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.

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:
- **AO Foundation L** (used on all printed material)
- **AO Foundation M** (eg, websites use)
- **AO Foundation 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:
- Logo
- Subject
- Title
- Lead
- Visual mark
- Image

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

Brand fonts
Print
- **FormataBQ** light light italic medium light condensed light condensed italic medium condensed

Digital
- **Meridien LT Std** roman italic medium italic bold bold italic
- **Open Sans** medium light italic
- **Crimson Text** bold italic
- **MS Office** Arial
- **Digital** Open Sans Crimson Text Verdana

Colors

<table>
<thead>
<tr>
<th>Logo colors</th>
<th>Primary colors</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AO blue</strong> CMYK 100C 68M 0Y 6K RGB 41R 82G 155B Pantone 294 C, 293 U</td>
<td><strong>AO blue</strong> CMYK 100C 68M 0Y 6K RGB 41R 82G 155B Pantone 294 C, 293 U</td>
</tr>
<tr>
<td><strong>AO yellow</strong> CMYK 0C 10M 100Y 0K RGB 255R 217G 26B Pantone 109 C, 108 U</td>
<td><strong>Black</strong> CMYK 0C 0M 0Y 100K RGB 000000 hex #000000</td>
</tr>
<tr>
<td><strong>Warm grey</strong> CMYK 0C 10M 100Y 70K RGB 110R 100G 85B Pantone 40C, 404U</td>
<td><strong>Visual mark blue</strong> CMYK 12C 86M 0Y 0K RGB 229R 235G 246B</td>
</tr>
</tbody>
</table>

Secondary colors
- **Brown** CMYK 156C 70M 100Y 0K RGB 158R 93G 38B
- **Orange** CMYK 0C 45M 85Y 0K RGB 245R 154G 51B
- **Violet** CMYK 45C 65M 0Y 0K RGB 158R 107G 171B
- **Dark green** CMYK 70C 40M 100Y 0K RGB 100R 128G 61B
- **Light green** CMYK 0C 5M 50Y 0K RGB 175R 196G 61B

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 our 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

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Logo image
![Logo image](image_url)

Visual mark image
![Visual mark image](image_url)