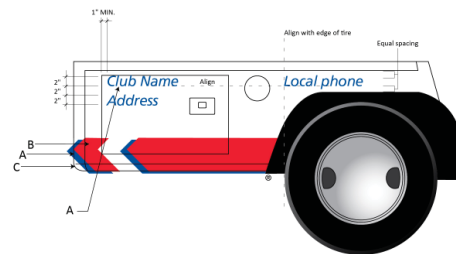
or equivalent

B: 3M Scotchcal screen printing

Match Red: Dupont paint code F3354 or equivalent

C: 3M Scotchcal screen printing overprint clear

Typeface: Frutiger Bold Italic



Designs for Other club-owned vehicles

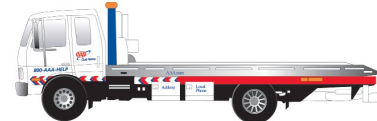
Cab-Over Tow Truck



Flat Bed Vehicle



Cab-Over Flat Bed



Pickup Truck



Utility Vehicle



Van



Designs for AAA Battery Service vehicles

Club-Owned Truck



This decal is optional

Club-Owned Van



Preferred Service Provider (PSP) vehicle signage

PSPs should use the same signage design and required elements as the AAA club-owned fleet.

PSP Light Service Vehicle



PSP Tow Truck

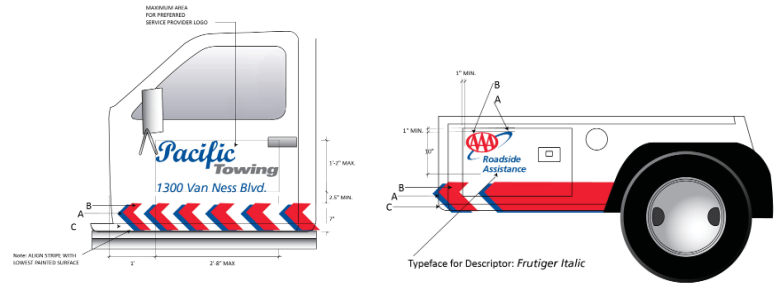


PSP Battery Service Vehicle



Door and side decals

- A: 3M Scotchcal screen printing
Match Blue: Dupont paint code F3355 or equivalent
 - B: 3M Scotchcal screen printing
Match Red: Dupont paint code F3354 or equivalent
 - C: 3M Scotchcal screen printing
overprint clear
- Typeface: Frutiger Bold Italic



Contractor (non-PSP) vehicle signage

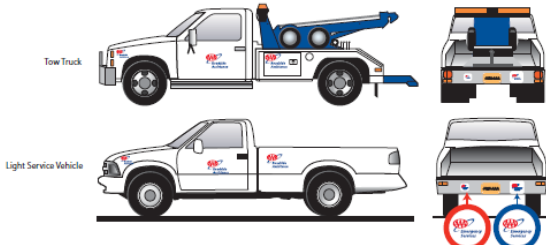
AAA logo usage guidelines for non-PSP contract facilities

Contract facilities have the right to use the AAA logo. To maintain consistency and clarity for AAA members, it is important for non-PSP contractors to follow certain logo specifications as required by AAA.

These guidelines are to be followed for any advertising such as white- and yellow-page listings, building signs, equipment, highway signs, promotional literature, online advertising, etc. Contractors should direct questions to the local club.

The AAA logo may be displayed by contract facilities provided that “Roadside Assistance,” “Emergency Services” or “Emergency Road Service” appear in connection with the AAA Emblem. “Roadside Assistance” is the most common descriptor but “Emergency Services” or “Emergency Road Service” can also be used according to the club’s standard naming practice.

AAA signage can appear anywhere on the side or the vehicle’s rear where there is room to comply with rules for clear space and minimum size.



Approved Auto Repair (AAR) facility vehicle signage

On service vehicles, display an Approved Auto Repair (AAR) decal, if desired.



AAR decal on service vehicle

Club non-ERS vehicle graphic design

- Public transportation – The “moving billboard” concept shown on a bus – takes advantage of the visibility, prominence, and impact available on public transportation vehicles. Using the Masterbrand as a graphic element draws immediate attention that may be otherwise overlooked.



- Fleet vehicles – Using the Masterbrand with or as a graphic element elevates brand visibility on general service vehicles or moving billboards, within high traffic areas. Note: This design option is not permitted on club- or contractor-owned AAA roadside assistance vehicles.



AAA Discounts & Rewards® logos on vehicles

Place the logo on partner vehicles only if this use is included in the licensing agreement portion of their contract with AAA.

- The oval width within the AAA Discounts & Rewards® icon may not be smaller than 4". This minimum size only pertains to vehicle placement.
- To maintain visual integrity, do not crowd the logo by other distracting elements such as text, titles or photographic background.



Electric vehicle charging station guidelines

Adding AAA branding to an EV charging station:

- Whenever possible, AAA branding should be prominent on the station, in a superior position to other design elements (e.g., GoSpace or other OEM branding).
- The AAA Masterbrand or club logo should appear, at a minimum, on the front of the charging station.
- Recommended naming: “Electric Vehicle Charging.”
- Signage may be created next to the station if there is no room on the station for AAA branding.



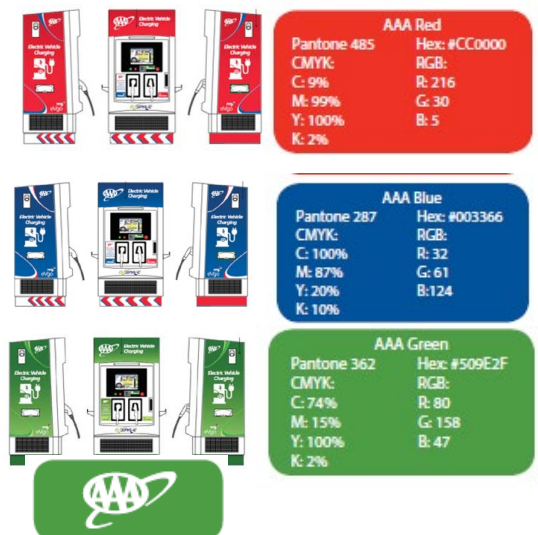
Optional elements:

- Conspicuity Stripe
- Lightning bolt/car/plug graphic
- Additional Masterbrand logos like “Electric Vehicle Charging” labeling, on side or back of station.



Colors:

- Use red, blue, or white base colors with white logos and lettering for larger wrapped stations.
- The tables shown provide the approved color values.
- On smaller stations, use two-color logos. Use the white logo on dark surfaces.
- Do not mix color schemes.
- Green may be used on charging stations according to the specifications shown here.
- Please note: While 1-color Masterbrand logos may be used, never show the AAA Masterbrand logo in green, only in reverse (white on a green background).



AAA Approved Auto Repair facility branding

Only facilities licensed and approved by AAA Clubs have contractual permission to use the AAA Approved Auto Repair logos on all business promotions including, but not limited to:

- Building signage
- Vehicle decals
- Phone book advertising
- Website
- Newspaper ads
- Invoices
- Business letterhead



The AAA Approved Auto Repair logos may not be used on facilities owned by AAA Clubs. The AAA Approved Auto Repair logos cannot be used to imply endorsement of a product or service other than the approved facility. For example, the AAA Approved Auto Repair logos may not be used:

- On the home page of directory websites that assist consumers in locating repair facilities. Approved facilities may use the logo in their personal section of these sites only.
- To imply endorsement of a particular brand of oil, tires, or other product/service.
- To promote facilities that offer only specialty or maintenance services, such as muffler shops, oil-change facilities, or tire services.

In order to use the AAA Approved Auto Repair logos, a facility must have executed an Approved Auto Repair, or other appropriate agreement, with a AAA Club. Review these facility guidelines carefully and provide them to managers of advertising, facilities, printing, web sites, web design, and all other personnel involved in positioning the AAA logo on printed and electronic media.

Club standards for program identification

All clubs shall adopt the common program names "Approved Auto Repair," "Approved Auto Body," "Service," "Approved Auto Glass," and "Approved Dealer Repair" as shown.

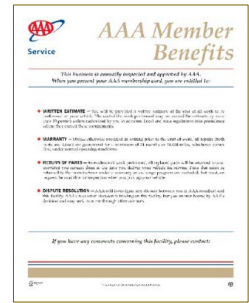
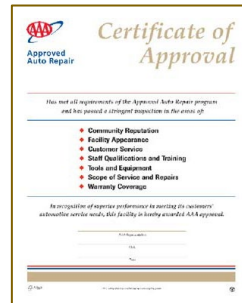


Clubs may use club name in the logo.

Facility signage

Signage is the facility's responsibility. An Approved facility displays the following in a prominent position:

- AAA Approved signage
- AAA Certificate of Approval
- AAA Member Benefits poster



AAA membership cards

The AAA membership card is the means by which members identify themselves as being part of AAA, link to business partners and utilize our national service network. The card is one of the most tangible symbols of AAA member benefits.

The card design offers flexibility to display local club names and phone numbers, recognize membership tenure and use distinct graphical elements.

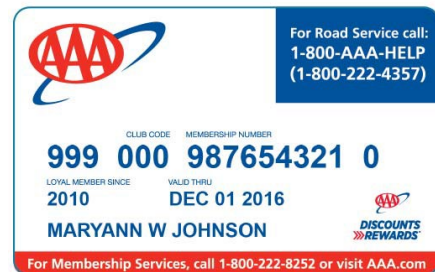
Basic Requirements

All physical and digital cards must follow the [Brand Foundational Standard: Membership Card Design](#) and these guidelines.

Front of card

Required front elements for digital and physical cards

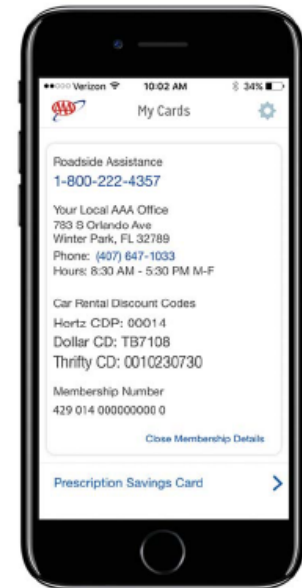
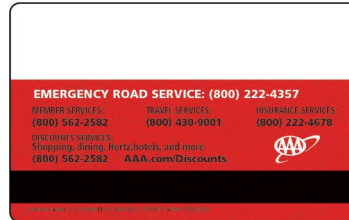
- Member's name (first and last)
- Membership level (attached or detached from Masterbrand; optional to display Classic or Basic)
- 16-digit membership number
- Expiration date stated as "Valid Thru" or use the term "Billed Annually"
- Membership tenure information, such as "Member Since" or "# Year Member"
- AAA Masterbrand (with or without club name) or club logo in the upper left quadrant of the card
- A nationally accessible toll-free number for roadside services (1-800-AAA-HELP or equivalent) that must appear either on the front, back or both sides of the card
- 2D scannable barcode (digital card only, on front or back of card)



Back of card

Required back elements

- A nationally accessible, toll-free number for roadside services (1-800-AAA-HELP or equivalent), if not displayed on the card's front
- A two-track magnetic stripe encoded according to TQS#3 / Brand Foundational *Standard: Membership Card Design* (physical card only)



Optional back elements

- Hertz car rental information:
 - Hertz CDP number and AAA dedicated phone number
 - Hertz logo if space permits
- AAA Discounts & Rewards® logo
- Dollar/Thrifty information
- Local AAA office information
- AAA.com URL
- An ISO/IEC compliant signature panel
- Additional phone numbers or local, club-specific information
- Prescription savings program information
- CAA logo
- 2D scannable barcode (digital only, if not on front of card)

Special note: - Hertz/Dollar/Thrifty - Hertz is the only business partner logo approved for use on the back of the membership card. Though Hertz information is not required, inclusion is highly encouraged in support of this AAA enterprise-level partner. Hertz logo usage must meet Hertz brand standards, which state to depict the logo in only black, white or PMS 116 yellow. The AAA reservations 800-number and the CDP number must accompany the Hertz logo. Dollar and Thrifty logos should not appear on the card.

Rules for design graphics

Using unique graphic treatments and color on the membership card, when in accordance with the requirements stated herein, is at the club's discretion.

- Graphics must not blur or alter the visibility or location of required construction and information elements
- To avoid the need for revisions or possible card usability interruptions, review graphic depictions and seek approval by AAA National Brand Services prior to development.



Examples of background graphics

Key tag cards

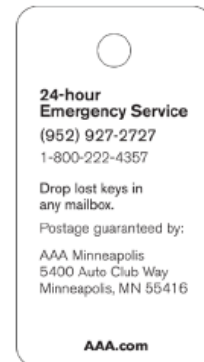
Clubs may offer key tag cards to members as a convenience or a companion piece to the membership card, for purposes such as lost key return. Because these tag cards do not meet the [Brand Foundational Standard: Membership Card Design](#) requirements, please advise members to carry a full-size physical or a digital membership card to receive the full complement of member benefits, e.g. roadside services.



Front of key tag example

Required front side elements:

- Member's first name (to protect the member's privacy)
- Membership level (optional to display Classic or Basic)
- 16-digit membership number
- Expiration date stated as "Valid Thru" or the term "Billed Annually," unless used as lost key return only
- AAA Masterbrand logo (with or without club name) or club logo



Back of key tag example

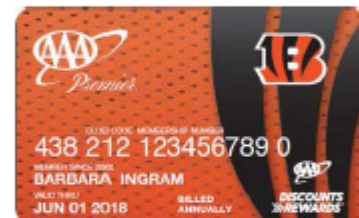
Required reverse side element:

- A nationally accessible toll-free number for roadside services (1-800-AAA-HELP or equivalent) if not displayed on the front of the tag.
- Optional: 2D scannable barcode.

Affinity branding on membership cards

Clubs may show graphics for local and regional affinity organizations, associations, fraternal groups and collegiate or professional sports teams on the AAA membership card under the following guidelines:

- The graphic should represent a local organization or regional affinity sponsorship with all promotions restricted to the club's assigned service area.
- Only affinity organizational support is permissible and approved – no retail partnership or business affinity icons are approved.
- Graphics must not blur or alter the visibility or location of required construction and information elements.
- Organization graphics of the club's regional/local sports team(s) must be used in a supportive, not endorsement, manner.
- Do not have team icons larger in height or width than the AAA Masterbrand, minus the descriptor.
- Place team icons on the right side of the membership card front.
- Clubs are responsible for ensuring that the team icon has been approved by the team's brand management or legal counsel prior to use on the membership card.



Examples of approved organizational graphic use on the front of the membership card.

Financial Services

AAA Financial Services Logo



Usage of the Financial Services Logo

The AAA Financial Services logo is not for external use; it is for internal use only. The only external use of "AAA Financial Services" is to describe via the web or other platforms the products and services that AAA offers as a financial service to members (e.g. as a description for a category of product). There is no co-branding with the AAA Financial Services logo.

AAA Credit Card

Bread Financial: National Program



The Visa Signature® Credit Card

The AAA Visa Signature® credit card, underwritten by Bread Financial, is available to all AAA members, except for those who are members of The Auto Club Group ("ACG"). ACG has a similar product underwritten by a different financial institution. The AAA Visa Signature credit card and the ACG credit card product shall comply with these brand guidelines. When referencing to both of the Bread Financial cards, refer to them collectively as "AAA Visa Signature® credit cards" and never "AAA Advantage credit cards" or a variation thereof. When talking about one of the cards, it is acceptable to say "AAA Daily Advantage Card" or the "AAA Travel Advantage Card," after first referencing their formal product names--AAA Daily Advantage Visa Signature® Credit Card and AAA Travel Advantage Visa Signature® Credit Card, respectively.

- The AAA Daily Advantage Visa Signature® and AAA Travel Advantage Visa Signature® are the cards that AAA offers, but both with different benefits.
- The link to apply for the Visa Signature® credit cards is at AAA.com/CreditCard.

Visa Signature® Logo Usage

All Visa Signature® product names and wordmarks must include the registration symbol upon first and most prominent reference, including but not limited to:

- AAA Travel Advantage Visa Signature® Credit Card
- AAA Daily Advantage Visa Signature® Credit Card
- AAA Cashback Visa Signature® Credit Card (for use in ACG's assigned service area only)

Visa's guidelines only apply to the usage of the Visa logo and brand, and the Visa Logo Guidelines may be updated from time to time.

- Use Visa's guidelines when determining how to use the Visa logos and trademarks in print, electronic media, Web design, signage, or specialty items.
 - Visa's guidelines can be obtained via AAA, Inc. Financial Services.
- When displaying any AAA emblem on a background or image, always refer to the Imagery Guidelines on pages 8-17 of the AAA Brand Guide.
- No other colors are approved for the AAA Masterbrand with the Visa logo without written consent from the Brand team. For more information, contact Brand@national.aaa.com.

Credit Card Program Branding

External co-branding with the AAA Emblem and any financial institution logos is generally not permitted. Any use of financial institution logos must be approved by the individual financial institution pursuant to the requirements in their contract. Similarly, AAA, Inc. must approve any use of the AAA Emblem by any financial institution. The financial institutions are permitted to include their logos on servicing communications. Consult with AAA, Inc. Financial Services or Legal teams when in doubt.

Bread Financial must review and approve all credit card marketing materials that contain the Bread Financial logo to ensure proper disclosure and positioning. For all inquiries or information regarding this process or to address any questions not answered here, email AAAFinancialServices@national.aaa.com

Additional AAA Credit Cards

All other AAA-branded credit cards must follow all AAA Brand Guide Imagery Guidelines (pages 8-9) and Logo Usage Guidelines (pages 10-17). For all branding and marketing asset inquiries, email Brand@national.aaa.com.

All assets must use program branding and clearly state the following disclosures:

- Credit card offers are subject to credit approval.
- AAA Travel Advantage Visa Signature® Credit Card or AAA Daily Advantage Visa Signature® Credit Card Accounts are issued by Comenity.
- Capital Bank pursuant to a license from Visa U.S.A. Inc. Visa is a registered trademark of Visa International Service Association and used under license.

AAA Foreign Currency

CXI: National Program

The AAA, Inc. relationship with Currency Exchange International Corp. (CXI) can only be branded or referred to as "AAA Foreign Currency provided by CXI" in text, logo, or otherwise. Clubs should not lead with CXI or position the program solely as CXI's. The program is at <https://www.aaa.com/AAA/FinancialSvcs/currency/> for all clubs.

All assets must use program branding and clearly state the following disclosures:

- Currency exchange services are provided by Currency Exchange International, Corp. The information (on this page) is subject to change without notice.
- The (variable text) depends on channel used; for collateral, it might read "in this brochure" instead.

Foreign Currency Logo Usage



- All Foreign Currency logos must follow all AAA Masterbrand clear space guidelines.
- The "AAA Foreign Currency" logo must include "provided by CXI."

Co-branding is not permitted with the AAA Masterbrand emblem for the AAA Foreign Currency program. Only the AAA Foreign Currency logo is approved for use with the national foreign currency program. No other colors are approved for use with the AAA Masterbrand logo without written consent from the Brand team. For more information, contact Brand@national.aaa.com.

Loans

Per the AAA Bylaws, the clubs may offer the following loans:

- Home Equity Loans & Lines of Credit
- Mortgages
- Unsecured Loans & Lines of Credit
- Automobile Loans
- Education Loans
- Vacation Loans

The above products and services are only offered in individual club assigned service areas. AAA, Inc. Financial Services does not have a national loan program. Any branding with logos must follow the Member Benefits or Membership Products and Services examples in the Masterbrand hierarchy in the AAA Brand Guide. Contact AAA Brand Services at Brand@national.aaa.com for assistance on creating any new program logos.

Co-branding is not permitted with the AAA Masterbrand emblem for any AAA loan program. For more information, contact Brand@national.aaa.com.

Discover Program Branding

AAA and Discover have entered into an agreement to provide select deposit services and exclusive rates to AAA members of clubs that have elected to participate in the program. Discover provides to members certificates of deposit (CDs), IRA CDs, money market accounts and savings accounts through its online bank.

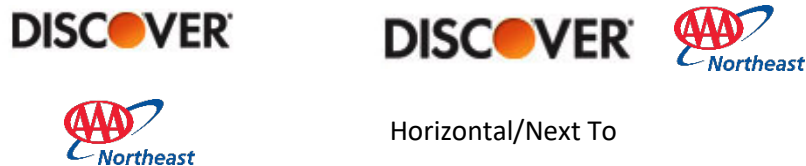
Members earn an additional five basis points (.05%) above nationally-marketed rates on 12-month, 24-month and 60-month CDs.

To open an account with the exclusive rates, members must use the online portal at AAA.com/Deposits, which redirects to AAA.DiscoverBank.com for participating clubs. Members may also open an account by calling a dedicated phone number.

Program brand use is authorized as follows:

- Overall branding should primarily be Discover branding. AAA marks and branding should be used as elements of any designs, but not the primary design.
- The AAA Masterbrand and Discover brand should not be placed directly next to or above/below each other. The AAA Masterbrand should be notably distanced from the Discover brand in all assets.
 - The Discover brand should be interpreted as the leading brand. The AAA Masterbrand should be interpreted as the supporting brand and, therefore, be smaller in size and scope with appropriate supporting placement.
 - Use of a AAA club logo for participating clubs instead of the AAA Masterbrand is permitted. The club logo may be placed next to or on top of the Discover brand, or as otherwise outlined in the participating club's/clubs' respective brand guidelines. Participating AAA clubs must approve usage of their respective logos.

Example:



Vertical/Stacked

Horizontal/Next To

- Branding of products offered by Discover, such as "AAA Checking Account," or "AAA CD" is not permitted. Products should be referenced as being offered "to AAA members" or "for members", such as "Checking Account for members."
- References to the URL should not contain the "www" prefix. The first letter of each word in the URL should be capitalized to enhance readability (e.g., AAA.com/SavingsAccounts).

For branding information regarding the Discover program, contact Brand@national.aaa.com.

Travel Specialty Branding

AAA Diamond Program

Usage of AAA Diamond designation

The distinctive words, logos, and symbols associated with the AAA Diamond designation levels are registered trademarks of AAA. The permitted logo options for each business category are shown below.

These marks are restricted to current AAA Diamond listed properties and must match the properties' current assigned Diamond designation. The designations offered are Approved, 3, 4, and 5 Diamond levels. Hotel designation includes the Inspected Clean distinction; all AAA listed hotels must pass the Inspected Clean criteria. More information about the Diamond designations; [Hotel Diamond Program](#) and [Restaurant Diamond Program](#)

Guidelines for AAA Diamond designation visual identity

- The guidelines apply to all uses, including but not limited to websites, directory listings, media announcements, ads, signs, billboards, promotional items, display materials, and brochures.
- The integrity of the AAA Diamond designation is finite and may not be altered in any way to fit space constraints, design themes or individual preferences. Do not alter size, shape, dimensions, resolution, color or composition of graphics file provided.

Approved – Hotel



Three Diamond – Hotel



Four Diamond – Hotel



Five Diamond – Hotel



Approved – Restaurant



Three Diamond – Restaurant



Four Diamond – Restaurant



Five Diamond – Restaurant



Using Clear Space & Minimum Sizes

- Ensure the logos stand out from surrounding elements including text and images, by maintaining 36px of clear space around all logos in digital media and .5 inches around and .25 inches on top in print uses
- Minimum size of any graphic that incorporates the AAA Masterbrand, follows the rule that the AAA Masterbrand cannot be smaller than 5/32”.

AAA Masterbrand Variations

- Use the designation with the AAA Masterbrand depending on the audience of where, geographically, the designation is being used.
- When incorporating the CAA logo, it must include the AAA logo.
- The dual brand version is available in both English and French.

AAA Diamond Designation Colors

The brand colors are composed of the diamond and banner, using the color Pantone 7693 Blue for the banner, Pantone 5395 Dark Blue for the banner shadow and Pantone 2717 and 7451 for the Diamond hues. The designations can also appear in solid white.



Official Appointment (OA) Licensing Agreements

In addition to AAA clubs and AAA, Inc. using the Diamond designation, the Official Appointment (OA) annual logo-licensing program allows AAA Diamond inspected and designated properties to display the AAA Diamond designation in their own marketing channels. All AAA visual identity guidelines must be followed in conjunction with the Terms and Conditions in the Official Appointment Agreement. Click for more information about the [Official Appointment Program overview](#).

Unbranded Features of Inspection Process

The following unbranded versions are available for use by the AAA, Inc. only to communicate features of the program on AAA branded channels (listings, booking engines, and marketing).

For hotels, it is required to show the integrated designation, and not the individual features. Unless a specific UX use case warrants the need to separate the components.

- **Inspected Clean^{CM}** must always include the “CM” superscript.
- **Hospitality Level**



AAA Diamond “Best of” feature

The “Best of” feature is offered in several categories. Since categories will be updated periodically, examples of the badge design are shown below. The badge is only offered in the full color format. Do not alter size, shape, dimensions, resolution, color, or composition of graphics file provided. Click for more information about the [Inspector's Best of features](#).



AAA Diamond Listing for Attractions and Campgrounds

Some business categories do not include a traditional inspection; and therefore, do not receive a Diamond designation. These properties are identified using the "Members Welcome" badge as shown.

Trip Canvas

Trip Canvas is an online travel research tool built to combine AAA travel information, content, and Travel Products into one seamless experience. Trip Canvas helps users dream and plan entire trips and keep it all in one place. Users can dream and plan over days, weeks, or months, then click to book with a AAA travel agent or online when they are ready.



Guidelines for Trip Canvas visual identity

- The guidelines apply to all uses, including but not limited to websites, directory listings, media announcements, ads, signs, billboards, promotional items, display materials, and brochures.
- The integrity of the Trip Canvas logo is finite and may not be altered in any way to fit space constraints, design themes or individual preferences.
- **Do not alter size, shape, dimensions, resolution, color, or composition of graphics file provided.**
- Using the Trip Canvas logo with "Powered by AAA Travel" (not in proximity to AAA Masterbrand) is preferred.



Vertical (stacked) treatments

Horizontal treatments

Using Clear Space & Minimum Sizes

- Ensure the logos stand out from surrounding elements, including text and images, by maintaining clear space equivalent to the size of the circles inside the logo's location pins around all logos.
- Minimum size of any graphic that incorporates the AAA Masterbrand follows the rule that the AAA Masterbrand cannot be smaller than 5/32".

Trip Canvas Visual Identity Colors

The brand colors are composed of the Trip Canvas text and logo, using the Pantone 072 Dark Blue for the text and Pantone 485 Red, Pantone 7405 Yellow, Pantone 2935 Blue, Pantone 072 Dark Blue, Pantone 254 Purple, and Pantone 144 Orange for the logo. The logo is available in a solid black version, solid white version, or a color with white text version. The AAA Brand team uses Pantone versus CMYK/RGB/#HEX due to the level of accuracy when it comes to the final colors. The Pantone system will deliver the exact color every time, no matter who is printing or designing, whereas CMYK/RGB/#HEX can result in slight color variances.



Icon Color
Trip Canvas Red
 Pantone 485 CP



Icon Color
Trip Canvas Yellow
 Pantone 7405 CP



Icon Color
Trip Canvas Blue
 Pantone 2935 CP



Icon & Text Color
Trip Canvas Dark Blue
 Pantone 072 CP



Icon Color
Trip Canvas Purple
 Pantone 254 CP



Icon Color
Trip Canvas Orange
 Pantone 144 CP

AAA Masterbrand Variations

The Trip Canvas logo will most often be displayed within a AAA system, accompanied by AAA Travel branding. In this treatment, the AAA Travel Masterbrand will be displayed separately from the Trip Canvas logo, as shown in the example.



TourBook® Branding

The TourBook® brand is subject to all preceding general guidelines and the additional guidelines noted below. This section will provide a greater understanding of the creative execution guidelines and help ensure message consistency when creating assets representing the TourBook® brand in both print and online materials.

AAA is the owner of the trade name and trademark "TourBook®. TourBook® name and logo were trademarked in 1976.

Suppliers and vendors have no right, title, or interest in any of TourBook®'s names, marks, or logos, and may not use TourBook®'s names, marks, or logos, including TourBook®, without the prior written consent of AAA. TourBook® logos, creative materials, and copy are located on the [AAA National Office Content Management Platform](#) (login required).

These guidelines apply only to the usage of the TourBook® logo and brand. The TourBook® Logo Guidelines may be subject to change.

Logo Usage

Consistency in displaying the TourBook® logo is the key toward ensuring strong brand recognition. For all usage, the AAA Masterbrand must be displayed in the same application.

The TourBook® logo should be used only as an identification element, not a design element. It should never be altered or displayed in any way other than as outlined within this guide demonstrating both preferred and optional uses.





Use these guidelines when determining how to use the logo in print, electronic media, Web design, signage, or specialty items.

Logo Name: TourBook®

Logo Elements: Registered trademark superscript on the upper right corner of the text

Colors and Background

Color is a powerful visual tool that serves as an integral part of our corporate identity. The following color specifications promote maximum impact and visibility while allowing for flexibility in all applications.

			
Black	White	AAA Red PMS 485	AAA Blue PMS 287

No other colors are approved for the TourBook® logo without written consent from the Brand team.

Clear Space

The width of the clear space border should be ½ the height of the logo (e.g., if the logo is 1" high, there should be ½" space around the logo and any additional text).

Digital usage

When working within digital media, one is limited to the screen size for efficient placement of information, which must grab the attention of the viewer. For this reason, the clear space allowance

for digital media has been reduced by half of the print media clear space: from ½ the height of the oval center to 1/4th.

Co-branding with AAA, CAA, or AAA Travel

When creating collateral using both the TourBook® and the AAA Masterbrand, AAA Travel, another AAA logo or a CAA logo, the space between the two logos should be ½ the height of the logo (e.g., if the logo is 1" high, there should be ½" space around the logo and text).

Additional Guidelines

Please note that the TourBook® logo is subject to all *Using logos on backgrounds and Graphic design uses* guidelines listed on pages 12-15, in addition to the following:

- The background color should complement the logo.
- The background color should provide sufficient contrast for complete legibility of the logo.

Usage to Avoid

Please note that the TourBook® logo is subject to all *Uses to Avoid* listed on pages 16, in addition to the following:

- Do not use TourBook® logo for non-approved TourBook® products.
- Digital and Guide are NOT part of the TourBook® logo nor its official name. These are descriptive adjectives and only allowed in marketing content or outside of the required clear space.
- Never use the TourBook® logo within a sentence to replace the word text "TourBook".
- Do not bevel logo edges or alter to appear three-dimensional.
- Do not add additional text within the required space around the logo.

Tagline

- Current Tagline for TourBook®: Where Tradition Meets Technology.
- Clubs can utilize other relevant tag lines.
- Never place tagline or web address within a descriptor area of the logo.
- If using the tagline near the logo, it may be flush left with the logo or centered below it.
- The tagline font may be the same as the descriptor font used with the logo; however, other fonts for the tagline are allowed.

Web Address

TourBook.AAA.com

AAA Vacations® marketing

Nomenclature, core tenets, tagline, and website

Core Tenets:

Include AAA Vacations® core tenets in all marketing opportunities when feasibly possible. The AAA Vacations® Core Tenets include:

- AAA Vacations® 24/7 Member Care
- AAA Vacations® Best Price Guarantee

See Legal Notices/Disclaimers

When including the core tenets of AAA Vacations®, a disclaimer must always accompany the Best Price Guarantee. The disclaimer should be denoted with a symbol superscript such as an asterisk; e.g., Best Price Guarantee*.

See the legal notices/disclaimers section of the [AAA Vacations® Logo Usage Copy and Disclaimer Guidelines](#) for specific disclaimer options.

Tagline:

Tagline for AAA Vacations® is: Exciting Itineraries Engaging Experiences Exclusive Values

Tagline/Web Address:

When using a tagline or the web address, AAA.com/AAAVacations, with the logo, the following guidelines apply:

- The official tagline for AAA Vacations® is:
 - Exciting Itineraries Engaging Experiences Exclusive Values
- The official website for AAA Vacations® is:
 - AAA.com/AAAVacations
- When writing out the web address, AAA.com/AAAVacations, the AAA is capitalized in both instances, as is the V in Vacations.

Written Form:

- All references need to be spelled out as AAA Vacations® including the superscript registered trademark and all text italicized.
- Do not split AAA Vacations®.
 - Exceptions are considered in digital media if size is a limitation.
- When promoting the URL, use without the www prefix.
- References to AAA Vacations® cannot be used to promote non-approved AAA Vacations® products.
- The AAA Vacations® added member value is referred to as AAA Complimentary Inclusion.

Contact your local AAA Travel Agent or locate one at AAA.com/offices to book today. To view exciting itineraries visit AAA.com/AAAVacations



Verbal Form:

- Spoken as “AAA Vacations” and never abbreviated.

AAA Discounts & Rewards®

Program overview

This section identifies the graphic standards to use with the AAA Discounts & Rewards® program and provides necessary tools for effective program identity management.

The Discounts & Rewards brand logo is designed to build awareness of the breadth and depth of the AAA Discounts & Rewards program and give members additional reasons to continue their membership.

The AAA Discounts & Rewards brand logo is the only logo associated with the program.

Deferred currency names in use are:

- “AAA WOWPoints”
- “AAA Dollars”

Currencies may continue to be named as a component of AAA Discounts & Rewards but should not have separate logos.

Names for AAA Discounts & Rewards instant discounts include:

- “Daily Deals” = daily discounts/specials
- “Special Offers” = limited-time promotions/offers
- “Instant Discounts” = Point of sale savings

Program materials

The AAA Discounts & Rewards logo is to be used on all program materials dedicated to AAA Discounts & Rewards and directed toward the AAA member. This includes materials prepared by clubs or provided by the partner.

National partners submit all creative assets involving AAA Discounts & Rewards offers and the AAA Discounts & Rewards logo to AAA National Office Partnership Programs marketing for approval. Local partners submit creative work to local club contacts.

Verbalization

The logo may be graphically displayed in television or internet advertising, but may not be audibly represented on television, radio, or the internet other than through the approved phrase “Save with AAA Discounts and Rewards” or “Save with AAA Discounts and Rewards and [Partner Name].”



Branding with partners, CAA and licensing

Branding with partners

Program brand use is authorized as follows:

- The [Emblem Regulations](#) specifically empower clubs to use the AAA brand in connection with Member Club services names and marks where the product or service is provided in the name of the club.
- Select program standards, such as those for Brand Management, Automotive Services, AAA Discounts & Rewards®, Approved Auto Repair, etc., empower clubs to use the AAA trademarked program brand in conjunction with related activities.
 - Examples of programs with approved partner branding:
 - AAA Discounts & Rewards® partners (only using Discounts & Rewards logo)
 - [AAA Travel Preferred partners](#) (AAA Vacations®) – AAA Travel Preferred Partners with product(s) in the AAA Vacations® portfolio are allowed to co-brand collateral using the AAA Vacations® logo.
- For activities, such as sports marketing sponsorships, contractor relationships or acting as an insurance agent or travel agent, that do not normally rise to the level of co-branding, clubs may authorize use of the AAA brand.

Co-branding – using the AAA emblem with another entity’s emblem, outside of the above program brand use – must be approved by the AAA Board of Directors in advance.

For more details on co-branding strategic requirements, clubs can reference [Co-Branded Association Services, Promotions and Advertising Guiding Principles](#).

Partners with co-branding approval:

- Hertz
- Penske
- T-Mobile
- NAPA (for co-branded battery only)

For co-branding questions, concerns or marketing material review, please email Brand@national.aaa.com.

Branding with CAA

As a licensed user of CAA trademarks, AAA is allowed to use the CAA logo to co-brand AAA produced items. This includes items intended for use by CAA Member clubs such as: TourBooks, CampBooks, maps and other publications and products that fall within the parameters defined within *CAA Brand Management Quality Standard #7*. The approved sign used with Canadian lodgings and restaurants and the Rewards logo are also examples of co-branding.

Full details concerning acceptable CAA Masterbrand use is in the *CAA Trademarks Operating Manual* provided by CAA National.

- The CAA Emblem may also be dropped out in white against a colored or black background,
- The Emblem may also appear in black against a colored background providing the oval’s interior background is dropped out in white and a white key-line appears along its outer edge.

Discounts & Rewards with CAA

AAA and CAA use different brands for their programs, and there is no combined logo for both associations. Create separate executions for AAA and CAA markets wherever possible.

When that is not feasible, the display the program logos side by side with both logos in equal size, as shown by blue brackets below. When both logos are shown, use same version.



AAA Vacations® with CAA

When creating collateral using both the AAA Vacations® and CAA logo, make the space between the two logos at $\frac{1}{2}$ the oval height of the AAA Vacations® logo (e.g., if the logo is 1" high, there should be $\frac{1}{2}$ " space around the logo and text).

The following are approved formats for using both logos (may be in color, black or white):



Figure 1: Stacked







Figure 2: Horizontal

AAA Diamond Designation with CAA

Full AAA Diamond Designation rules start on page 32.

Do not alter size, shape, dimensions, resolution, color, or composition of graphics file provided.

The following are approved formats for using both the AAA and CAA logos with the Diamond Designations. These are available in English and in French for "Approved", "Three Diamond", "Four Diamond", and "Five Diamond." They may be used in full color or white:

Hotels	
	
Restaurants	
	

Licensing

While the Association does not actively seek licensing or co-branding opportunities, use the following criteria when an opportunity arises that supports an existing strategic partnership and/or would demonstrate brand differentiation and relevance.

1. Strategic alignment

- Provides a clear connection to AAA strategies and/or an existing strategic partnership
- Reinforces AAA brand attributes/positively projects the brand
- Provides opportunity to differentiate AAA and reinforce the value of membership
- Complements AAA's related advocacy positions

2. Product/service and market factors

- Passes appropriate testing criteria and risk analysis to ensure high quality
- Demonstrates acceptance by consumers/members supported by research data
- Obtains favorable market analysis
- Incorporates an exclusive member benefit
- Provides an opportunity to promote AAA membership in packaging and promotional materials
- Considers impact to club business operations

3. Financial/contractual factors

- Obtains favorable cost/benefit analysis
- Includes thorough partner analysis (brand, market, financial strength)
- Ensures brand ownership and data remains with AAA
- Guarantees AAA National Brand Services approval of any material bearing the AAA brand including product, packaging, and marketing materials
- Includes terms not to exceed three years, termination rights, and audit rights (quality and sales)

Existing program brand licensing options:



- National partners
- Local partners
- International clubs (If a signed national program contract or club licensing agreement is in place.)
- AAA Tickets
- AAR facilities
- Diamond Designation program
 - Hotels
 - Restaurants (premium and standard)
 - Listed Attractions
 - Campgrounds
- PSPs
- Contractors
- Insurance Agents
- Product branding/Private labels
 - Road kits
 - AAA Battery Service Program

Online website use, branding in partner marketing and regional marketing (geo-targeting)

Partners agree not to bid on or purchase search engine keywords that use the “AAA” trademark or any derivative thereof whether along or in conjunction with other terms. Partners may not include the “AAA” trademark or any derivative thereof in any hyperlink or ad text in paid search advertising. Partners shall not purchase or register keywords, AdWords, search terms and other identifying terms that include the “AAA” trademark or any derivative thereof for use in any search engine, portal, sponsored advertising service or other search or referral service.

Partners may not include the “AAA” trademark or any derivative thereof in any username, account name, profile name, screen name or similar for any social media channels or display or undertaken any other activity that may reasonably confuse consumers as to whether the Partner is acting on behalf of the association or is endorsed by the association in any social media channels without prior written consent.

Partners shall not use in Meta tags, title tags, source codes, or other hidden text the “AAA” trademark or any derivative thereof.

It is important to understand the basic guidelines before your partner brands with the AAA brand. This provides compatibility for AAA and its partners in co-marketing activities on the Internet, specifically in paid placement and sponsored advertising on search engines.

1. The terms “AAA” and “Triple A” are trademarked; therefore, randomly using these trademarks within non-AAA owned advertising or keywords/metafiles can be construed as a violation of the Federal Trademark Laws. Written approval from the American Automobile Association (AAA), the owner of these trademarks, is required prior to use.
2. Reserve using approved trademarked terms to content and copy. Using trademarked terms in bidding for placement on a sponsored search engine results could be construed as a trademark violation and creates a competitive bidding process that serves neither party.
3. Partners of AAA not at the national partnership level are required to use geo-targeting of their advertisement to avoid advertising within non-participating member service areas. Regional partners and national partners working with individual AAA clubs must use available geographic targeting of advertisements across all channels (radio, magazine, social, TV, etc.) to avoid out-of-market confusion. A link to location and other restrictions must be included. If a partner offer is not associated with a national contract, geographic targeting must be used across all channels.
4. Unless specifically authorized through a nationally approved offering, do not use the AAA trademarks within domain names; e.g., www.greatstore.com/aaa. Regional partners may not use a deep link in a public capacity, other than as an internal link from a club web site to a specifically created page for those club members. An IP address rules over a top-level-domain name.
5. All AAA partners are required to follow the association Internet Marketing Guidelines. Clubs are familiar with these quality standards and should provide them, along with webmaster guidance, as part of their agreement with the partner
6. Regional/local partners may not use any AAA trademarks on their websites.
7. Public promotion of AAA Discounts & Rewards® program is limited to assigned service area-controlled marketing channels.

8. The partner must create an exclusive webpage link for their members to access directly from the club's website. The URL for this link should be an obscure name and not include the association trademarks. The website must be zip code geo-targeted allowing access by members from club(s) with which the partner holds AAA national partner agreements. For example, a vendor may own a business that expands across a state where more than one club has a service area. In this case, the vendor should zip code geo-target the site for accessibility by only the zip codes of the clubs that are in a AAA national partner agreement with them.
9. National partners should consult their AAA contract for additional rules for online mark usage.

If you have any questions or require additional information and assistance, please contact Digital Marketing at AAADigitalMarketing@national.aaa.com

Legal disclaimers and trademarks

Emblem regulations

The [Regulations Governing the Use of the Emblem and Other Trademarks of the American Automobile Association](#) (emblem regulations) define the Masterbrand as follows:

- “Emblem” shall mean the letters AAA in block form, enclosed within an oval or without an oval, whether displayed independently or as incorporated in a club emblem.
- The “Emblem” shall also include the trade name “AAA” and its verbalizations “Triple A,” “AAA” and “Three AAA” or “Three A’s.”
- “Club Emblems” are distinctive insignia that incorporate the Emblem and are an important part of the history and tradition of the association.
- Section 1 of the Emblem Regulations defines approved club use of the AAA Emblem. When the Emblem is permitted, a club should use the Masterbrand (with or without club name) or club logo. A club may choose to use the letters AAA in block form in text or headlines.

Legal notices and disclaimers

Approval process

AAA, Inc. and/or AAA club representative must approve all marketing collateral and advertising using the AAA brand, except where the approval process is contractually defined. See program marketing guidelines for specific information on [Travel](#), [Insurance](#) and [AAA Vacations®](#) collateral reviews. For national collateral, contact your National Office account executive or program manager. For club-specific marketing collateral and advertising, contact a representative from the respective AAA club for approval.

Materials may not be used prior to written approval from AAA National or a AAA club. Materials approved by AAA National and/or a club may be used only for the specific item intended.

AAA National and AAA clubs reserve the right at any time to require any previously approved materials be discontinued, modified, or cancelled.

AAA marks & trademarks legal notice

Suppliers and vendors have no right, title, or interest in any of AAA’s names, marks, or logos and may not use AAA’s names, marks or logos, without the prior written consent of AAA.

AAA Vacations® disclaimers

When including the core tenets of *AAA Vacations®*, a disclaimer must accompany the Best Price Guarantee. The disclaimer should be denoted with a symbol superscript such as an asterisk, e.g., Best Price Guarantee*.

The following disclaimer options have been approved depending on size restrictions of marketing tool and/or media:

Option 1:

If you book a qualifying *AAA Vacations®* cruise or tour vacation and find a valid better rate for the exact itinerary within 24 hours of your booking, AAA will match the lower rate and send you a *AAA Vacations®* future travel credit certificate. Certain restrictions apply. Best Price Guarantee is valid only for new bookings made through a participating AAA motor club and/or AAA travel agency. Visit [AAA.com/AAAVacations](#) for full terms and conditions.

Option 2:

If you book a qualifying *AAA Vacations*® cruise or tour package and find a valid better rate for the exact itinerary within 24 hours of your booking, AAA will match the lower rate and send you a *AAA Vacations*® future travel credit certificate. Certain restrictions apply. Visit [AAA.com/AAAVacations](https://www.aaa.com/AAAVacations) for full details.

Option 3:

Must be a qualifying *AAA Vacations*® cruise or tour vacation. Certain restrictions apply. Visit [AAA.com/AAAVacations](https://www.aaa.com/AAAVacations) for full details. {This option is allowable in digital media where space/time is extremely limited.}

For full *AAA Vacations*® terms and conditions, visit [AAA.com/AAAVacations](https://www.aaa.com/AAAVacations).