



## »» AAA Discounts & Rewards<sup>SM</sup> Brand Style Guide

After years of promoting AAA member discounts with the “Show Your Card & Save<sup>®</sup>” brand, AAA is shifting to a broader program called **AAA Discounts & Rewards**.

This guide offers a set of guidelines specifically for **AAA Discounts & Rewards** materials. It does not apply to other club marketing materials. The style guide creates an easy-to-use package of information outlining program quality standards to ensure integrity and equity. To maintain consistency, everyone who creates materials for **AAA Discounts & Rewards** should use the style guidelines outlined in this document.

## »» Program Basics

This section identifies the graphic standards to use with the **AAA Discounts & Rewards** program. It provides all the tools necessary to follow the basic rules of effective program identity management:

- Use program identity consistently
- Use program colors
- Keep the **AAA Discounts & Rewards** logo clearly visible

It’s important to maintain consistency in the use of the **AAA Discounts & Rewards** program to eliminate the potential for misuse or abuse of the **AAA Discounts & Rewards** identity.

If you have any questions about the AAA brand beyond **AAA Discounts & Rewards**, refer to AAA Masterbrand Guidelines on [aaabrandcentral.com](http://aaabrandcentral.com)

## »» Program Vision

**AAA Discounts & Rewards** makes our members' lives better by saving them money on the things they buy and use every day. Our goal is to be top of mind when they are ready to make a purchase. Whether it's routine shopping or a life-changing experience, we want them to think of **AAA Discounts & Rewards** first.

## »» Program Mission

Provide members with a clear, universal value proposition and message that outlines the benefits of **AAA Discounts & Rewards**.

## »» Program Attributes

**TRUSTWORTHY** – AAA is an established, trusted company with a legacy of quality and member service that is very selective about the partners with whom we do business.

**MEANINGFUL** – **AAA Discounts & Rewards** are relevant to our members, no matter their demographic. Whether it's everyday necessities or big life moments, savings are offered on services that are part of members' everyday lives.

**VALUABLE** – **AAA Discounts & Rewards** makes membership valuable and useful even if members don't use roadside assistance or other services. The savings earned with **AAA Discounts & Rewards** can even cover the cost of membership.

## »» Program Promise & Personality

We've established a set of tone words that embody the **AAA Discounts & Rewards** program and will help inform the language and graphic elements used in the various marketing materials.

- **Established**
- **Trustworthy**
- **Welcoming**
- **Practical**
- **Contemporary**
- **Accessible**

## »» Program Positioning

Count on AAA for the discounts and rewards that matter:

**AAA Discounts & Rewards** provides value to members on purchases for home, travel, retail and entertainment.

**AAA Discounts & Rewards** can be counted on to offer meaningful benefits that make membership rewarding.

**AAA Discounts & Rewards** provides reassurance to members that the merchants they are doing business with can be trusted, because they're approved partners of AAA.

## »» What Will The Program Do?

This brand 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.

Establishing a more cohesive umbrella program makes the product easier to use for members, leads to a stronger program presence across clubs and builds a foundation to increase top-of-mind awareness and utilization among prospective and current members.

This umbrella brand will move the program identity in a direction that will reach and attract a broader, more diverse audience while continuing to connect and support our core base members.

### »» Current Members

Most current members aren't aware of the breadth and depth of the **AAA Discounts & Rewards** program. By getting our core base members to utilize their **AAA Discounts & Rewards** more frequently, they'll see the value in their membership when it comes time for renewal.

### »» Prospective Members

**AAA Discounts & Rewards** has something for everyone, including a more diverse, younger demographic. The fact that the savings you get with **AAA Discounts & Rewards** can pay for your membership is a strong incentive for prospective members to join and take advantage of the program.

### »» Partners

Companies partner with **AAA Discounts & Rewards** for a variety of reasons. The endorsement by AAA of their business is one of the key reasons our current partners see value in their relationship with us. In addition, the size of our membership and loyalty of our members are attractive to prospective partners.

## »» How It's Written

In written form, the name should always be spelled out as **AAA Discounts & Rewards**; the ampersand (&) is always used in place of the word “and.” While shown in this guide in bold typeface for emphasis, in practice, the written form of the name should not have any special formatting and should be set in the same typeface and style as the copy in which it appears.

At first reference of the program name in written form, include the service mark (**AAA Discounts & Rewards<sup>SM</sup>**). Inclusion of the service mark is not required after first reference.

## »» How It's Stated

The name is always spoken as “Triple A Discounts and Rewards.” The chevron symbol in the logo is always spoken as “and.”

## »» Shortened

The program name may be shortened for internal use only to “D&R.” This is never to be used for external communications.

## »» Web Site Navigation

To maintain consistency across the navigation on each club's website, the **AAA Discounts & Rewards** page should be labeled only as “Discounts & Rewards” or “Discounts.” If necessary, the words may be stacked to fit within the navigation.

### » Umbrella Brand

To establish a more cohesive umbrella brand, the program messaging has been streamlined. This will lead to an easier-to-use product for members, a stronger brand presence through more consistent marketing across clubs, and a foundation to ultimately increase top-of-mind awareness and utilization among prospective and current members.

The **AAA Discounts & Rewards** umbrella 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” = POS savings



# LOGO GUIDELINES

## VERSIONS



### »» Logo Versions

It is important to maintain logo consistency over a wide range of communication materials. There are three versions of the **AAA Discounts & Rewards** logo; vertical stacked, horizontal stacked and non-stacked. Regarding which logo version to use, adhere to the sizing and spacing guidelines on pages 11 and 12, and use the version most applicable to the medium in which it will appear.

### »» Vertical Stacked



### »» Horizontal Stacked



### »» Non-Stacked



### » Full Color

The following color specifications promote maximum impact and visibility while allowing for flexibility in all applications. The **AAA Discounts & Rewards** logo may not be reproduced in any color other than those specified within this style guide.

#### Red

**Pantone:**  
485U or 485C

**CMYK:**  
C: 0% M: 100% Y: 91% K: 0%

**RGB:**  
R: 213 G: 43 B: 30

**Web:**  
#d52b1e

#### Blue

**Pantone:**  
287U or 287C

**CMYK:**  
C: 100% M: 69% Y: 0% K: 12%

**RGB:**  
R: 0 G: 51 B: 141

**Web:**  
#00338d

# LOGO GUIDELINES

## COLORS



### »» One Color

The **AAA Discounts & Rewards** logo may also be printed in one color. Only the single colors shown on the right are compliant.

Blue PMS 287U or 287C



Red PMS 485U or 485C



Black



White



# LOGO GUIDELINES

## SIZING

When referencing the logo's sizing and spacing guidelines, we refer to the structure of the logo using the terms oval and orbit. Explanation of these terms is shown in the graphic to the right.



### »» Logo Sizing

The **AAA Discounts & Rewards** logo should always appear such that the width of the oval of the AAA Masterbrand is never smaller than 5/32".

This pertains to small assets such as membership cards or business cards. For guidelines for advertisements and other materials, see page 14.

If minimum size cannot be achieved, the name should be written out instead of used in logo form.



\*AAA Discounts & Rewards logos on this page may not be to scale. For illustrative purposes only.

### » Spacing

Clarity, consistency and visibility are the most important criteria for proper spacing. To maintain its visual integrity, the logo should not appear to be crowded by other distracting elements such as text, titles and photographic background. The width of the clear space border should be 1/2 the width of the AAA oval. Examples of clear space allowance are shown in the graphic to the right.

Clear spacing guidelines for the AAA orbit and the **AAA Discounts & Rewards** wordmark should maintain the same distances as recommended in the Masterbrand guidelines.



\*AAA Discounts & Rewards logos on this page may not be to scale. For illustrative purposes only.

# LOGO GUIDELINES

## ADDITIONAL LOGOS



### » Preferred Hotels Logo

Certain hotel partners have “Preferred Hotel” status with AAA and may use a special logo on their premises and in their marketing materials. Only Best Western®, Hilton Worldwide™, Hyatt®, Marriott® and Starwood Hotels and Resorts and their respective hotel brands may use this mark.

### » Vertical Stacked



### » Horizontal Stacked



### » Non-Stacked



# LOGO GUIDELINES

## USAGE



### » Usage

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.



When clubs create **AAA Discounts & Rewards** marketing materials for non-members, the Masterbrand logo must be added in a superior position in the upper left whenever possible. This applies to materials with or without partner logos.

### » Relationship on Page

As represented in the examples on the right, the **AAA Discounts & Rewards** logo should be prominent on the page, placed in the top center or lower right position on the page when possible.

For advertisements and other promotional materials, the **AAA Discounts & Rewards** logo must be at least 2% of the overall ad space:

- **calculate ad space** width x height = A
- **calculate 2% of ad space**  $A \times .02 = B$
- **calculate logo space** width x height = C
- **minimum logo size**  $C > B$

Unless otherwise expressly permitted in these guidelines, each **AAA Discounts & Rewards** related word, statement, expression or design must be written or set out legibly and prominently to afford a distinct contrast to the background.



# LOGO GUIDELINES

## USAGE



### »» Logo Usage on Background

#### Background Value Range:

- For general reference, the graphic on the right shows background value ranges for each logo version.
- Overprint the logo if the value is below 50%. Reverse the logo if the value is 50% or above.

#### On Imagery:

- When using photos, always place the logo in the most even-colored areas of the picture.
- The background should always show through the logo. Do not fill the background with white or any other color.
- When placing the logo on a light area of a background photo, overprint the logo if the value is below 50%.
- When placing the logo on a dark area of a photo, reverse it out if the value is 50% or above.

**Full Color, Blue PMS 287U or 287C,  
Red PMS 485U or 485C**  
background value range 40% - 0% (white)



**Black:**  
background value range 40% - 0% (white)



**White:**  
background value range 100% (black) - 50%



### »» Unacceptable Uses

Do not move or remove elements of logo.



Do not change colors.



Do not distort, stretch or change proportions of logo.



Do not overlay new elements or rotate logo.



### »» With CAA Logo

AAA and CAA use different brands for their programs, and there is no combined logo for both associations. Partners, National Office and clubs should create separate executions for AAA and CAA markets wherever possible.

When that is not feasible, the program logos can be displayed side by side with both logos in equal size. When both logos are shown, they should be of the same version.



### » Vehicles

The logo may be placed on partner vehicles if this use is included in the licensing agreement portion of their contract with AAA.

- The width of the oval within the masterbrand portion of the **AAA Discounts & Rewards** icon may not be smaller than 4". This minimum size only pertains to vehicle placement.
- Any large-scale logo application (e.g., larger than 144 square inches) must be reviewed by AAA National Brand Management before being implemented.
- To maintain its visual integrity, the logo should not appear to be crowded by other distracting elements such as text, titles and photographic background. Examples of clear space allowance are shown in the graphic to the right.



\*AAA Discounts & Rewards logos on this page may not be to scale. For illustrative purposes only.

# LOGO GUIDELINES

## APPLICATION



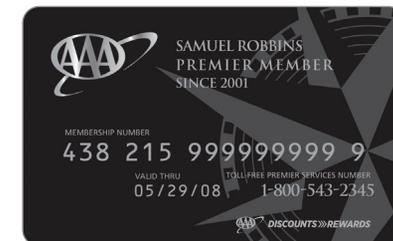
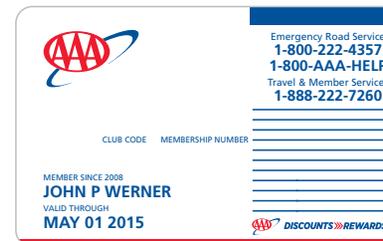
### »» In-Store Signage

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.



### »» Membership Card

When appearing on a membership card, the logo should always be used rather than the plain text program name. We suggest using the non-stacked version of the **AAA Discounts & Rewards** logo, taking into account the space limitations and amount of information already on the front of the card. Placement on the back of the card is also acceptable.



# LOGO GUIDELINES

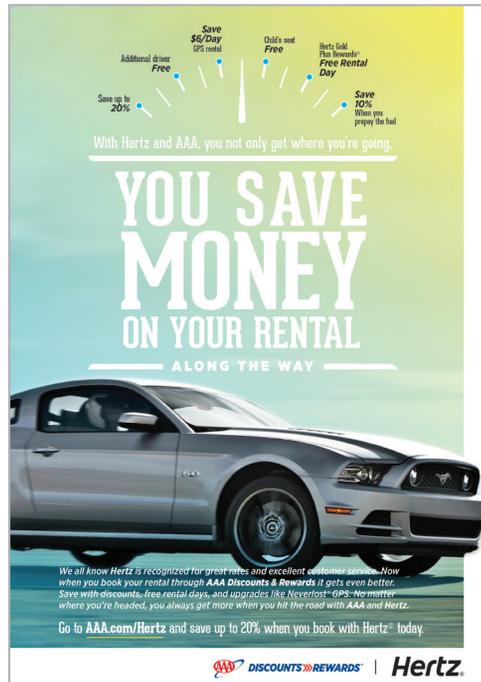
## SIZING & SPACING



### With Partner Logo

The two logos must be separated by an appropriate distance on the page. This applies to ads, vehicles and all other uses.

As represented in the partner ad example on the right, the **AAA Discounts & Rewards** logo should be prominently displayed on the page. We recommend the logo be placed in the top center or lower right position on the page when possible.



The **AAA Discounts & Rewards** logo must be at least 2% of the overall ad space (refer to page 14 for information on calculating) and the partner logo should be at least 4% of the overall ad space (double the space of the **AAA Discounts & Rewards** logo).



\*AAA Discounts & Rewards logos on this page may not be to scale. For illustrative purposes only.

### »» Overall Copy Tone

The voice of the program is straightforward, friendly and conversational. The copy tone is always welcoming with clear and descriptive messaging that conveys the positive benefits that **AAA Discounts & Rewards** offers to the audience.



Phone Bill  
**10% Off** at *Sprint*  
monthly service

Mail B-day Gift  
**15% Off** *The UPS Store*

Dog Food  
**\$10 Off** at  
*PetFoodDirect.com*

Supplies for Cookout  
**Preferred Pricing**  
at *Wal-Mart*

Shoes  
**10% Off** at *Payless*

Masterizer & Foundation  
**\$15 Off - Free Shipping**  
at *Beauty.com*

Two New Blossoms  
**10% Off** at  
*Gap Outlet*

Taxes  
**\$20 Off** of *TurboTax*

Candles and Picture Frames  
**10% Off** at *Cost Plus  
World Market*

From ordinary purchases to life-changing experiences

# COUNT ON AAA

— TO MAKE LIFE A LITTLE BETTER EVERY DAY. —

*Thanks to AAA Discounts & Rewards, you enjoy real savings on the things you buy, every day and just about everywhere. The more you use it, the more the savings add up. When you're ready to buy, think AAA first. It's the membership that pays for itself.*

Go to [AAA.com/discounts](http://AAA.com/discounts) and start saving today.



# PROGRAM TONE

COPY TONE



## Body Copy Tone

Body copy reinforces and pays off how **AAA Discounts & Rewards** makes our members' lives better.

Example: "Thanks to **AAA Discounts & Rewards**, you enjoy real savings on the things you buy, every day and just about everywhere..."

Example: "With **AAA Discounts & Rewards**, home improvement projects not only add value to your home but can pay for membership and put money in your pocket..."

## Call to Action Tone

Call to action copy informs the reader of exactly what they need to do and what action to take.

Example: "Go to [AAA.com/searchfordiscounts](http://AAA.com/searchfordiscounts) and start saving today."

Example: "Go to [AAA.com/mobile](http://AAA.com/mobile) and download the on-the-go app to find exclusive in-store member discounts."\*

\*This statement should only be used in materials featuring in-store discounts.

From ordinary purchases to life-changing experiences

# COUNT ON AAA

TO MAKE LIFE A LITTLE BETTER EVERY DAY.

Thanks to AAA Discounts & Rewards, you enjoy real savings on the things you buy, every day and just about everywhere. The more you use it, the more the savings add up. When you're ready to buy, think AAA first. It's the membership that pays for itself.

Go to [AAA.com/discounts](http://AAA.com/discounts) and start saving today.

- Phone Bill 10% Off at Sprint monthly service
- Mail to My Bill 15% Off The UPS Store
- Buy Fuel \$10 Off at PetFoodDirect.com
- Diapers for Cashback Preferred Pricing at Wal-Mart
- Shave 10% Off at Payless
- Maintenance & Repairs \$15 Off - Free Shipping at Beauty.com
- See How Simple 10% Off at Gap Outlet
- Taxes \$20 Off at TurboTax
- Condos and Future Homes 10% Off - Cost Plus World Market

# HOUSE INTO A HOME

AAA Discounts & Rewards makes it easy to turn your projects not only add value to your home but can pay for membership and put money in your pocket, simply because you're a member.

From putting up curtains to putting in a kitchen, AAA Discounts & Rewards will save you money. With AAA, home improvement projects not only add value to your home but can pay for membership and put money in your pocket, simply because you're a member.

Save up to 20% on truck rental PERSKIE

Saves \$200 on a new motorcycle by calling 1-800-970-3578 DIRECTV

Save up to 10% on new appliances and more Sears

Earn up to 5% online only through AAA.com Lowe's

Earn up to 4% on money deposits Walmart

Earn up to 5% online only through AAA.com THE HOME DEPOT

Go to [www.aaa.com/discounts](http://www.aaa.com/discounts) and start saving with AAA today.

# SUGGESTED PHOTOGRAPHY STYLE

When it comes to choosing photography to use with **AAA Discounts & Rewards**, we suggest images that are bright, positive, accessible and forward-moving to reflect the qualities of the program. A photography asset library has been created as a good place to start.



## » People and Individuals

Select photos that portray people in a contemporary style who appear friendly and approachable. Their body language and facial expressions should convey confidence. If possible, select photos where the camera angle features the people in a positive forward-moving manner.

# SUGGESTED PHOTOGRAPHY STYLE

## » Products

Photographs of products should represent the product and any partner identification associated with the product clearly and visibly.



# SUGGESTED PHOTOGRAPHY STYLE

## » Landscapes

Environments and backgrounds should be believable and appropriate to the individuals or situations that are being pictured.



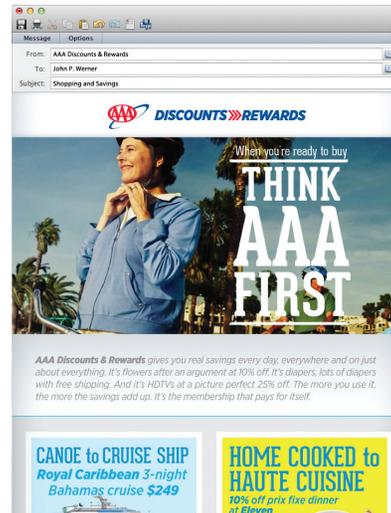
# PRACTICAL EXAMPLES

## » Brand Elements

The following examples illustrate how the headline and copy, typography and photography elements work together in the **AAA Discounts & Rewards** marketing materials. Each of the samples is built from the same elements but is configured differently, depending on the audience and medium. The number of elements needed can vary. The elements are:

- Photograph(s)
- Headline
- Body Copy
- Graphic Elements
- Call to Action Copy
- **AAA Discounts & Rewards** Logo

\*AAA Discounts & Rewards logos on this page may not be to scale. For illustrative purposes only.





- Phone Bill  
**10% Off** at *Sprint*  
monthly service
- Mail 8-day Gift  
**15% Off** *The UPS Store*
- Dog Food  
**\$10 Off** at  
*PetFoodDirect.com*
- Supplies for Cookout  
**Preferred Pricing**  
at *Wal-Mart*
- Shoes  
**10% Off** at *Payless*
- Moisturizer & Foundation  
**\$15 Off + Free Shipping**  
at *Beauty.com*
- Two New Blouses  
**10% Off** at  
*Gap Outlet*
- Taxes  
**\$20 Off** of *TurboTax*
- Candles and Picture Frames  
**10% Off** at *Cost Plus  
World Market*

From ordinary purchases to life-changing experiences

# COUNT ON AAA

— TO MAKE LIFE A LITTLE BETTER EVERY DAY. —

*Thanks to AAA Discounts & Rewards, you enjoy real savings on the things you buy, every day and just about everywhere. The more you use it, the more the savings add up. When you're ready to buy, think AAA first. It's the membership that pays for itself.*

Go to [AAA.com/discounts](http://AAA.com/discounts) and start saving today.

### PHOTOGRAPHY

Approachable and aspirational image of a AAA member.

### BODY COPY TONE

The main reasons to use AAA Discounts & Rewards are stated in a clear and friendly manner.

### CALL TO ACTION

Informs reader where to go and why.

### LOGO

AAA Discounts & Rewards logo is prominent on page.



Additional driver **Free**

Save up to **20%**

Save **\$6/Day** GPS rental

Child's seat **Free**

Hertz Gold Plus Rewards® **Free Rental Day**

Save **10%** When you prepay the fuel

With Hertz and AAA, you not only get where you're going,

# YOU SAVE MONEY ON YOUR RENTAL

ALONG THE WAY

*We all know Hertz is recognized for great rates and excellent customer service. Now when you book your rental through AAA Discounts & Rewards it gets even better. Save with discounts, free rental days, and upgrades like Neverlost™ GPS. No matter where you're headed, you always get more when you hit the road with AAA and Hertz.*

Go to [AAA.com/Hertz](http://AAA.com/Hertz) and save up to 20% when you book with Hertz® today.

**PRODUCT PHOTOGRAPHY**  
Partner product beauty shot.

**CALL TO ACTION**  
Informs reader where to go and why.

**LOGO**  
AAA Discounts & Rewards logo is prominent on page along with partner logo.



AAA Discounts & Rewards makes it easy to turn your

# HOUSE INTO A HOME

From putting up curtains to putting in a kitchen, **AAA Discounts & Rewards** will save you money. With AAA, home improvement projects not only add value to your home but can pay for membership and put money in your pocket, simply because you're a member.

- Save up to 20% on truck rentals
- Save \$200 as a new subscriber by calling 1-800-370-3578
- Save up to 10% on major appliances and more by calling 1-800-215-3979
- Earn up to 5% online only through AAA.com
- Earn up to 4% online only through AAA.com
- Earn up to 5% online only through AAA.com

Go to [www.aaa.com/discounts](http://www.aaa.com/discounts) and start saving with AAA today.

**PHOTOGRAPHY**  
Image of active AAA members.

**BODY COPY TONE**  
Conversational copy describes the savings members enjoy.

**LOGO**  
AAA Discounts & Rewards logo is prominent on page.

**CALL TO ACTION**  
Informs reader where to go and why.



### PHOTOGRAPHY

Treated image and graphic elements are used to create a dynamic background.

### BODY COPY TONE

Informs members where and how much they save.

### LOGO PLACEMENT

AAA Discounts & Rewards logo is prominent on page.



# EMAIL SAMPLE

**LOGO PLACEMENT**  
AAA Discounts & Rewards logo is prominent at top of page.

**PHOTOGRAPHY**  
Friendly, active image of member.

**BODY COPY TONE**  
Friendly and engaging tone gives examples of how much members save.

