



# Style Guide

*For Name, Font, Logo, and Color Use*

# Introduction

The AACE Style Guide provides the foundation for presenting AACE International in a cohesive way. Our name and logo are the cornerstones of our identity. Our name, font, and logo are the most visible symbol of our brand. This style guide is an overview of AACE's branding identity, color palette, logo and positioning guidelines, font styles, and style usage.

You should read through this entire Style Guide prior to applying any/all of the concepts defined within the guide.

# Name

The official name of the Association is AACE International or AACE. AACE has received the federal registration mark with the U.S. Patent and Trademark Office. Therefore, the first main instance that AACE or AACE International is used, it should be accompanied by the federal registration symbol (the letter R enclosed in a circle – ®.)

AACEI, AACEi, AACE-I, etc. are not proper and should never be used. They have no protection as federal registration marks.

## Example:

AACE®

## Registration Mark Use

All designs created using AACE International's name, logo, and other marks are subject to review to ensure a consistent brand image. The following guidelines should give you a good idea of how to use the name and logo in an acceptable manner. Examples of approved designs are provided throughout this document.

*The AACE International font can be provided in a JPEG, TIFF, or EPS file, upon request. The acceptable AACE International logos can also be provided in a JPEG, TIFF, or EPS file, upon request.*

## AACE and the Use of the Registration Mark Symbol

The registration mark symbol is “R” or ® should be used for the first main instance (cover plus the first main instance in the body text) where AACE is referenced in any/all AACE publications or products. The ® should not be used for subsequent references to AACE's name or tagline. The registration mark ® should always be used with the AACE font and/or logo.

## Example:

***Welcome to AACE® International***

***Since 1956, AACE® International has provided its members with the resources they need to enhance their performance and ensure continued growth and success. AACE International – The Authority for Total Cost Management®.***

# Color Palette

To protect the visual integrity and the legibility of the AACE logo, you must allow for ample white space (free of text and/or graphics) around the logo (standard is 1 pica (0.166044in. or 4.2175mm.))

Each color featured in AACE's color palette has been selected for its ability to visually reinforce specific attributes of our brand. By using this color palette consistently, a recognizable look and feel for AACE International is established.

Use the approved PANTONE® colors or CMYK for reproduction of the logo. RGB values (for Web) are also provided. Never alter the assigned colors or values for any reason.



AACE Blue:  
PMS: 294M  
CMYK: C100 M67 Y0 K38  
RGB: R0 G61 B121



AACE Accent Blue:  
PMS: 277M  
CMYK: C30 M6 Y0 K0  
RGB: R172 G212 B241

Please note the color samples shown in this guide are for reference only and should not be matched for final artwork.

*NOTE: CMYK and RGB colors have been designed differently to reflect a closer color match to the Pantone® color system.*

Depending on the marketing project, other colors may be used. Any committee or Section wanting to print AACE's logo or font in any color other than AACE's approved colors must submit proposed design to Jennie Amos at [jamos@aacei.org](mailto:jamos@aacei.org). Please allow at least 10 business days lead time when submitting for approval.

### Color Logo on a Background

It is acceptable to use the full color logo on a white background or a light background that provides sufficient contrast. Never use the color logo on a background color that interferes with the legibility of the logo.



Acceptable:



Unacceptable:

*Note: Regardless of the color(s) used in the logo, the size of the logo must be large enough so that all of the text is easily legible.*

### Logo on a Background or Photo

Use of the color logo on a photographic background texture is acceptable with the use of a soft black or AACE Blue drop shadow. Never use the logo on background that interferes with the legibility of the logo.



Acceptable:



Unacceptable:

To ensure a consistent representation of the AACE logo, please follow the following rules:

- Always use the approved digital artwork
- Do not alter the logo, AACE font, or tagline electronically.
- Insist on the best reproduction methods to ensure logo quality and consistency.

Do not use the ovals as a stand alone graphic element!



Do not alter the specified color palette!



Do not stretch or condense the logo unproportionally!



Do not tilt the logo!



Do not enclose the logo in a shape!



Do not reposition the elements of the logo!



Do not use the logo on a patterned background!



# Placement

The preferred placement of the logo should be in the upper left-hand corner of the webpage or paper or in a prominent portion of the cover.

## Examples:



# Section Use



# Fonts

"AACE" has been created using its own font. The font that is used for "International" or listing of any other test (website, committee name, section name, etc.) with the logo is Optima Bold Italic. The standard body text font to be used in all AACE published documents (brochures, *Cost Engineering* journal, *Transactions*, *Skills and Knowledge*, etc.) is Calibri. The tagline in AACE's logo appears in Calibri font.



# AACE Certifications & Use of TM

The trademark symbol is “TM” or ™ is no longer to be used in reference to any of AACE’s certifications.

## Example:

***What is a Certified Cost Professional (CCP)?***

Under no circumstances is it appropriate for individuals holding an AACE certification to list the ™ after the certification acronym in their name. (The Association holds the rights to the certification, not the individual.)

## Example:

***Jane Doe, CCP is correct***

***John Doe, CCP™ is incorrect***



Under no circumstances should a Section, Approved Education Provider (AEP), or any individual use the AACE Certification logo without prior permission from Headquarters. Contact Jennie Amos [jamos@aaacei.org](mailto:jamos@aaacei.org) with any request for use, and also supply the proposed design. Please allow at least 10 business days lead time when submitting a request for approval.

Certifications must always be listed in alphabetical order, not the order they were created or obtained. The lone exception to this is the listing also includes the date in which the certifications were implemented.

## Example:

***CCP, CEP, CFCC, EVP, PSP is correct***

***CCP, PSP, EVP, CFCC, CEP is incorrect***

***Steve Smith, CCP EVP is correct***

***Steve Smith, EVP CCP is incorrect***

As of January 1, 2014, all individuals who held either the CCC or the CCE are to only use the CCP.

Further, individuals should not use their undergraduate or masters degrees in their signature lines. Only post-doctorate degrees and professional licenses will be listed with AACE. While it is not incorrect for an individual to list their rightfully obtained designations, AACE cannot verify these and, as a result, will not list them in any official Association listings.

## Example:

***Dr. Steve Smith, CCP or Amy Doe, Esq CFCC or John Doe, PE CCP is correct***

***Jane Smith, BA MBA or Steve Doe, B.Arch. PMP CCP is incorrect***



# The Fine Print:

Questions about registration mark or trademark use can be made to Jennie Amos.

To submit a proposed design, email a PDF to Jennie Amos at [jamos@acei.org](mailto:jamos@acei.org). Indicate the intended size of your layout in the email message.

Please allow at least 10 business days lead time when submitting a design concept for approval.

## Legal Premise:

In order to better provide you with an understanding of how registration and trademark symbols should be used, please read the following section, which discusses U.S. trademark law and the proper use of trademark and registration symbols.

A trademark includes any word, name, symbol or devise, or any combination thereof adopted and used by a business to identify its good or services and distinguishes them from those manufactured or sold by another business. Trademarks identify goods or services from a particular source. Businesses benefit from trademarks because trademarks are the foundation of good will and protect their business image and reputation. Consumers benefit because they associate the quality of the goods and services with certain businesses, which in turn assist them in their purchasing decisions.

Trademarks are creatures of the common law. While federal registration confers additional benefits, non-registration does not impact existing common law rights in a mark because underlying common law rights in a trademark are created by use. This means that they are protected without the necessity of resort to any particular statute or registration requirement. Since use of a mark will protect that mark, a failure to register the mark will not dispel protection and federal and state trademark laws. To gain common law protection, however, the owner of the mark must show that they have used the mark in commerce, and that it distinguishes their goods and serves from goods or services of others. The first person to use a given mark in a given geographic area gains first priority in the mark and is able to prevent subsequent users from employing the same or similar mark, where there is a “like look of confusion” between the two marks. A second person, who then uses an identical or confusingly similar mark in the same area, infringes the common law rights of the first party.

In addition to common law protection, the federal trademark statute, otherwise known as the Lanham Act, also protects trademarks. Under the Lanham Act, a party who has provided goods or services in interstate commerce (or has a bona fide intent to do so) may apply for federal registration of their mark. The application provides the applicant with constructive nationwide use. In other words, the applicant is treated as though it has used the mark in every geographic location in the United States, regardless of whether or not the product has entered a particular market.

Although a federal registration does not create the trademark, federal registration will give the owner of the mark additional legal rights and advantage over any party who uses an identical or confusingly similar mark.

Any time a goods or service provider claims rights in a mark, they may use the “TM” (trademark) or “SM” (service mark) designation to alert the public of their claim, regardless of whether they have filed an application with the United States patent and Trademark Office (USPTO). If a goods or service provider decides to apply for registration and the USPTO subsequently registers the mark, then the provider may use the federal registration symbol ®. The registration symbol may not be used while an application is pending. Furthermore, the provider may use the registration symbol with the mark only in connections with the goods or services listed in the federal trademark registration. Should you seek to bring a trademark action against any infringer, failure to use the proper symbol will preclude monetary damages, including attorney fees.

## Procedure

*The following are registration marks of AACE International, Inc., and therefore have protection under the USPTO:*



*Use of any of these marks without the requisite approval of the owner constitutes infringement. Unauthorized modification of the mark constitutes infringement. Please comply with this Style Guide and the following procedures.*

### Use of Logo by Entities other than AACE Sections, AACE Committees, AACE Task Forces:

Requests for use of the AACE logo must be made in advance in writing prior to the event. Please allow ten (10) business days for a response. Required in the written request are:

- Name of the organization
- Location of the event
- Timeframe of usage (date from and to)
- A concise explanation of the intended use
- Final draft of the material or collateral, demonstrating proposed use

Direct all requests and correspondence to be made to Jennie Amos. To submit a proposed design, email a PDF to Jennie Amos at [jam@acei.org](mailto:jam@acei.org).

The final product must be reviewed by AACE International prior to use by the requester. Final approval or rejection will be based on compliance with the Style Guide and whether, in AACE's sole discretion, the quality and type of product is acceptable. The final product, with the AACE logo, may not be distributed or used by the requester until written approval has been received.

### Use of Logo by Sections:

*Requests are not required for use by sections. However, there may neither be enhanced nor is the use of creative artistry permitted with the AACE logo or font. The font is a service mark, as such, the service marked logo must not be compromised or changed.*

Sections desiring to use their own logo in conjunction with AACE's font or logo must follow all guidelines for color, size, and placement as stated in this Style Guide. All sections with an individual logo should submit it to AACE International Headquarters to ensure compatibility with this Style Guide.

To submit a proposed section logo, email a PDF or JPEG to Jennie Amos at [jam@acei.org](mailto:jam@acei.org).

### **Scope and Responsibility:**

*This procedure for proper use of the AACE font and logo applies to all visual displays of the font and/or logo including, but not limited to, letterhead, stationery, business cards, websites and web-based programs, PowerPoint presentations, signage, collateral material, publications, media releases, and other ancillary products such as shirts, cups, pens, hats, etc.*

Enforcement of the usage of the AACE font and/or logo will be by AACE International. Violations will be noted and the violator will be notified as soon as recognized. Violators will be asked to make necessary corrections or cease use of the font and/or logo immediately. Failure to cease use of the logo and/or font will result in legal action against violators at AACE's sole discretion.

The AACE name and font are legal registration marks of the Association. Unauthorized or inappropriate use by members, sections, non-members, or commercial entities that have requested use of the logo, and then deliberately violate the provisions of the Style Guide, will result in legal action against violators at AACE's sole discretion.



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