

AES Logo Usage Guide

VERSION 1.2 | 13 August 2021



New AES shield

Fanfare, please!

After many years of faithful service, the famous AES shield has received some non-invasive plastic surgery.

A fresh face for 2021. Cleaner, more concise yet still instantly recognizable and unique.

So, as of today, simply use this new shield in place of the old one.

There are some rules and advice in the next few pages to help you make the most of the new AES brand look. Follow these, and you'll be ensuring this amazing organization maintains and indeed improves its famous name and reputation - within the industry and around the world.

A fond farewell



A warm welcome

New AES Logo

Let's spell it out.

We all use the acronym every day, but for the **official default logo**, we want to proudly remind everyone what that acronym means – from the seasoned pros, all the way to the brand new generation of future audio professionals who are discovering the AES for the very first time.



The AES logo is a registered trademark.

Color

By default, the AES brand color, when presented on white is **AES Core Blue**.

However, in the vast majority of occasions, the brand will appear in **White**.



#063B59
R06 G59 B89
C100 M71 Y40 K34



#FFFFFF
R00 G00 B00
C00 M00 Y00 K00

To support this, and inject energy and vibrancy into communications as often as possible, there are 4 bright **accent colors**.



#5A4FED
R90 G79 B237
C81 M71 Y00 K00



#1DDEBA
R29 G222 B186
C63 M00 Y41 K00

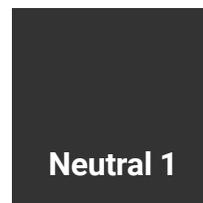


#9B37F6
R155 G55 B246
C71 M78 Y00 K00



#53B7ED
R83 G183 B237
C63 M10 Y00 K00

There's also a set of **neutral tones**. These are more relevant to online and website use. In general, use Neutral 2 for a mid grey and Neutral 3 for a pale tone.



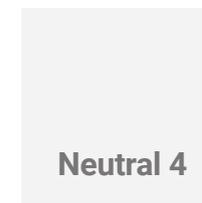
#333333
R51 G51 B51
C69 M60 Y56 K63



#797676
R121 G118 B118
C51 M42 Y41 K24



#D7DCEF
R215 G220 B239
C18 M12 Y02 K00



#F3F3F3
R243 G243 B243
C06 M06 Y05 K00

Gradients

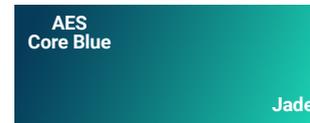
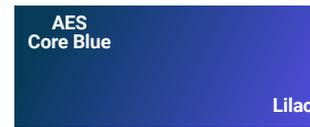
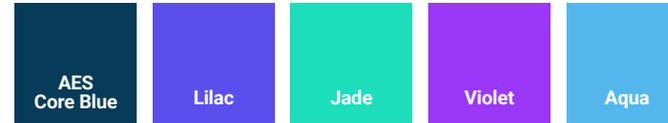
Let's ramp things up a bit...

You can use the 4 accent colors, along with AES Core Blue, to make a wide range of **color gradients** – ideal as a background to add some extra depth to a presentation or a social post etc.

Tip: Run your gradients diagonally, or use radial gradients that burst out from a corner – these look more dynamic and aesthetically pleasing.

There are several combinations. Choose two similar tones for subtlety or more contrasting for more energy.

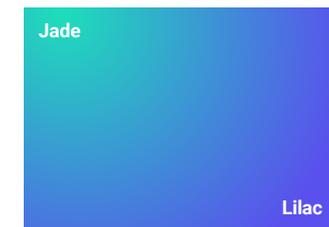
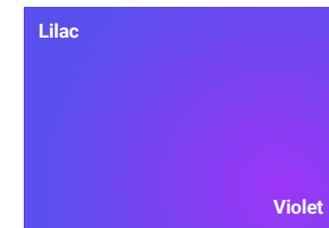
We suggest you **avoid Violet & Jade** for a gradient (unless it's tequila time!).



Subtle, using AES Core Blue



More vibrant, support colour combos



Fonts

The AES font is **Roboto**.

Regular or **Bold**

The font was designed by Christian Robertson.
It was made officially available for free download
by Google in January 2012.

You can download it here:
fonts.google.com/specimen/Roboto

For extended flexibility and online,
you can use these 4 weights:

Weight	Web
Light	300
Regular	400
Medium	500
Bold	700

Italics should be kept to a bare minimum, used
to highlight individual words only when required.
Use *Regular Italic* or ***Bold Italic***.

Weight	Web
<i>Regular</i>	<i>400 Italic</i>
<i>Bold</i>	<i>700 Italic</i>

Roboto

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz 1234567890

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrs
tuvwxyz 1234567890

Sub logos

One **big** family.

Over the years, the original AES shield has been used as part of a vast number of **sub logos**, for events, workshops, affiliations, and so on.

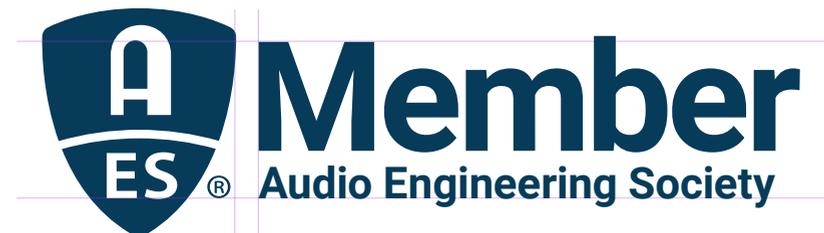
Long may this continue, it's a testament to the vast breadth and diversity of the society.

Shown here are the official examples. There are more examples in the **do's and dont's** section.

Keep the AES shield on the left and place your title neatly and well balanced alongside it. If in doubt, Roboto is preferred in most cases, but you can use other fonts to give your sub logo a more unique personality (see the **Custom** section)

We can't police you, but try to keep the proportion and weight of your lettering as close to these examples as you can.

This also applies to the **AES Sections** around the world, which we'll see on the next page.



Sections

One **worldwide** family.

The reach of the AES is huge, spanning hundreds of countries around the globe. To date, the old shield has done a fair job of holding all these collectives together under one general banner.

The aim is to use this brand refresh to pull all of us together with a greater visual symmetry across the world.

Student Sections and any other more locally based groups use the reversed-out badge shown here.



Argentina
Audio Engineering Society



South Florida
Audio Engineering Society



Bilgi University
Student Section



Oxford University
Audio Research Dept

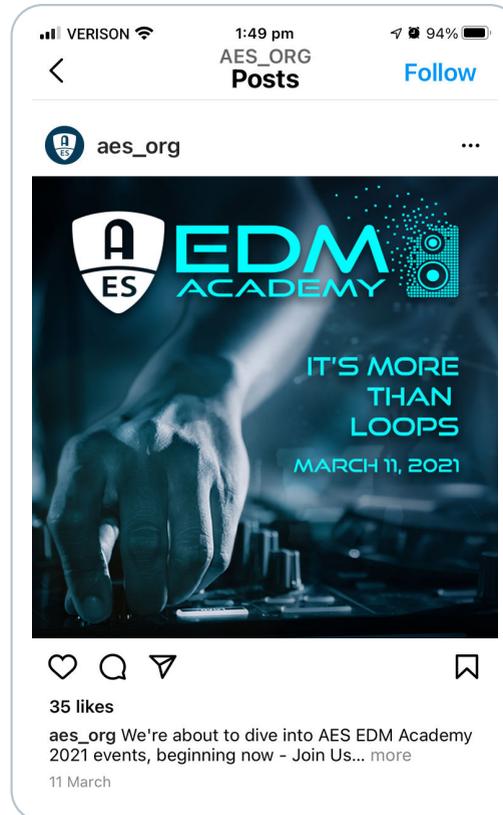
Shield only

Going solo.

You can use the shield on its own with no support text. There are even some circumstances where there is no other choice. For example, online avatars for social media or extremely restricted size or space.

Or, there may be times when the badge alone is all that's needed, for a simple or more subtle situation. For example, a badge, cap or sticker.

In these cases, give the shield as much prominence as you can, giving it as much clear space as is possible.



Custom

Okay, let's take the training wheels off...

For general, official, corporate or internal use, we'll always recommend you use Roboto for text and logos, as shown on the previous pages.

However, we know the AES is full of events, talks, courses, tutorials, discussion panels, and so on. We want the new shield and branding to accommodate and help this creativity and, if possible, improve it.

To achieve this, there are 2 main rules to follow:

1. **Keep the AES shield on the left**
2. **Keep your text inside the guides.**

You are not restricted to the brand colors, but we encourage you to try the official brand **accent colors** Lilac, Jade, Violet or Aqua first.

If in doubt, a white logo on a deep colored background is a great look.

There are no particular limitations on fonts, but we **strongly** recommend clean, modern fonts. Avoid overly ornate, or script fonts. The use of handwritten fonts is a punishable offense!



Above: some great logos. Below: simple, successful transition



Space

Everything in its right place.

The logo appears in many forms and in a LOT of places. But even where and how it's placed is an opportunity for improved consistency, going forward.

The "A" rule:

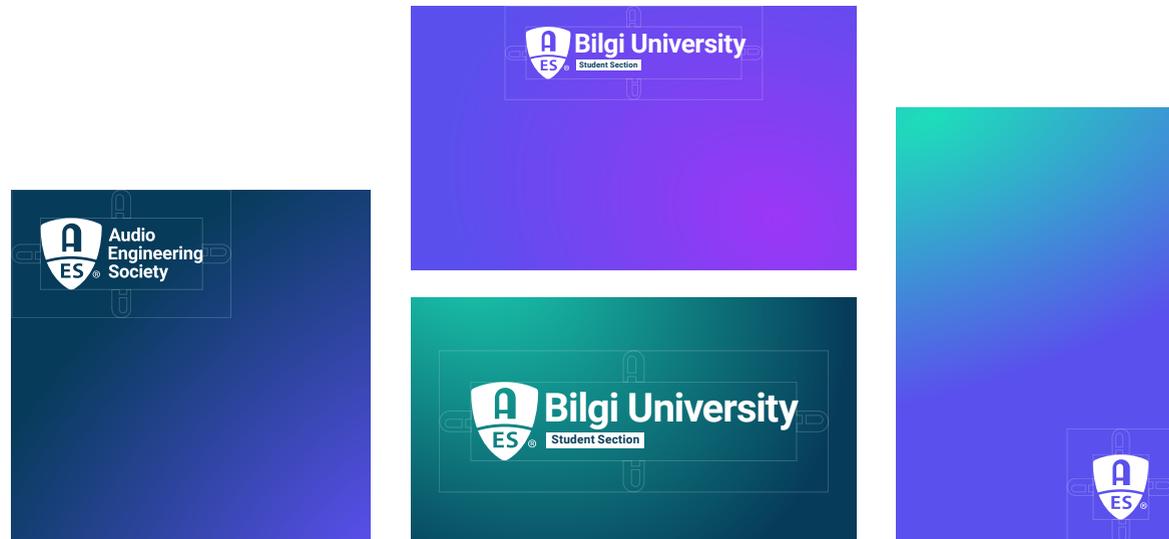
Whenever possible, keep an area of **clear space** the height of the shield "A" around the logo, from the edge of a page or image, and clear of any other text, logo, or complex image beneath.

There are no hard and fast rules regarding logo position. However, always position the logo: neatly in a corner; evenly centered; or aligned to other main text or photo elements. Always leave the correct amount of space from an edge, as previously mentioned.

If you are not sure, **top left, centered,** or **bottom right** are preferable.



The "A height" clear space rule.



Do's

The logo(s) will continue to be used in a huge variety of situations. No one size fits all, but there are a few common things you can do that will keep the logo and the brand overall looking smart, legible and, most of all, consistent.

Here are a few basic rules to maintain brand continuity.



Do keep a comfortable amount of **clear space** around the logo.



Do use the logo in **white** as often as you can, on a bold color or photo background.



Do keep any accompanying messaging short, simple. Text should support, but not clutter or crowd the logo.



Do use **strong contrast** to allow text and logos to read clearly. Particularly when using custom color logos, like this example.

Dont's

Were not saying you're wrong but... that's not right.

Here are a few things to avoid that will maintain brand continuity.

Don't use multiple colors for the core logos (even our lovely gradients).



Audio Engineering Society



Audio Engineering Society



Don't distort, stretch, skew or tilt the logos



Audio Engineering Society



Member
Audio Engineering Society



Don't use a blue logo on any dark or busy backgrounds or photos



Don't use "fun" novelty, or overly ornate fonts. They are not fun.



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