

AIP Logo Placement and Usage Guidelines (for editors and designers of AIP printed materials and Web pages)

This “Logo Usage” document provides guidelines for projecting AIP’s image in a consistent, attractive, and professional manner through the correct and routine use of the logo. It establishes a framework within which good design and effective communication can be implemented, but leaves flexibility for creative solutions to design problems. In short, these guidelines help maximize the effectiveness of AIP’s graphic image, both in print and online.

AIP’s present logo was approved by the Governing Board at its September 1987 meeting. It should appear on everything that represents the American Institute of Physics. Exceptions should be dealt with on a case-by-case basis by the Publications and Internet Review Committee (PIRC), chaired by the Vice President, Physics Resources.

The AIP logo is composed of two elements: the words (or logotype) done in stylized calligraphy, and three horizontal lines (or accent bars) that block the logotype into a rectangle. The official colors of the AIP logo are: PMS-145 (brown), and PMS-540 (navy blue). The logo may also appear in black for specified applications, and different color combinations are also permitted as outlined in the guide.

General Rules

1. The logo should be used on the upper or lower portion of a brochure flush to the left or right margin, or centered within 1 ½” of the top or bottom.
2. A secondary accent bar may be used or omitted. When used, it must be the same width, thickness, and color as the accent bars on the logo, and set in the same manner.
3. The address should be used in conjunction with the logo on the back page of non-advertising printed matter.
4. The logo can be centered at the end of a column. It should be used with an address line if it is at the end of a printed piece.

Unacceptable Usage

A few hard-and-fast rules apply in all design situations.

- Never integrate the logo into a line of text
- Never use with other graphic elements or other organizations names unless approved by the PIRC
- Never use without accent bars
- Never enclose within a box or circle
- Never re-space the accent bars
- Never use black bars with colored type

The Abbreviated Logo

Occasionally, design situations will arise where the use of the full logo may be inappropriate, such as on a book or journal spines. For such cases, an abbreviated logo, consisting of the Institute's acronym and two accent bars, has been approved. The basic rules of logo use and colors also apply to this abbreviated form. Additionally, the abbreviated logo should always appear in conjunction with one of the approved forms of the Institute's signature, full name.

Signature

The signature is AIP's name and associated information set in specified typefaces and sizes. It includes the proper name of the Institute, an address, phone number, e-mail address, and www address.

On memo pads and business cards, letterheads, envelopes, and forms, the signature should be set in a medium face, sans serif Spectra typeface (or Helvetica) in initial caps.

The signature can appear with the abbreviated logo as follows:

- Below the logo – left justified
- On the same line to the right of the logo
- Centered below the logo

Letterhead

There are four basic elements to AIP stationery: the full AIP logo, the address and phone number signature, descriptive information about the sender, and a listing of AIP's ten Member Societies and Other Member Organizations. (See sample letterhead for style).

Envelopes

A large variety of envelope sizes and styles are used at AIP. All must show the entire AIP logo in the upper left corner with the address signature below in a sans serif type.

Business Cards, Memo pads

All conform to a standard style and can be ordered through the Assistant Manager, Facility Services, (Melville Publishing Center). This goes for new and updated letterhead orders as well. Envelopes are ordered directly through the Purchasing Department in Facility Services.

Exceptions

With approval of the Management Committee of the Institute, certain exceptions exist where a logo specific to a group within AIP can be used in lieu of the standard AIP logo. Currently these exceptions include:

AIP Web Pages (elongated logo)
Physics Today
AIP History Center
SPS & Sigma Pi Sigma
Corporate Associates' IPF logo
American Center for Physics (ACP)

Other exceptions can be made by submitting a request to the PIRC, then obtaining appropriate review and approval.

