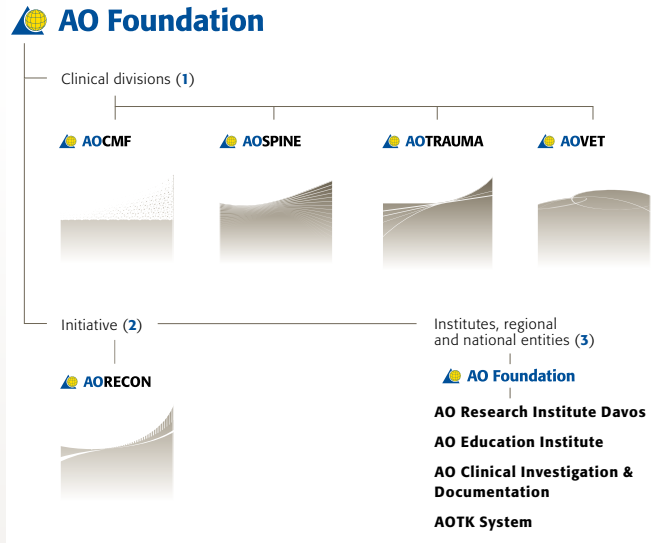


Brand Guidelines Highlights from our brand portal

Brand architecture

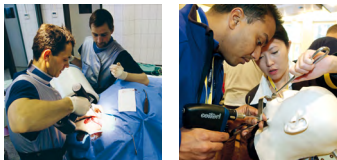
The AO Foundation consists of four clinical divisions (1), one initiative (2), three institutes and the TK System (3). They share the globe and triangle symbol, and the AO wordmark which combined constitute the relevant logo. Only the clinical divisions and the initiative have their own logo with an accompanying distinctive element: the visual mark. The institutes and TK System use the AO Foundation logo.



Imagery

The image style is:

- Representative of the AO family
- Real, unposed, direct
- Confident and engaging
- Supportive of the key message
- Warm, human, not industrial or technical



Logotype

Logo position and logo size

Place the logo in the top left corner and move it twice the globe diameter to the right and one and half times the globe diameter downwards. There are three logo sizes:



L (used on all printed material)



M (eg, websites use)

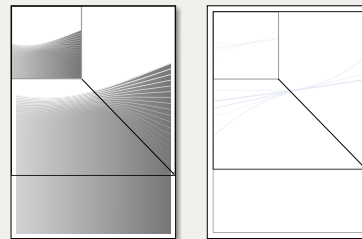


S (eg, apps)



The visual mark

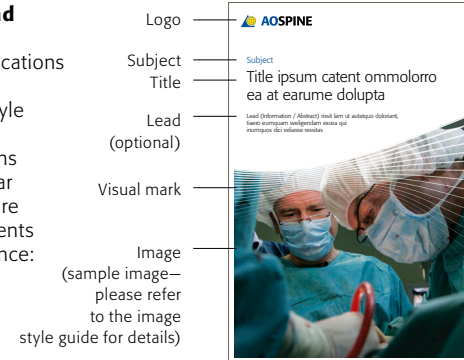
The visual mark adds individuality to the brand—it is the expression of the clinical division, ie, the vision/mission translated into a visual mark. The movement created by the arc adds a dynamic, positive, and personal energy to the brand.



Layout principle

Overview of brand elements

All of our communications should convey a consistent visual style and spirit. The communications always follow a clear hierarchy and feature the following elements in a defined sequence:



Brand fonts

Print

FormataBQ

light *light italic* **medium**
light condensed *light condensed italic*
medium condensed

Meridien LT Std

roman *italic* **medium**
medium italic **bold** *bold italic*

MS Office

Arial

Digital

Open Sans
Crimson Text
Verdana

Colors

Logo colors



AO blue
CMYK 100C 68M 0Y 6K
RGB 41R 82G 155B
Pantone 294 C, 293 U



AO yellow
CMYK 0C 10M 100Y 0K
RGB 255R 217G 26B
Pantone 109 C, 108 U

Primary colors



AO blue
CMYK 100C 68M 0Y 6K
RGB 41R 82G 155B
Pantone 294 C, 293 U



Warm grey
CMYK 0C 10M 30Y 70K
RGB 110R 100G 85B
Pantone 405C, 404U



Black
CMYK 0C 0M 0Y 100K
HEX #000000
RGB 0R 0G 0B

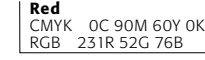


Visual mark blue
CMYK 12C 6M 0Y 0K
RGB 229R 235G 246B

Secondary colors



Orange
CMYK 0C 45M 85Y 0K
RGB 245R 158G 51B



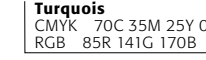
Red
CMYK 0C 90M 60Y 0K
RGB 231R 52G 76B



Brown
CMYK 45C 70M 100Y 0K
RGB 158R 93G 38B



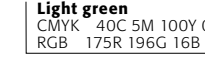
Violet
CMYK 45C 65M 0Y 0K
RGB 158R 107G 171B



Turquoise
CMYK 70C 35M 25Y 0K
RGB 85R 141G 170B



Dark green
CMYK 70C 40M 100Y 0K
RGB 100R 128G 61B



Light green
CMYK 40C 5M 100Y 0K
RGB 175R 196G 16B

Templates

To make your life easier we have created templates for most communications material. On our brand portal and via the MS Office suite you can find templates for:

- Stationary
- Word
- Excel
- PowerPoint

In MS Office you can find the official templates via: "File/New/My templates"

For InDesign files (course programs) please contact the C&E department.

Brand Portal

Take charge of your brand

Help us make the AO network more effective and increase our impact and take charge of your brand. The full-length version of our brand guidelines and the accompanying selection of examples are designed to help you correctly brief, support, and monitor the production activities of your partners. It can be found at:

www.brand.aofoundation.org



Contact

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www.brand.aofoundation.org