

Strong branding depends upon proper use of a logo. This guide explains the correct usage of the Alpaca Owners Association's logos. These logos may be downloaded from the AOA website. If you have questions on the usage please contact the AOA office.

Alpaca Owners Association, Inc.
phone: 402.437.8484
www.AlpacaInfo.com



Color Logo on White Background



Color Logo on Dark Background



Black Logo on White Background

COLOR LOGOS

Correct Logo Usage



Clear Space

Always maintain a minimum clear space around the logo. The minimum clear space for the AOA logo is defined as the height of the red bar. The minimum space should be maintained as the logo is proportionally enlarged or reduced.



Minimum Size

The logo should not measure any less than 1.25" in width.



Logo Over Simple Image

If the logo is placed over a simple image a white ghosted effect must be used as shown in the example above.



Color Logo Usage on Light Background

This logo should be used on white or light backgrounds only.



Color Logo Usage on Dark Background

The above logo includes a thin white outline along with the alpacas being filled with white. This logo should be used on dark backgrounds only.

Color Palette

Print Options

A color logo should be used in all situations unless color reproduction is not an option. Logos for printed materials should be either 2 spot color or 4 color process.

Screen Options

Logos for screen use such as websites, PowerPoint presentations, email, social media, etc. are provided in RGB format.

Print Colors	Spot Colors (2 color)	PMS 295	PMS 187
	Process Colors (4 color)	100c/85m/36y/39k	22c/100m/89y/15k
Screen Colors	RGB	19R/45G/82B	172R/31G/45B

B&W LOGOS

Incorrect Logo Usage

Use the black logo when color reproduction is not an option.



Correct usage of black logo on light background.



Do not use black logo on dark background.



A full reverse logo is available upon special request for use on dark or black backgrounds when full color reproduction is not an option or viable solution.

Do not use the logo in any of these unapproved formats.



Don't angle the logo.



Don't condense or expand the logo.



Don't place graphics behind the logo.



Don't remove elements of the logo.



Don't use different colors in the logo.



Don't use the logo in a one color version.



Don't use incorrect logo on dark backgrounds.



Don't use on a light colored background if the color doesn't complement the logo.



Don't place logo on a photograph.



Don't use the alpaca graphic without the type.



CERTIFIED ribbons are awarded at competitions using AOA certified judges.



APPROVED ribbons are awarded at spin-off, fiber arts, and skeins competitions. While AOA certified judges may be used at these competitions, they are not required, and therefore "Approved" is used on the ribbons.



PENDING is used for halter and fleece shows to indicate that the steps needed to become AOA Certified are being taken. Shows are required to advertise as "Pending" until they complete the certification process. Ribbons are not awarded with the "Pending" designation.