



### **AAA Discounts & Rewards®** **Partner Style Guide**

This guide offers a set of guidelines for **AAA Discounts & Rewards** partner 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 the **AAA Discounts & Rewards** program should use the style guidelines outlined in this document.

National partners should submit all creative involving **AAA Discounts & Rewards** offers and use of the **AAA Discounts & Rewards** logo to AAA National Office Partnership Programs Marketing for approval. Local partners should submit creative to local club contacts.

Regional partners and national partners working with individual AAA clubs should 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.

## PARTNER STYLE GUIDE

### »» 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 registration mark (**AAA Discounts & Rewards®**). Inclusion of the registration 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.”

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].”

### »» Licensing

Partners may only use the **AAA Discounts & Rewards** logo if they have signed a national program contract or club licensing agreement.

# LOGO GUIDELINES

## VERSIONS



## PARTNER STYLE GUIDE

### »» 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 7 and 8, and use the version most applicable to the medium in which it will appear.

### »» Vertical Stacked



### »» Horizontal Stacked



### »» Non-Stacked



# LOGO GUIDELINES

## COLORS



## PARTNER STYLE GUIDE

### » 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



## PARTNER STYLE GUIDE

### »» 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



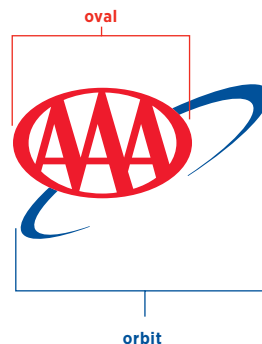
# LOGO GUIDELINES

## SIZING & SPACING



## PARTNER STYLE GUIDE

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 11.

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.

# LOGO GUIDELINES

## SIZING & SPACING



## PARTNER STYLE GUIDE

### » 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

ACSC VERSIONS



## PARTNER STYLE GUIDE

### Usage

Usage guidelines require that all partner materials created for use within the footprint of the Auto Club of Southern California must include the Auto Club of Southern California logo in place of the AAA Masterbrand logo.

### Vertical Stacked



### Horizontal Stacked



### Non-Stacked



# LOGO GUIDELINES

## USAGE



## PARTNER STYLE GUIDE

### » 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



## PARTNER STYLE GUIDE

### » 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.

If a partner offer is not associated with a national contract, geographic targeting must be used across all channels.

See page 18 for use of marks online.

### » 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 x .02 = B
- **calculate logo space** width x height = C
- **minimum logo size** C > B

When appearing not alphabetically in partner marketing materials, the term **AAA Discounts & Rewards** should never appear in close proximity to AARP.

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



## PARTNER STYLE GUIDE

### » 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%



# LOGO GUIDELINES

## USAGE



## PARTNER STYLE GUIDE

### »» 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.



# LOGO GUIDELINES

## USAGE



## PARTNER STYLE GUIDE

### » 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.



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# LOGO GUIDELINES

## APPLICATION



## PARTNER STYLE GUIDE

### » 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.





# LOGO GUIDELINES

## SIZING & SPACING



## PARTNER STYLE GUIDE

### 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 11 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.

### REGIONAL/LOCAL DISPLAY OF AAA DISCOUNTS & REWARDS LOGOS ONLINE

When developing local **AAA Discounts & Rewards** partnerships in an online environment, specific guidelines must apply. Local **AAA Discounts & Rewards** partners are permitted to promote their discount program only within the territory of the club(s) with which they have a signed agreement. The following are the steps that must be taken when building an online presence with **AAA Discounts & Rewards**:

- Regional/local partner may not use any AAA trademarks—including the **AAA Discounts & Rewards** logo—on their websites. Public promotion of **AAA Discounts & Rewards** is limited to territory-controlled marketing channels.
- 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 some obscure name and not include the association trademarks. The website must be zip code geo-targeted allowing access only by members from club(s) with which the partner holds **AAA Discounts & Rewards** agreements. For example, a vendor may own a business that expands across a state where more than one club holds territory. 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 Discounts & Rewards** agreement with them.
- National partners should consult their **AAA Discounts & Rewards** contract for rules for online usage of the mark.

### RULES FOR USE OF AAA LOGOS IN PARTNERS' SEARCH MARKETING

Vendor must not purchase search engine keywords that use the “AAA” trademark or any derivative thereof. Vendor shall not purchase or register keywords, AdWords, search terms or 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. In addition, Vendor shall not use in its meta tags, source codes or other hidden text the “AAA” trademark or any derivative thereof.

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To provide compatibility for AAA and its partners in co-branding activities on the Internet—specifically in Paid Placement / Sponsored Advertising on search engines—it is important to understand some basic guidelines before partnering your brand with the AAA brand.

- The terms “AAA,” “Triple A” and “**AAA Discounts & Rewards**” are trademarked; therefore, random use of these within non-AAA owned advertising, including online ad and headline copy, or keyword/metafiles can be construed as a violation of the Federal Trademark Laws. Written approval is required prior to use.
- Use of trademarked terms in bidding for placement on a sponsored search engine result is prohibited by AAA.
- Partners of AAA not at the national partnership level are required to use geo-targeting of their advertisement across all channels, including social media, to avoid advertising within non-participating member territories.
- Unless specifically authorized, AAA partners should not use the AAA trademarks within domain names. Regional partners may not use a deep link in a public capacity, other than as an internal link from a club website to a specifically created page for those club members. Use of an IP address should rule over the use of a top-level domain name.
- All AAA partners are required to follow the association Social Media Standards set forth for all clubs. Clubs should provide these quality standards along with guidance, as part of their agreement with the partner.

### SOCIAL MEDIA GUIDELINES

- When promoting **AAA Discounts & Rewards** in their social media posts, national partners should reference national social media accounts unless they are working directly with a local club on a specific promotion. In this case, the partner may reference the club's social media accounts. Local partners should only reference the club with which they have a partnership agreement.
  - Social media posts that refer to **AAA Discounts & Rewards** should pertain to promotional content only.
  - AAA reserves the right to request removal of partner-generated social media posts that mention AAA that are perceived as damaging to the AAA brand.
- National Accounts:  
**Twitter:** @AAADiscounts  
**Facebook:** facebook.com/AAAFanPage  
**Pinterest:** pinterest.com/AAA
- Do not attempt to represent AAA in social media posts.