



Association of
Enterprise Architects®

Association of Enterprise Architects® (AEA)

Style Guide

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The AEA logo

The Association of Enterprise Architects (AEA) logo consists of our organization's name – AEA – presented in a unique and easily identifiable manner. It should always appear in the colors specified, should never be altered, and must have adequate clearance. This document specifies usage guidelines to ensure proper reproduction.

Two-Color Logo

Be sure to use the appropriate version and file format for the reproduction medium as specified.



Black-Only Logo

The black-only logo is to be used only when color output options are not available, such as: commercial printing when AEA colors cannot be reproduced; or when using black and white reproduction techniques such as fax, photocopying, and printing on a black-only desktop printer.



Reversed Logo

Reversing the logo is not recommended. If it must be applied to a dark background, it may appear in white only. There must be sufficient contrast between the white logo and the background to ensure clear visibility.



Color palette

Use the AEA colors, whenever possible, to identify materials as emanating from our organization and to support our brand image.

It is important to use the correct color model for each job. The AEA colors are based on Blue PMS 2995 and Green PMS 347. To ensure the best representation of these colors in the final output medium, please refer to the information below.

All versions of the AEA logo are available for download at www.globalaea.org.

PMS (Pantone Matching System)

Commercial printing using the two association colors, Blue PMS 2995 and Green PMS 347, as “spot color” inks.

Blue PMS 2995

Green PMS 347

CMYK (Process Color)

Commercial printing using 4-color process inks to simulate the AEA colors.

Desktop color printing on an inkjet or laser printer.

C:87, M:1, Y:0, K:0

C:96, M:0, Y:88, K:1

RGB

Presentations (e.g., PowerPoint) to be viewed on computer monitors or projected onto a screen, and video.

R:2, G:176, B:241

R:0, G:155, B:72

Hexadecimal

Web pages and HTML email.

Hex Code: 00A9E0

Hex Code: 009B48

Fonts

To ensure brand consistency across AEA marketing materials, the following font should be used in all printed materials such as brochures, and in all advertising and publicity.

Headlines, subheads, secondary subheads, and short introductory copy:

Arial Bold

Body copy:

Arial Regular

Arial Oblique

Language standards

The following guidelines are provided for use when writing on behalf of the AEA:

- Use standard US English for all AEA publications (print, presentations, web)
- Use the local standard or client preference for all custom documents such as letters, proposals, presentations, and other business communications
- For spelling, punctuation, capitalization, and grammar guidelines, refer to:
 - The Oxford Dictionary of American Usage and Style (www.oxfordreference.com)
 - The Elements of Style (Fourth Edition), William Strunk, Jr. and E.B. White
- NO acronyms or abbreviations are permissible, unless accepted as industry standard:
 - NOT permissible: BIF for Boundaryless Information Flow, ALP for Active Loss Prevention, etc.
 - Permissible: OS for Operating System, WAN for Wide Area Network, LAN for Local Area Network, RDBMS for Relational Database Management System, etc.

Trademarks

The AEA trademarks are valuable assets that the AEA needs to protect. We ask you to help us by properly using and crediting the trademarks in accordance with these guidelines.

The AEA registered trademarks are:

- Association of Enterprise Architects
- Journal of Enterprise Architecture
- The AEA logo

Trademark Acknowledgement

An acknowledgment is required whenever an AEA trademark is used. The trademark attribution is important as it reminds competitors, licensees, members, partners, sponsors, and others that the AEA claims exclusive rights in the marks. The correct acknowledgment is:

Association of Enterprise Architects®, the AEA logo, and Journal of Enterprise Architecture® are registered trademarks of the Association of Enterprise Architects.

You should always mark the first or most significant occurrence of the trademark as appropriate and must place the required attribution as a footnote. The attribution should use the ® symbol for a registered trademark. Please note that:

- It is acceptable to use an asterisk in place of the trademark symbol where the medium used (for example, email) cannot reproduce the ® symbol. However, this is not intended to authorize use of the asterisk as the norm.
- You may translate the trademark attribution to national language(s).
- Blanket or generic attributions (such as “All trademarks are the property of their respective owners”) are not acceptable.
- Individual trademarks may be acknowledged.

Trademark Usage Guidelines

Proper use of the AEA trademarks reinforces their role as brands and helps prevent them from becoming generic names that can be used by anyone. By adhering to the correct usage guidelines, you help protect our investment in the trademarks. However, of themselves, these guidelines do not grant permission to use any trademark.

Please note that the trademarks may not be used:

- As a generic term
- In connection with products, unless the product is licensed to use the mark
- In any way that could cause confusion as to sponsorship, affiliation, or endorsement

You also may not imitate the AEA trade dress, type style, or logos.

When using the AEA trademarks:

- In editorial or articles, but not in advertising, the trademarks may be used without prior permission, provided that the rules in these guidelines are followed. In all other cases, obtaining prior permission is required.
- Detailed guidelines referring to the visual presentation, graphical design, form, and manner of use must be followed. The trademarks must always be used with white space around them and must never be superimposed on or used in association with other graphics or trademarks.
- In print, whenever and wherever an AEA trademark appears, it must be distinguished from the surrounding text. This applies to all forms of printed media, including advertising copy, product packaging, brochures, manuals, internal memoranda, editorial, articles, correspondence, overhead projector slides and presentation materials, and to electronic displays. Methods of distinguishing the trademarks include printing them in UPPERCASE, *italicized font*, **bold-faced font**, Initial Capital Letters, or placing them in “quotation marks”.

When referring to an AEA trademark, the following guidelines should be applied:

- The Trademark should always be followed by the common generic (dictionary name) of the product.
- Trademarks should be used as adjectives, not as nouns.
- Never use a Trademark as a verb.
- Never use a Trademark in the plural form.
- Never use a Trademark in the possessive form.
- Refrain from hyphenating a Trademark.
- The Trademarks should never be combined to form a new word, combined with other words, be hyphenated, or abbreviated.