



BRAND GUIDE

Expressing who we are

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OUR LOGOS

PRIMARY LOGO

This is the primary version of the logo. It should be used in all cases possible unless shape or length create an issue. The logo and tagline “growing people and practices” invites our viewers to experience the Association for Accounting Marketing (AAM) and spend time with us. The tagline should not be removed or modified from the logo.

The bullseye person in the vibrant blue and green is the face of our brand. Its image and our strong wordmark are our most recognizable brand assets.

The primary logo uses the font Myriad Pro. When designing new sub-brand logos, Myriad Pro is recommended.

Request AAM Branded Collateral

Anyone wishing to request AAM branded collateral, please complete this form.



LOCK-UP POSITION



Unacceptable uses of our logo



STRETCHED



SEPARATING THE LOGOMARK AND LOGOTYPE



WRONG COLOR PALETTE

SECONDARY LOGOS

While the primary logo should be used whenever possible, we understand that scenarios will arise when the legibility of the logo will be compromised or are just not compatible with it.

Stacked
Black & White
Reverse

We offer this stacked version of our logo as a second option. There are other times when an all black or reverse logo is needed to compliment other design elements.

STACKED WITH LOCK-UP



BLACK & WHITE



REVERSE



SUB-BRANDS

SUB-BRANDS

AAM has several sub-brands:

- AAM Circles
- AAM Connect
- AAM Minute
- AAMplify!
- CPA Growth Trends
- Growth Strategies*
- Emerge
- AAM Learning Management System
- Summit



Growth Strategies



SUB-BRANDS: AWARDS

The AAM-MAAs are awarded to firms finding the best, most innovative ways to connect with their clients and prospects. To recognize the accomplishments of our members and to advance the accounting marketing profession, AAM hands out a number of awards on an annual basis including: Marketer of the Year, Volunteer of the Year, Rookie of the Year and Hall of Fame. The year is added using the same font and position as shown below.

AAM-MAAs
Marketer of the Year
Volunteer of the Year
Rookie of the Year
Hall of Fame



SUB-BRANDED EVENT: SUMMIT

AAM has built in some flexibility for our two corporate events: Emerge and Summit. You will also notice the tagline “POWERED BY AAM” is included in the logo design. In most cases, the reverse or black and white AAM logo will complement the design.



Pantone 7545c

C:81 M:61 Y:49 K:35

R:52 G:73 B:85

HEX#: 344955

Pantone 319c

C:65 M:0 Y:24 K:0

R:66 G:192 B:200

HEX#: 42c0c8

Pantone 7752c

C:11 M:25 Y:98 K:0

R:228 G:186 B:39

HEX#: e4ba27

Pantone 7577c

C:1 M:58 Y:80 K:0

R:244 G:133 B:70

HEX#: f48546

Pantone 7416c

C:7 M:75 Y:77 K:0

R:225 G:100 B:70

HEX#: e16448

Pantone 5415c

C:67 M:40 Y:36 K:5

R:94 G:129 B:142

HEX#: 5e818e

SUB-BRANDED EVENT: EMERGE

AAM has built in some flexibility for our two corporate events: Emerge and Summit. Emerge is an annual virtual event. You will also notice the tagline “POWERED BY AAM” is included in the logo design. In most cases, the reverse or black and white AAM logo will complement the design.



Black 100%

C:0 M:0 Y:0 K:100
R:35 G:31 B:32
HEX#: 231f20

Black 85%

C:0 M:0 Y:0 K:85
R:77 G:77 B:79
HEX#: 4d4d4f

Pantone 7401c

C:0 M:62 Y:100 K:0
R:243 G:127 B:32
HEX#: f37f20

Pantone 5415c

C:60 M:12 Y:19 K:0
R:97 G:178 B:198
HEX#: 61b2c6

Pantone 365c

C:53 M:6 Y:18 K:0
R:116 G:193 B:206
HEX#: 73c1ce

Black 50%

C:0 M:0 Y:0 K:50
R:147 G:149 B:152
HEX#: 939598

Black 10%

C:0 M:0 Y:0 K:10
R:230 G:231 B:232
HEX#: e6e7e8

SUB-BRANDED EVENT: EMERGE

Here are examples of the Emerge sub-brand elements.



Virtual Conference
August 12-13, 2020
11am – 2pm (ET) daily

Emerge is marketing and business development reimaged.
It's not the rules that have changed, it's the whole game. Join accounting marketers and business developers for a full-scale virtual conference purposely designed with incredible speakers discussing themed topics to tell a story that inspires, transforms, and elevates.

Be part of the dialogue that propels business growth forward!
For conference details and registration, visit us online:
<https://www.accountingmarketing.org/event/emerge>

7:16 PM
HUNT

SCAVENGER HUNT

JOIN THE HUNT

Hunt Name
Hunt Subtitle

emerge
POWERED BY AAM

KEYNOTE | John Sensiba, CPA

Market for the Future Forward Firm

From the client experience to employee retention and diversity, equity, and inclusion to innovation within our industry... AAM is grateful to have our keynote speaker, John Sensiba, the Managing Partner at Sensiba San Filippo, kick off the Emerge Virtual Conference on November 9th. John will weave those critical future-focused topics into the story of how the accounting industry is moving into an exciting new chapter. You won't want to miss it!

John will be presenting live from the Emerge studio in Richmond, VA. Our 2021 Emerge content is focused on how your firm can highlight the client experience.

John Sensiba, CPA Video

[Click here to register and view the full agenda!](#)

Emerge is here!

Check out this cool infographic below highlighting what you can expect over the next two days during AAM's first ever virtual conference, **emerge**. It's kind of like a treasure map - but not @ !

What to Expect Infographic

Thanks for joining us at Emerge!

What's driving you to Emerge?

Hear what your peers are saying and register now before it's too late.

Ty Hendrickson
Sales Lead
CPA and Partner

Abby DiSano
BOSIP Partners LLP
Marketing Coordinator

REGISTER TODAY

Virtual Conference August 12-13, 2020 11am-2pm (ET) daily

Make the customer the hero of your brand's story.

Simon Mainwaring

WE FIRST
HOW BRANDS AND CONSUMERS USE SOCIAL MEDIA TO BUILD A BETTER WORLD.

emerge
POWERED BY AAM

Why Attend Emerge 2021

NETWORKING
FRESH PERSPECTIVES
INSPIRING IDEAS

emerge
POWERED BY AAM

November 9, 2021 11AM-4PM

Virtual Conference
August 12-13, 2020

emerge
POWERED BY AAM

REGISTER NOW

That's a wrap!

AAM's two-day virtual conference

That's all folks! We hope you enjoyed AAM's first ever virtual conference, **emerge**, as much as we did. Thank you to our speakers and sponsors. We've included some of the recordings below in case you missed anything or if you'd like to go back and watch them again! We've also included some **BONUS** content as a special thank you for attending. We look forward to seeing you next year but until then, stay safe!

Event Content **Emerge Recordings**

We look forward to seeing you next year!

TAKE YOUR FIRM'S CLIENT EXPERIENCE TO THE NEXT LEVEL!

emerge
POWERED BY AAM

VIRTUAL CONFERENCE

NOVEMBER 9, 2021 11AM-4PM EST

Enjoy your snack!

emerge
POWERED BY AAM

emerge
POWERED BY AAM

VIRTUAL CONFERENCE

ACE CALLWOOD - HOST

emerge
POWERED BY AAM

VIRTUAL CONFERENCE

November 9, 2021 11AM-4PM EST

REGISTER NOW!

COLORS

PRIMARY COLORS

AAM colors have been selected for their engaging quality and visually striking characteristics. The primary color palette represents our identity colors.



JPEGs are ideal for RGB files because they're a nice middle-ground between file size and quality, and they're readable almost anywhere.

Eps images are the highest resolution of line art and recommended for printing. You can export RBG or CMYK from an Adobe Illustrator eps file.

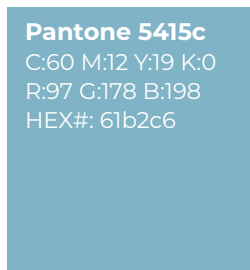
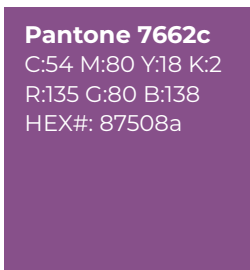
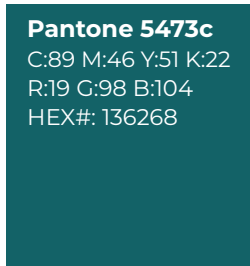
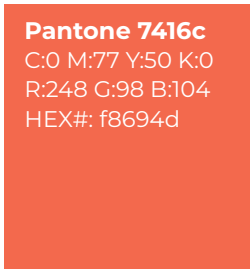
PNGs support transparency and are better for graphics that need to be superimposed over others.

WHEN TO USE RGB VS. CMYK

RGB color space includes more vibrant colors. It is because you are working with light; whereas with CMYK you are working with ink. If you are creating graphics for digital platforms, then RGB is the ideal choice. The resolution for screen viewing is 72ppi. Use CMYK for any project design that will be physically printed, not viewed on a screen.

SECONDARY COLORS

The secondary color palette is intended to complement and enhance other elements of the brand identity system.



TERTIARY COLORS

Our tertiary colors are intended to compliment and enhance other elements of the brand identity system.

Black 10%

C:0 M:0 Y:0 K:10
R:230 G:231 B:232
HEX#: e6e7e8

Pantone 1215c

C:0 M:16 Y:59 K:0
R:255 G:214 B:126
HEX#: ffd67e

Pantone 7401c

C:0 M:12 Y:42 K:0
R:255 G:223 B:160
HEX#: ffdfa0

Pantone 365c

C:27 M:0 Y:64 K:0
R:192 G:219 B:130
HEX#: c0db82

Pantone 578c

C:23 M:0 Y:46 K:0
R:200 G:225 B:163
HEX#: c8e1a3

Pantone 5415c

C:67 M:40 Y:36 K:5
R:94 G:129 B:142
HEX#: 5e818e

Pantone 298c at 20%

TYPOGRAPHY

FONTS

We're using three fonts with endless possibilities: Montserrat, Memphis and Calibri. AAM's corporate typefaces are businesslike, yet friendly and approachable. Calibri will be used for PowerPoint presentations and e-mail marketing. Some of our sub-brands use their own font system. If you are using CANVA, use the Montserrat family of fonts.

Montserrat
Memphis
Calibri

Montserrat Bold 18 pt

Montserrat regular 10 pt with 13 pt leading

Montserrat regular 10 pt with 13 pt leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ123490567890

abcdefghijklmnopqrstuvwxyz;";,.?'

Montserrat Bold 14 pt

Montserrat regular 9 pt with 12 pt leading

Montserrat regular 9 pt with 12 pt leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ123490567890

abcdefghijklmnopqrstuvwxyz;";,.?'

Memphis LT Pro Bold 18 pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

CALIBRI BOLD 14 pt

Calibri regular 12 pt with 14 pt leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890

CANVA

Montserrat Bold 14 pt

Montserrat regular 9 pt with 12 pt leading

Montserrat regular 9 pt with 12 pt leading

ABCDEFGHIJKLMNOPQRSTUVWXYZ123490567890

abcdefghijklmnopqrstuvwxyz;";,.?'

SUPPORTING ELEMENTS

COMMON GRAPHICS

To fully support the AAM identity, the brand uses these simple graphics to support the design principles already established with the logo, colors, typography and brand voice.



It is said with challenge comes opportunity. The COVID-19 pandemic has created an unprecedented level of business disruption. Navigating this disruption will determine how successful firms will be after this crisis.



COMMON GRAPHICS: GROWTH STRATEGIES

To fully support the AAM identity, the sub-brand *Growth Strategies* uses these simple graphics to support the design principles already established with the logo, colors, typography and brand voice.

Growth Strategies



BRAND VOICE

BRAND VOICE

AAM's voice is evolving to unite our brand and meet our audience's needs. The shorter, simpler and more direct you can make your communication, the more likely your audience will read it and act on it. Always avoid passive voice. For example, write "We have found that," not "It has been found that." Use active verbs that inject energy. Every 3-4 paragraphs, use descriptive subheads to spark the reader's interest. The following voice attributes should be a part of all AAM communications.

Approachable

We have a reputation for being open, friendly and responsive to our members. We are collaborators, solution-oriented, full of vitality, committed to learning and believe in a team approach. We cut to the chase and use plain language to get our advice across to all audiences.

Progressive

People are authentic and relatable. We have an entrepreneurial spirit, always seeking and sharing innovative ideas. We will create and distribute top-level thought leadership to our members.

Committed to Excellence

We are committed to promoting excellence and elevating the professional stature of marketing, business development and other practice growth professionals at all career levels, directly impacting members' professional development and careers through education, networking and thought leadership to grow both people and accounting practices. Our voice is positive, inclusive and informational.

Collaboration

AAM is a volunteer-run organization. In a service business, people are the brand. The contributions and success of our members build and create value for the AAM brand.

When using our corporate name in an article for the first time, use the full name "Association of Accounting Marketing" followed by (AAM) in parenthesis. AAM should be used in later references. AAM can be used in longer headlines, such as in this example, "Gantz Named AAM's 2018 Marketer of the Year."

EXAMPLES OF BRAND TONE

Type of Writing	Intended Audience	Tone	Example
Press release	Public, external stakeholders, media, members	Direct, impartial	Association for Accounting Marketing (AAM), the leading trade association committed to providing educational opportunities and professional support for marketing and business development professionals in the accounting industry, announces the appointment of four new members to its Board of Directors.
Facebook post	Current and prospective members	Warm, friendly, enthusiastic, engaging	Awww! The Emerge team is ready to energize you today!
Instagram post	Current and prospective members	Warm, engaging, enthusiastic	Who's heading out for dinner tonight? (Summit)

GRAMMATICAL STYLE, CAPITALIZATION AND PUNCTUATION

To ensure writing consistency, follow the guidelines below. When in doubt, default to Associated Press (AP) style. AP guidelines are largely available on the web.

Topic	Guidance	Examples
Association references	The Association's name should be capitalized, and you may add (AAM) afterward. After first mention, you may simply use Association or AAM; however, Association should be capitalized.	The Association for Accounting Marketing (AAM)
Board of Directors	Capitalize the words Board of Directors. Board member's title and company names are bolded. When referring to the Board, capitalize the word Board.	Becca Johns (Davis) President (2020-2021) Director of Practice Growth Rea & Associates, Inc. The Board of Directors is comprised of 15 members. The Board meets once a month.
Capitalization of publication names	All publications should be italicized. - <i>Growth Strategies</i> - <i>AAM Minute</i>	The latest issue of <i>Growth Strategies</i> can be found on AAM's website.
Commas	Do not use commas before a conjunction in a simple series. However, a comma should be used before the terminal conjunction in a complex series, if part of that series also contains a conjunction.	<u>Simple series example:</u> In class today, the children learned that red, yellow and blue are primary colors. His sisters are Shelly, Susan and Peggy. <u>Complex series example:</u> Vanderbilt's English Department offers doctoral majors in Literature, Second Language Studies, English Language and Linguistics, and
Dates	Use Arabic numerals for dates and years instead of writing them out in full as words. Do not use st, nd, rd, or th with dates. Do not abbreviate years.	<u>Correct:</u> Since June 1, 2020, AAM has experienced... <u>Incorrect:</u> Since June 1st, 2020, AAM has experienced... <u>Correct:</u> We will be hosting a conference in 2021.
En and em dash	The en dash is approximately the length of the letter n, and the em dash the length of the letter m. The shorter en dash (–) is used to mark ranges (numbers). The longer em dash (—) is used to separate extra information or mark a break in a sentence. Add spaces before and after the dashes.	<u>Em dash:</u> Traveling — that is, traveling by public transit — can be a relaxing activity if you bring music and reading material along with you. <u>En dash:</u> The professor assigned pages 52 - 68 for homework.

GRAMMATICAL STYLE, CAPITALIZATION AND PUNCTUATION

To ensure writing consistency, follow the guidelines below. When in doubt, default to Associated Press (AP) style. AP guidelines are largely available on the web.

Topic	Guidance	Examples
Phone numbers	Use hyphens in phone numbers. Use a comma to separate the main number from the extension. 305-555-9685.	212-621-1500, ext. 2.
Punctuation and quotation marks	Commas and periods go within quotation marks.	"The weather is lovely today," she said. He said, "AAM is my favorite organization."
Attribution	When attributing quotes to an individual, always use "said" (i.e. rather than "exclaimed" or "stated")	Bill said, "AAM is my favorite organization." "The weather is lovely today," she said.
Spacing	Use a single space after a period.	
Spelling of website and email	Website Email	<u>Incorrect:</u> web site <u>Incorrect:</u> e-mail
Time and time zones	Use lowercase a.m. and p.m., with periods. Always use figures, with a space between the time and the a.m. or p.m. If it's an exact hour, no ":00" is required. Abbreviation of time zones is okay and does not require a parenthesis.	The event was over by 4:30 p.m. EST. The event starts at 8 a.m. CST.
Titles of articles/blogs	Capitalize four-letter words in a title; leave three-letter prepositions uncapitalized.	Example: Exploring SOC for Supply Chain: What Your Business Needs to Know
Titles of professionals	Generally, capitalize formal titles when they appear before a person's name, but lowercase titles if they are informal, appear without a person's name, follow a person's name or are set off before a name by commas.	Examples: Managing Partner Bert Mills attended the event. Bert Mills, managing partner, attended the event. All marketing managers should attend this event.

WEBSITE BANNERS AND SOCIAL MEDIA

RECOMMENDED IMAGE SIZES FOR WEBSITE BANNERS & SOCIAL MEDIA

Please use the following image sizes:

WEBSITE BANNERS

Email Blast Header Image Width	650 pixels
Banner Homepage of the Website	1200x300 pixels
Banner Homepage on AAM Connect	750x310 pixels
Banner Homepage of AAM Store	980x245 pixels
Mobile Banner	750x188 pixels

SOCIAL MEDIA

All social media channel graphics	1200x1200 pixels
Email blast header width	650 pixels

TEMPLATES

BRANDED POWERPOINT TEMPLATE

We have two branded PowerPoint templates. If you would like to use this template below for an AAM presentation, please contact Rhonda Clark at rhonda@accountingmarketing.org or complete this Request AAM Branded Collateral form.

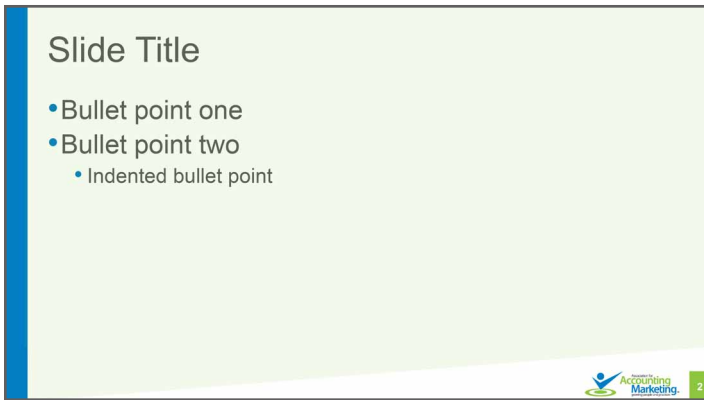


Analyzing your firm's sales process

John Hancock
Direct of Business Development
Firm Name
1-26-21




Association for
**Accounting
Marketing**
growing people and practices™



Slide Title

- Bullet point one
- Bullet point two
 - Indented bullet point



Association for
**Accounting
Marketing**
growing people and practices™

BRANDED POWERPOINT TEMPLATE

We have two branded PowerPoint templates. If you would like to use this template below for an AAM presentation, please contact Rhonda Clark at rhonda@accountingmarketing.org or complete this Request AAM Branded Collateral form..



TITLE OF PRESENTATION HERE


PRESENTER
Ace Callwood
Partner and founder, Equal Sons

 Association for Accounting Marketing
growing people and practices.

AFTER EMERGE

We want to let you know what to expect

- ▶ We'll plan to send out an email tomorrow with the final files.
- ▶ Thanks for joining us this year!
- ▶ Share ideas you've learned with your team.

 Association for Accounting Marketing
growing people and practices.

CONTACT

Rhonda Clark
Association Manager

Email rhonda@accountingmarketing.org

Phone 859-402-9769

www.accountingmarketing.org