

Style & Branding Guidelines



**Association for
Entrepreneurship
U.S.A.**

AFEUSA Values & Voice

The High Road.

We will be people of integrity, in the good times and bad. We are committed to being better than the day before. We do the right thing, even if it hurts.

The Good Fight.

We are responsible to our mission and those we serve. We endeavor to be a true champion for our clients, customers and friends. We will always get back up and keep pushing forward.

The Iron Will.

We will be people of integrity, in the good times and bad. We are committed to being better than the day before. We do the right thing, even if it hurts.

The Sharp Edge.

We are committed to innovation across and throughout our organization. We are unaccepting of the status quo and look for new and better methods. We bring innovation to our members so they too can gain from it.

The Kind Heart.

We mark charity as a measure of our success. We pass the growth of our business on to the communities that helped us get here. We keep our eyes open for the opportunity to improve the lives and businesses of our members.

The Long View.

We think forward to plan our steps wisely and efficiently. We strive to give long-term value to our employees, members, and carriers. We are prepared to grow at the perfect pace and take on any problems along the way.

The Strong Bond.

We aren't afraid to be different. We are unbound by the past, applying long-time experience to make intentional change. We can accomplish what we set out to, confident in our team and mission.

Key words that describe AFEUSA

1. Ambitious
2. Bold
3. Committed
4. Genuine
5. Resourceful

Logo

Preferred treatment for most applications, including white backgrounds and on top of photos



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Approved logo treatments

Alternative treatment when a completely solid, non-white background is the only option



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Logo mark, or
logo "Bug"



Logo "Bug" with
wordmark.



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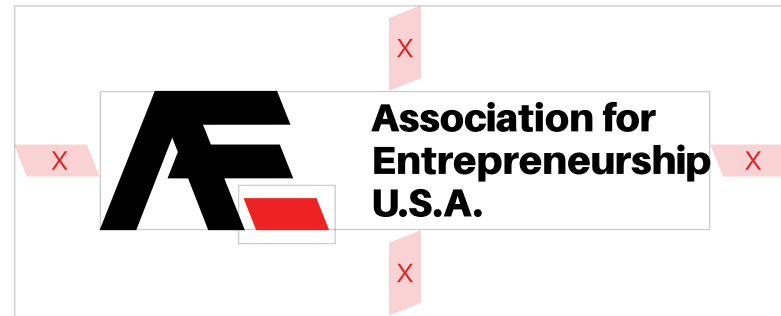
Clear space and size

Clear Spacing

The AFEUSA logo is most effective when it's surrounded by as much open space as possible.

The minimum amount of unobstructed clear space that must always surround the AFEUSA wordmark should be at least 1X, where X equals the width and height of the lower bar for the "E" in the bug.

The clear space should always be away from all elements of the wordmark.



Minimum sizing

To ensure they always have a legible, high-quality appearance, the logo should never appear smaller than 2 inches wide in any print application.

For digital applications, the logo should never be smaller than 160 pixels wide.

Minimum 2 inches or 160 pixels wide



Brand Color Palette



The core palette is made up of bright red, black and white. The colors have been selected to work together, regardless of the application. It's crucial that white and red lead as the primary colors; red acts as an anchor on which other colors are applied.

#000000

R: 0 G: 0 B: 0

C: 100 M: 100 Y: 100 K: 100

#e32326

R: 227 G: 35 B: 38

C: 5 M: 98 Y: 98 K: 0

Brochure Color Palette & Basic Layout

Pages should use large imagery whenever possible to breakup data, graphs, and paragraphs of text.

Always use the small colored box-tab at the top left of each page.

AFEUSA membership program

\$10.95/mo **\$19.95/mo**

Includes:

- Telemedicine
- Vision
- Rx Plan

Includes:

- Telemedicine
- Legal & Financial
- Clinical Support
- Child Care Resources
- Vision
- Rx Coverage

Benefits

- Health & Well-Being:** Burnout, Nanny Mode, American Hearing Benefit
- Travel & Auto:** Knowledge Car Rental, Sky Med Emergency Travel, Car Care, True Car
- Home & Family Programs:** Costco Wholesale, Benefit Hub, Home Chef, Long Term Care Resources, Glitewell Home Care
- Financial, HR & Credit:** Gusto, Take Charge America, The Credit Clinic, E.J. Pro Lease, Fast Finance
- Business & Office Services:** Eddy Labs, Trigo Technology, UPS Express Delivery, Office Depot Office Max, Ed Agency, Newsletter Pro
- Educational/Business Coaching:** Genus Network, My Health Academy, go2smallbiz.com, The Resource Institute, SocialCore Marketing, 100k Webinars, Empowered Couples University
- Legal Shield/Identity Shield:** ShieldPro by Aetna, Legal Shield, ID Shield

Disclosure - Member Benefits

This program of services (Program) is provided through membership in Association For Entrepreneurship USA (AFEUSA). Service providers associated with this Program (Providers) are solely responsible for the professional advice and service rendered to Program participants, and AFEUSA disclaims liability with respect to such matters.

Providers are subject to change without notice and Programs offered may vary in some states. Discounts offered are NOT insurance and may be discontinued or modified at any time. The discounts offered herein may not be used in conjunction with any other discount Program or program. All stated or quoted prices or discounts are current at time of printing of this material and are subject to change without notice.

Most Providers in this Program are not licensed insurers, a health maintenance organization, or other underwriters of health care services. No portion of any Provider's fees will be reimbursed or otherwise paid. Savings are based on the Provider's usual and customary fees. Actual savings will vary depending on location and specific services or products purchased.

Discounts on professional services are not available where prohibited by law. This Program makes no warranties, express or implied concerning any services provided, including professional services.

Participants may receive a full refund of membership fees, provided membership is canceled within the first 30 days. The Program is not available in all states.

Membership fees are to be paid when due. If the fees are not received, the member has 31 days from the date due to pay their membership fees, or the membership and any benefits provided will terminate without notice.

This Program is not an insurance policy and is not protected by any state Life and Health Guarantee Association.

The participant is responsible and agrees to pay any taxes that may be required by law as a result of membership.

The laws of the State of Illinois shall govern the interpretation, construction, and enforcement of this entire Program.

VSP Choice Plan (Cont.)

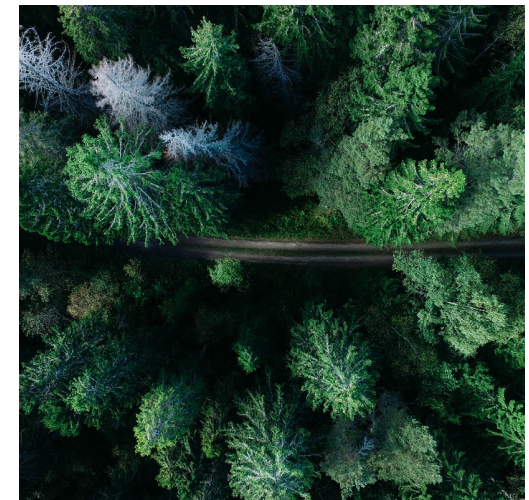
Open Access Schedule (Out of Network)	Flat 6%	Flat 6%
Coimbursement, up to:	\$55	\$45
Single Vision Lenses, up to:	\$30	\$30
Single Vision Lenses, up to:	\$30	\$30
Lineal Contacts, up to:	\$55	\$55
Lineal Contacts, up to:	\$55	\$55
Lineal Contacts, up to:	\$100	\$100
Lineal Contacts, up to:	\$75	\$75
Lineal Contacts, up to:	\$105	\$105
Lineal Contacts, up to:	\$110	\$110
Monthly Fees		
Package with Medical	Fully Insured: \$6.20 / \$7.50 / \$7.80 / \$1.38	Fully Insured: \$7.77 / \$5.52 / \$6.17 / \$28.54
Voluntary	Fully Insured: \$6.43 / \$5.74 / \$4.70 / \$23.48	Fully Insured: \$8.43 / \$6.44 / \$6.03 / \$28.80
Commissions	Flat 6%	Flat 6%

*Discount Plan VSP plans savings/fees. Fees listed in \$50 with a purchase of a complete pair of glasses or 50% off without complete pair of glasses.

Pastel, and friendly colors are used throughout AFEUSA's brochures to help define separate subjects and sections.



Photography



Photos should be people focused, or nature centric.

If any medical photos are used, they should be hopeful and bright. Not sad, cold, or dark.

Images should be positive, motivated, warm and inviting.

Typography

EXAMPLE

Aileron

Aileron - Black

Aileron - Regular Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip consequat.

EXAMPLE

Secondary, replacement font:

Roboto

Roboto is a great secondary/replacement font for web, or in other cases where **Aileron** is not available.

H1

Size: 40 pt.
Leading: 45 pt.

H2

Size: 15 pt.
Leading: 15 pt.

H3

Size: 10 pt.
Leading: 14 pt.

Paragraph text

Size: 10 pt.
Leading: 14 pt.

Disclaimer Text

Size: 7 pt.
Leading: 8 pt.

Footer Text

Size: 6 pt.
Leading: 14 pt.

Aileron - Regular

Aileron - SemiBold

Aileron - Black

Aileron - Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip consequat.

Aileron - Regular

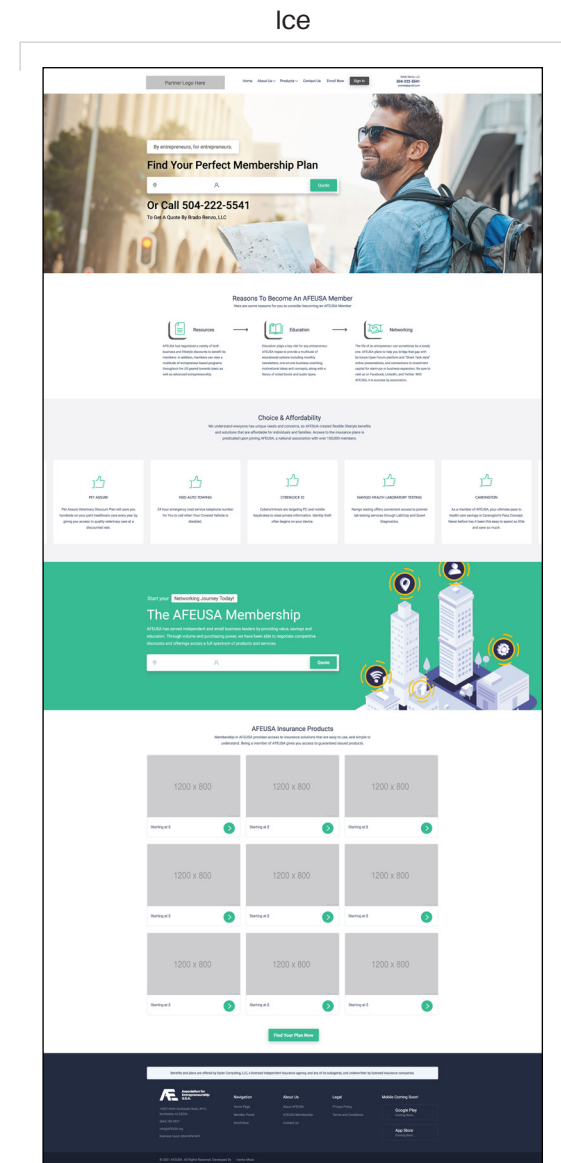
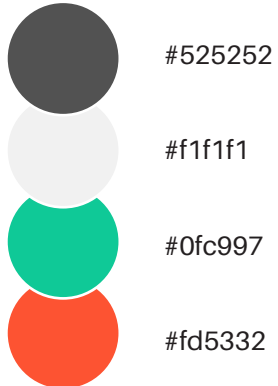
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip onsequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

AILERON - REGULAR | THE ASSOCIATION FOR ENTREPRENEURSHIP USA

Partner Website Web Colors

Partner website splash pages should utilize grays to accommodate for other brands, so there is consistency for all partner splash pages.

You may use either Fire, or Ice color schemes for the partner website to make colors align to whatever brand colors are in the partners logos.





Association for Entrepreneurship U.S.A.

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FOR MORE INFORMATION ON THE VARIOUS
BENEFITS OF AFEUSA MEMBERSHIP,
PLEASE VISIT AFEUSA.ORG