

2024 AAASP LOGO GUIDE

The Logo has two colors and black or white. Teal/Gold/Black or Teal/Gold/White. The rule is to stay with the three colors as follows. It is also appropriate to go ALL Black or ALL white in some cases. Use this guide when ordering or designing.



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AAASP ORIGINAL LOGO #1:
Letterhead, Banners, etc. ALWAYS use unless the background makes it difficult to see and read. When this happens, use one of the others.



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AAASP LOGO #2: Dark backgrounds, except teal or shades of blue that mute the teal in the logo



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AAASP LOGO #3: ONLY with backgrounds that are the AAASP teal blue. The background becomes the third color.



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AAASP LOGO #4: ONLY with backgrounds that are the AAASP gold. The background becomes the third color.



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AAASP LOGO #2: Variations on Red



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AAASP LOGO VARIATIONS ON GREY