Style & Branding Guidelines

AE 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

Association for Entrepreneurship U.S.A.

Approved logo treatments

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

Association for Entrepreneurship U.S.A.

Logo mark, or logo "Bug"

Logo "Bug" with wordmark.

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

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.
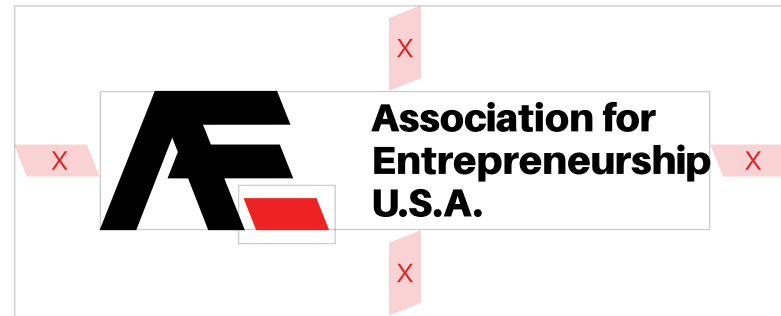
Minimum sizing

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

Association for Entrepreneurship U.S.A.

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.

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

Photography
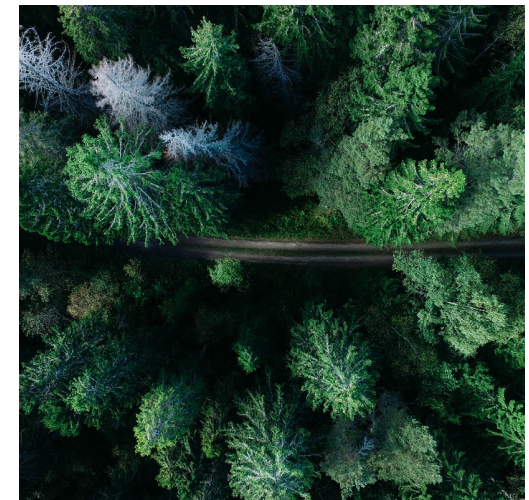
Photos should be people focused, or nature centric.

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

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.

#525252

#f1f1f1

#0fc997

#fd5332

Fire

Ice
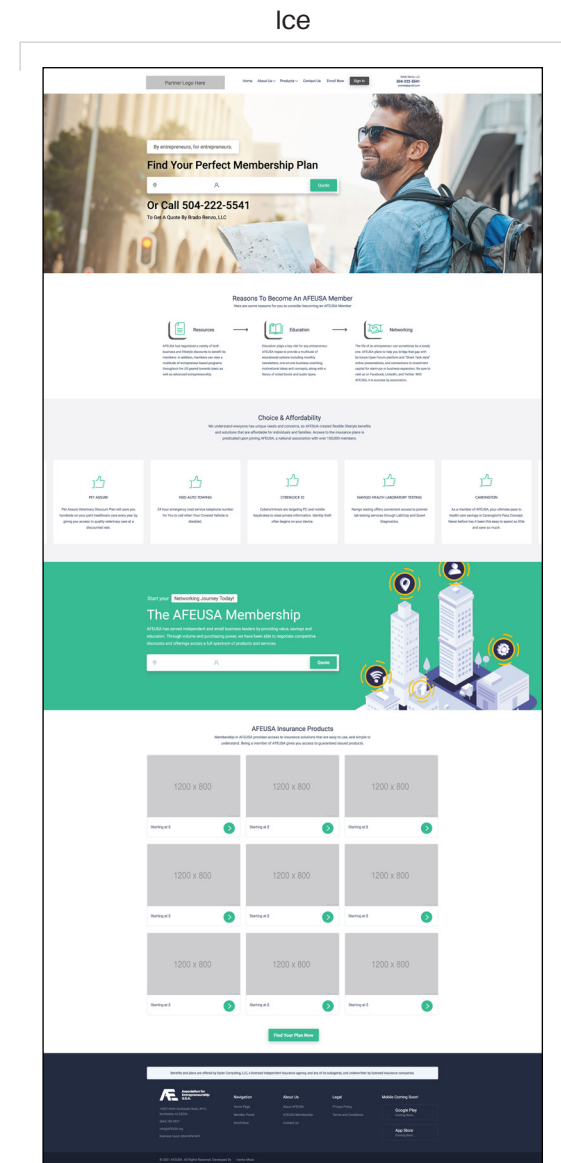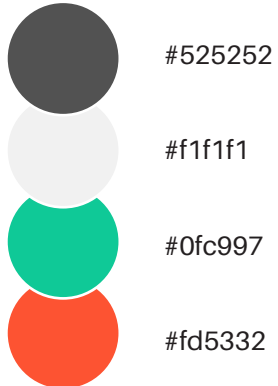
Association for Entrepreneurship U.S.A.

ADMINISTRATIVE OFFICE:
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SCOTTSDALE, AZ 85254

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