



AMERICAN ASSOCIATION
OF ZOO KEEPERS

BRANDING GUIDELINES
2025

THE LOGO

Very well known in the animal care community is the signature symbol of The American Association of Zoo Keepers (AAZK) –the rhino. The colors reflect the diversity of members, animals and communities in which AAZK members work to care for the world’s animal populations.

The logo must be used in its entirety, (i.e. type and symbol together). It should never be modified or altered in any way.

The text below or next to the logo should never be changed or altered.

There are two options (vertical and horizontal) for each of the three color variations (color, black, and white).

THE CORRECT AND CONSISTENT USE OF THE LOGO IS ESSENTIAL TO MAINTAINING BRAND IDENTITY. ALWAYS USE DIGITAL FILES PROVIDED DIRECTLY BY AAZK.

AAZK staff is happy to review logo usage and will collaborate with you on best use of the logo for any documents, collateral, promotional items or co-branded events. Please contact AAZK for an immediate response.



THE PREVIOUS AAZK LOGO HAS BEEN DISCONTINUED. IF YOU SEE THIS LOGO BEING USED BY PARTNERS OR MEMBERS, PLEASE EMAIL MEMBER@AAZK.ORG.



COMMITTEE AND PROGRAM LOGOS

The committee and program logos come in a color version only.

The logos should not be altered in any way. If additional program or committee logos are needed, notify the Executive Director to create a new logo - do not create your own.



BOWLING FOR RHINOS



SPACE & SIZING

MINIMUM SIZE

1 inch wide for vertical application
 1.5 inches wide for horizontal application

CLEAR SPACE

Keep the logo clear of distracting images, patterns and/or colors.

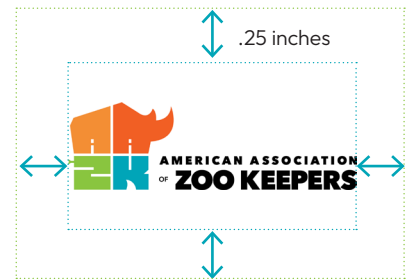
- Never allow typography or other elements to invade the logo clear space
- Allow .25 inches of clear space around the logo

MINIMUM SIZE

1 inch wide
 72 pixels



1.5 inch wide
 108 pixels



THE FONT

Outfit Suite

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

THE COLORS



**C 1 R 243
 M 53 G 141
 Y 89 B 53
 K 0**

**HEX f38d35
 PMS 1225 U**

**C 1 R 240
 M 78 G 96
 Y 99 B 36
 K 0**

**HEX f06024
 PMS 2018 U**

**C 93 R 1
 M 0 G 165
 Y 27 B 183
 K 6**

**HEX 00a5b7
 PMS 3215 U**

**C 51 R 138
 M 0 G 198
 Y 100 B 64
 K 0**

**HEX 8ac640
 PMS 367 U**

SPONSORSHIP/ PARTNER LOGOS

When the AAZK logo is used along with a partner or sponsor logo, use the following guidelines:

- Use the AAZK logo first, then the partner logo
- Select the vertical or horizontal version of the logo based on the size/shape of the partner logo
- Make sure there is .5 inch space between the two logos
- Keep the logos close in size (when applicable)



LOGOS ARE TOO CLOSE TOGETHER

DO'S AND DONT'S

- Do not use over busy backgrounds
- Ensure the typography is legible
- Do not use any of the logo elements separately
- Never show the logo on an angle or on its side.
- Do not use color (other than white) behind the logo
- Do not change the proportions of the logo (stretch or shrink)



DO NOT USE ON A COLOR BACKGROUND, CONTRAST MAKES TEXT ILLEGIBLE



DO NOT ROTATE



DO NOT SHRINK THE LOGO. USE THE **SHIFT** KEY WHEN RESIZING TO KEEP IMAGE PROPORTIONS



DO NOT PLACE ON A BUSY BACKGROUND

LOGOS ON IMAGES

When placing the logo on top of a photograph, make sure that the logo and topography are clearly visible. In some cases, using a different color variation of the logo or choosing a different photo may be necessary.

EMAIL SIGNATURES

To keep standards consistent, please format your email signature with contact information (including link with AAZK URL) and the horizontal logo underneath, as seen below.

Name
Title
Email@aazk.org
Phone (optional)
www.aazk.org



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