AoA

Administration on Aging

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The AoA Brand

The U.S. Administration on Aging caters to the needs of older Americans and their caregivers through a wide variety of programs designed to invigorate and empower our Nation's aging population. Through a network of aging service providers, the Administration supports person-centered services that connect consumers with community resources available to help them remain active and engaged in later life.

The AoA brand demonstrates our commitment to meeting the needs of all older Americans, no matter their age or the extent of the services and support they require. Our logo represents some of the Administration's core values such as:

+ Connecting older Americans and their caregivers to the services they need

+ Reaching out to support community-based initiatives throughout the country

+ Joining hands with partner organizations and agencies to advance the concerns and interests of older Americans

AoA logo

The AoA logo is the primary visual representation of our brand, and should be included in all corporate and marketing communication.

Elements

The AoA logo consists of the letters "AoA" with stylized extensions reaching across the "o" which symbolizes the service population, unity, and support.

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Clear space

To ensure legibility and consistency, a minimum clear space equivalent to the height of the "o" in the logo must be maintained in all uses.

Minimum size

Minimum size for the logo is one-half inch height.

.50"

Colors

The colors of the AoA logo match three colors found in the Pantone Matching System (PMS). For print work, four-color inks (CMYK or cyan, magenta, yellow, black) are used in tints and/or screen combinations to match the logo's PMS colors. For electronic work (such as PowerPoint presentations), three colors (RBG or red, green, blue) are used in combination to match the logo's PMS colors. Web colors for the logo are based on the RGB (red, green, blue) color scheme and hexadecimal numbers (needed in html code).

PMS 648 ──────────────

PMS 1935 ──────────────

PANTONE Cool Gray 11 ──────────────

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Pantone	CMYK	RGB	Web
Cool Gray 11	C-0 M-2 Y-0 K-68	R-113 G-112 B-115	4d4e53
1935	C-0 M-100 Y-57 K-5	R-225 G-19 B-79	c90044
648	C-100 M-62 Y-0 K-52	R-0 G-52 B-104	002859

Acceptable uses

Color

Grayscale

Black logo/white background

White logo/black background

Blue PMS color

Gray PMS color

Red PMS color

Unacceptable uses

Type substitutions

Color alterations

Distorting shape of logo

Adding elements inside
of the mark

Typography

The choice and use of typestyles is a major factor in a successful layout. The primary type families used for the AoA identity are Adobe Jensen Pro and Futura Book. These two type families were chosen for their readability and compatibility, and for their clean, corporate look. The range of roman and italic, sans-serif and serif styles in differing weights provides a multitude of creative options and gives our communications materials a neat, consistent, professional appearance.

Here are some suggested typographic guidelines to keep in mind:

+ Set headline/title type and bodycopy flush left, ragged-right for easy readability.

+ Avoid using all capital letters even in titles and headlines. Upper and lower case is easier to read.

+ Use letterforms as originally designed; i.e., don't condense, extend, skew, or otherwise manipulate.

+ Limit the number of variations of the chosen type families within a publication to avoid confusion. Three to four should be adequate.

+ Loose kerning (character spacing) and leading (line spacing) is preferred in titles and headlines.

+ Maintaining high contrast between font color and background color will improve legibility.

+ Line lengths for bodycopy should not exceed 4.5".

+ Use 12 pt. font or larger for increased legibility.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz Adobe Jensen Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz Futura Book

Photography content

U.S. Administration on Aging photography should embody the values of the Administration.

It is important that images show the diverse populations served by the AoA, but photographs should not be so crowded or overwhelming that the impact of the images is lost. While some portrait or staged photography is permissible, images that convey a sense of motion and activity are encouraged. Images showing small groups of people, especially multi-generational groups, are particularly effective.