Outdoor Advertising Association of America

Brand Identity Guidelines 2016

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The OAAA brand identity

The Outdoor Advertising Association of America, commonly known as the “OAAA”, is a passionate advocate and a progressive thought-leader that protects, unites and advances the interests of the out of home advertising industry. This refreshed identity system provides a dynamic new brand platform to continue this important work.

The new OAAA brand identity is bold, energetic, and modern. It represents an intentional evolution from the current logo and literally “breaks out of the box” to express the organization’s forward-looking vision, leadership and advocacy.

EXISITING

oaaa
OUTDOOR ADVERTISING ASSOCIATION OF AMERICA®

NEW

oaaa
Outdoor Advertising Association of America

Brand Assets

The OAAA logo

The new OAAA logo consists of three elements:

- The wordmark of letters rendered in the distinctive Museo Slab typeface.
- The red ‘screen’ logomark with its white ‘O’.
- The descriptor ‘Outdoor Advertising Association of America’, also rendered in Museo Slab.

Logo clear space

The logo has clear space based on the width and height of the letter ‘a’. Make certain to keep all design elements outside of the logo’s prescribed clear space.

Logo variations

	Print (300dpi/CMYK/Spot)	Screen (72dpi/RGB/Hex)	Usage
Outdoor descriptor Outdoor Advertising Association of America	OAAA_Logo_Outdoor.eps OAAA_Logo_Outdoor.tif	OAAA_Logo_Outdoor.jpg OAAA_Logo_Outdoor.png	Primary usage
No descriptor	OAAA_Logo_no_descriptor.eps OAAA_Logo_no_descriptor.tif	OAAA_Logo_no_descriptor.jpg OAAA_Logo_no_descriptor.png	Alternate usage
OOH descriptor Out of Home Advertising Association of America	OAAA_Logo_Out_of_Home.eps OAAA_Logo_Out_of_Home.tif	OAAA_Logo_Out_of_Home.jpg OAAA_Logo_Out_of_Home.png	OOH usage
Outdoor descriptor Outdoor Advertising Association of America	OAAA_Logo_Outdoor_white.eps	OAAA_Logo_Outdoor_white.png	Primary usage – reversed out against dark backgrounds
No descriptor	OAAA_Logo_no_descriptor_white.eps	OAAA_Logo_no_descriptor_white.png	Alternate usage – reversed out against dark backgrounds
OOH descriptor Out of Home Advertising Association of America	OAAA_Logo_Out_of_Home_white.eps	OAAA_Logo_Out_of_Home_white.png	OOH usage – reversed out against dark backgrounds

Logo usage

DO use the approved OAAA logo from the approved logo files.

Outdoor Advertising Association of America

DON'T stretch or skew the logo.

Outdoor Advertising Association of America

DON'T use a color other than red for the red screen logomark.

Outdoor Advertising Association of America

DON'T make the entire logo one color unless reversed to white.

Outdoor Advertising Association of America

DON'T reposition the 'O' inside the red screen logomark.

Outdoor Advertising Association of America

DON'T use a color other than the specified gray for the wordmark or descriptor.

Outdoor Advertising Association of America

DON'T fill the 'O' with a color other than white or knockout color black. When used against patterns the 'O' is white.

Outdoor Advertising Association of America

DON'T use shading or special effects.

Outdoor Advertising Association of America

DON'T change the wording of the descriptor.

Outdoor Advertising Association

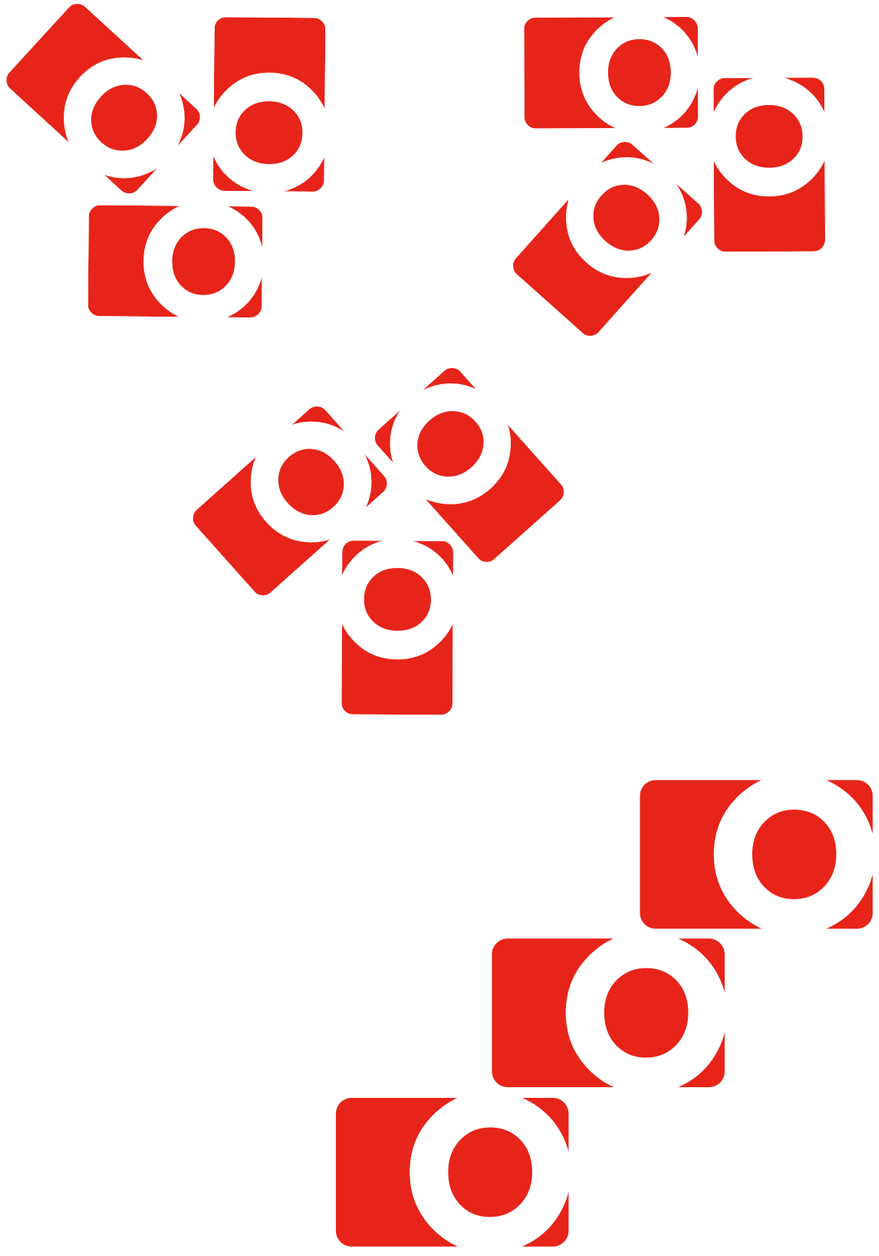
DON'T turn the logo on its side.

Outdoor Advertising Association of America

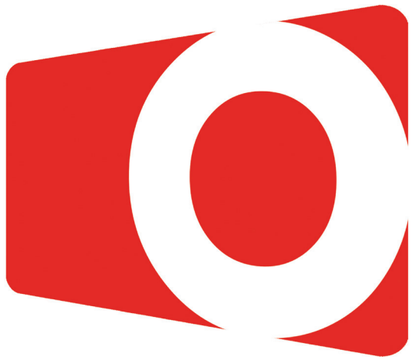
The logomark

The red screen logomark may be used alone as an identifying mark and as an icon in a wide range of design applications. The logomark may appear as a flat or dimensional graphic. It must always be rendered in red or knockout white.
It always has rounded corners. And the 'O' always appears inside the red screen logomark on the right side, bleeding off of three edges.

Using the logomark: flat graphics



Using the logomark: dimension, shadow and movement



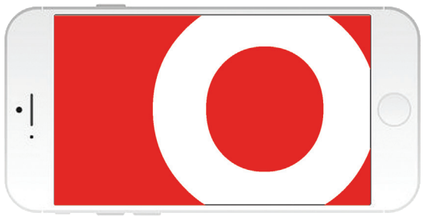
Using the logomark

Primary usage

Black knocked out from red

White opacity against photograph or image

Image knocked out from red



Typography

Museo Slab and Museo Sans are the primary typefaces for marketing collateral and designed materials. Franklin Gothic is the primary typeface family for everyday PC and MAC-compatible MS Office usage, including email.

Typefaces for designed marketing collateral

Museo Slab 500 and 700

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz0123456789

Museo Sans 300 and 500

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

Typefaces compatible with Mac and PC MS Office applications

Franklin Gothic Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz0123456789

Franklin Gothic Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz0123456789

Franklin Gothic Heavy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz0123456789

Color

The OAAA color palette is defined by the distinctive and judicious use of the color red, a highly ownable and powerful color. Medium gray, light gray, and three complementary blue colors complete the color system.

OAAA Red
Pantone 485 C
C6 M97 Y100 K1
R225 G38 B28
Web #e1261c

OAAA Gray
Pantone 424 C
C57 M47 Y48 K14
R112 G114 B113
Web #707271

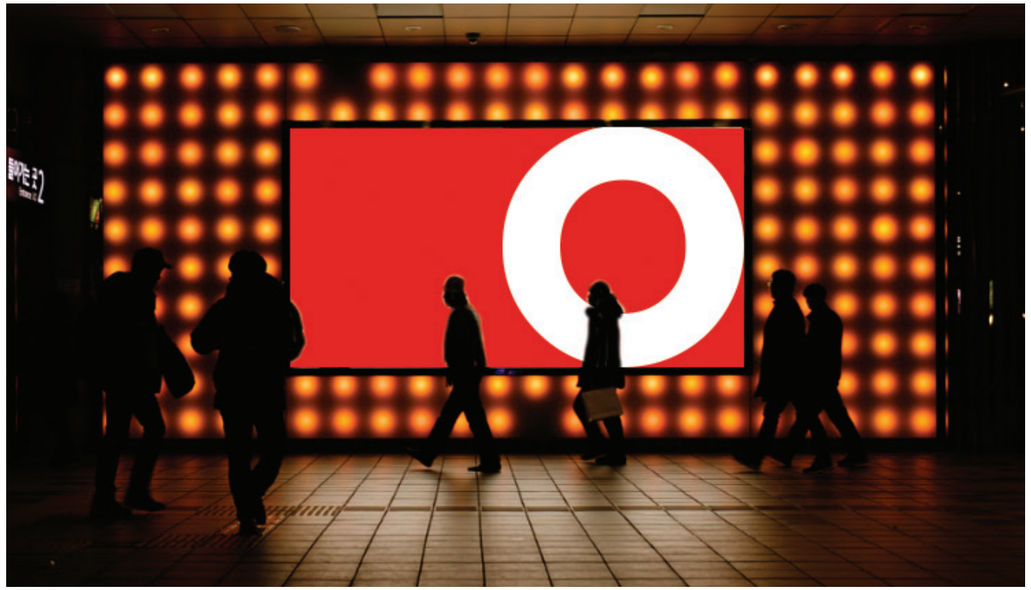
OAAA Light Gray
Pantone 421 C
C31 M24 Y25 K0
R177 G180 B179
Web #b1b4b3

OAAA Blue
Pantone 3015 C
C100 M58 Y21 K4
R0 G96 B156
Web #00609c

OAAA Medium Blue
Pantone 299
C80 M18 Y0 K0
R0 G161 B224
Web #00a1e0

OAAA Light Blue
Pantone 2985
C58 M4 Y2 K0
R85 G193 B233
Web #55c1e9

Using imagery



Patterns

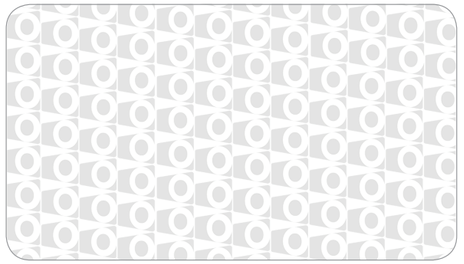
Two patterns of repetitive red screen logomarks have been developed to use as backgrounds and design elements. Patterns must be used as an all-over, full-bleed pattern and never as contained or stand-alone elements. Patterns must always be rendered in OAAA Light Gray, with the tint and opacity adjusted depending on the application.

Primary pattern

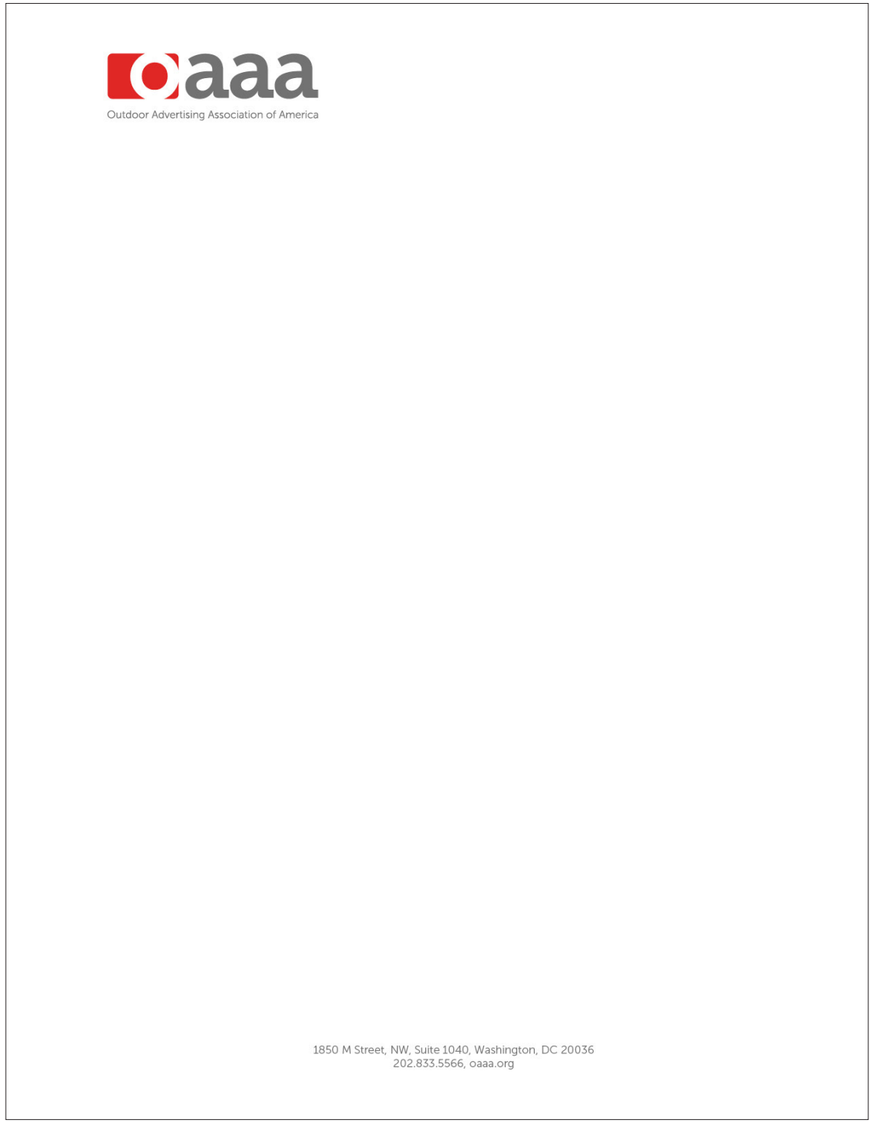
Alternate pattern

Illustrative Applications

Business card



Stationery



Letterhead

Envelope

Monarch note

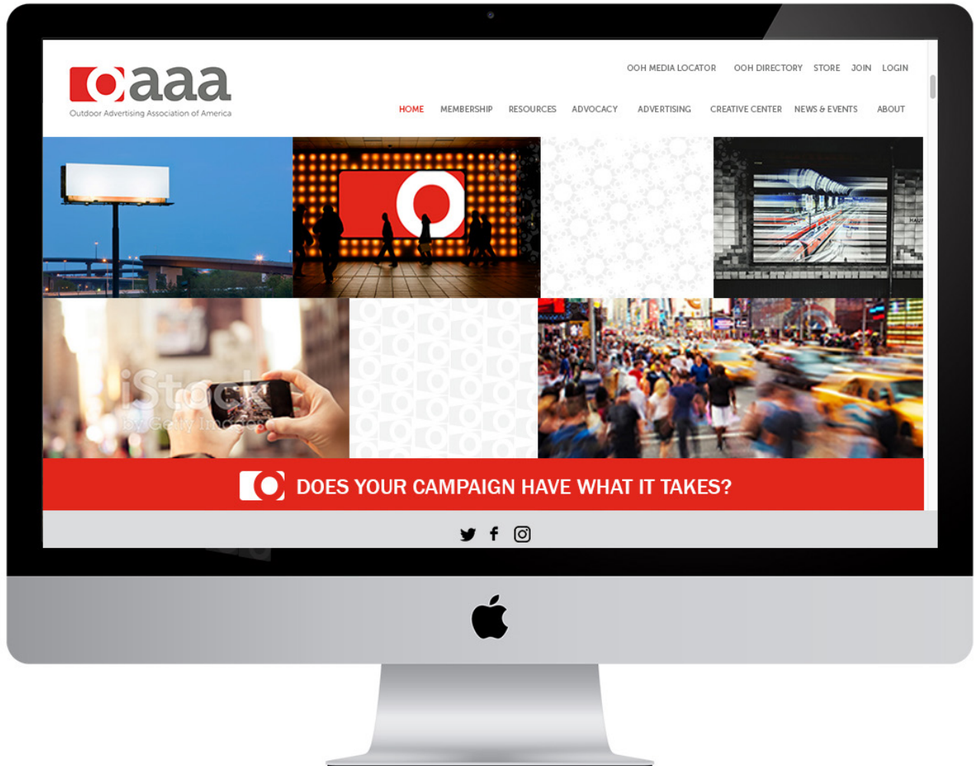
Media kit

Front cover

Back cover

Inside

Website


aaa
Outdoor Advertising Association of America
OOH MEDIA LOCATOR
OOH DIRECTORY
STORE
JOIN
LOGIN
HOME
MEMBERSHIP
RESOURCES
ADVOCACY
ADVERTISING
CREATIVE CENTER
NEWS & EVENTS
ABOUT
DOES YOUR CAMPAIGN HAVE WHAT IT TAKES?

aaa
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OOH MEDIA LOCATOR
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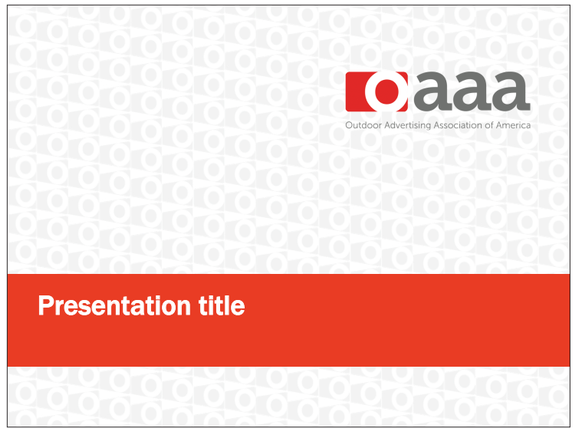
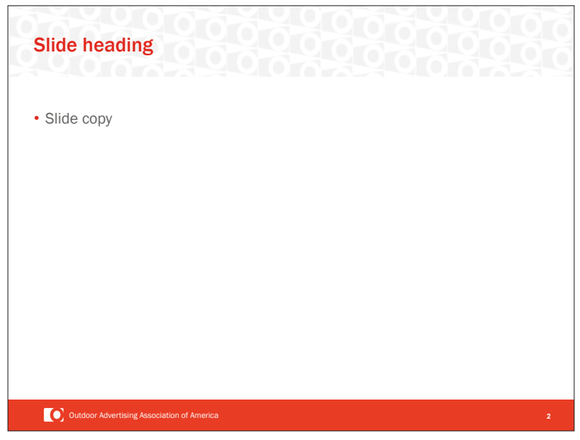
HOME
MEMBERSHIP
RESOURCES
ADVOCACY
ADVERTISING
CREATIVE CENTER
NEWS & EVENTS
ABOUT
Does your campaign have what it takes?
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed viverra arcu.
LEARN MORE

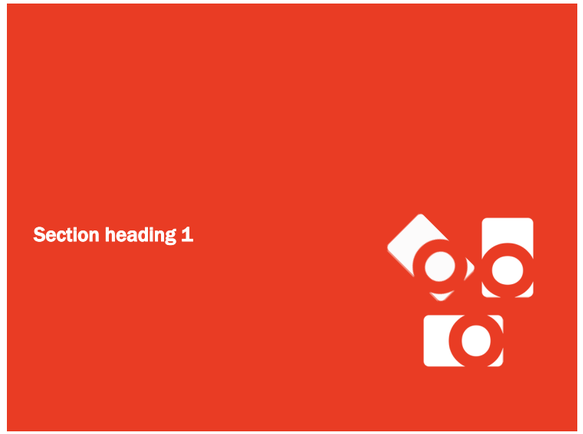
Powerpoint

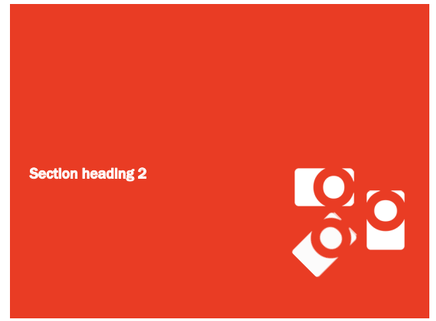


Title slide

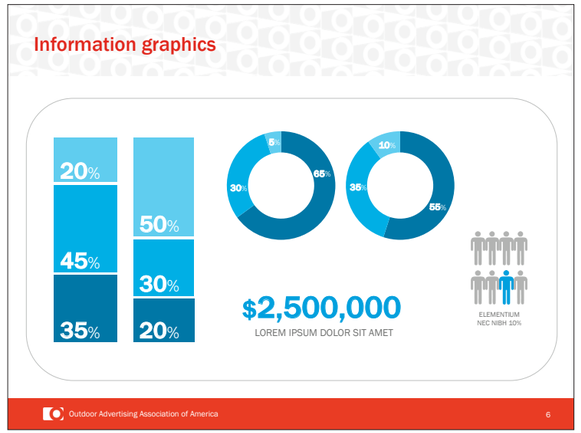


Content slide





Section slides



Infographics slide

Mastheads

Designed for print (letter size width) and digital (600px wide)

Designed for print (letter size width) and digital (600px wide)

These brand identity guidelines provide design and creative direction for the proper usage of the OAAA logo, logomark, and design system. Please use all art files provided, and direct any questions to OAAA Marketing.

Designed and written by Rafkin & Company.
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