There are two approved logo formats. The vertical is the preferred representation of the AAS logo. It should always be your first choice.

AAS
A C A D E M Y
OF
A P P L I E D   S C I E N C E

The horizontal logo format has been created for use in banners, trade show displays and other horizontal applications. This format should only be used if available space does not allow for proper presentation of the vertical format.

AAS | ACADEMY OF
APPLIED SCIENCE

The proper AAS swatches / colors used are PMS 7622 UP (AAS Red) from the Color Bridge PANTONE Color Formula Guide book and regular 100% black. Do not use registration black for any AAS application or document.

Uncoated 7622   Coated 7622

100% Black

There are three approved color representations for the AAS logo. A two color logo is the preferred representation of the logo and should be used whenever possible. The words Academy of Applied Science should appear in 100% black along with the top half of the AAS. The bottom half of the AAS should appear in PANTONE 7622 UP. This is the color bridge edition of the PANTONE Color Formula Guide. In four-color process reproduction, the red color percentages are as follows: 0% Cyan, 96% Magenta, 85% Yellow, and 27% Black.
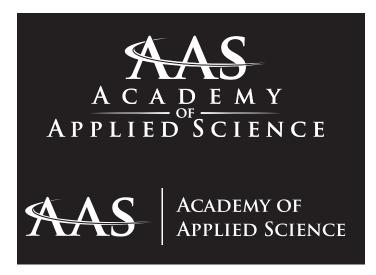
A one color logo exists and can only be used in single color applications. The color of the entire logo must be 100% black unless the background is a dark color in which you can reverse the logo to white.

Two-Color PMS Logo

4-Color Process Logo
(0% Cyan, 96% Magenta, 85% Yellow, 27% Black)
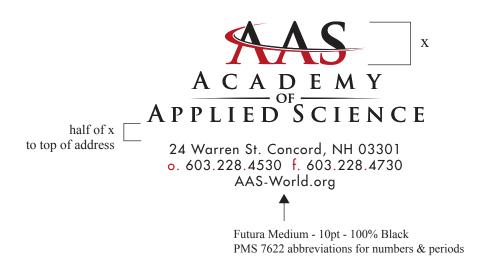
Approved Alternates (Reversed)

One-Color Logos

There are two approved corporate signatures.

The first version features the vertical AAS logo above the company address and the second version features the horizontal version with the Company address lined up with the separation line of the logo.

AAS
A C A D E M Y
OF
A P P L I E D S C I E N C E

x

half of x
to top of address

24 Warren St. Concord, NH 03301
o. 603.228.4530 f. 603.228.4730
AAS-World.org

Futura Medium - 10pt - 100% Black
PMS 7622 abbreviations for numbers & periods

Please note that the font used is Futura Medium for any Company address, phone number, email adress or website.

x

AAS

Academy of
Applied Science

half of x
to top of address

24 Warren St. Concord, NH 03301
o. 603.228.4530 f. 603.228.4730
AAS-World.org

AAS Swoosh
(100% Color)

AAS Swoosh
(20% Screen)

Business Card
Font usage example
(Futura Medium)

The Academy of Applied Science administers STEM
(Science, Technology, Engineering, & Math) programs where
students apply scientific knowledge to life, research and inventions.
Encouraging STEM careers since 1963.

Encouraging STEM careers since1963.
(Science, Technology, Engineering & Math)

AAS Dash
(Variation 1)
Always 100% full color

AAS Dash
(Variation 2)
Always 100% full color