



CAA Usage Guide

In this Guide:

<u>Emblem Usage Introduction</u>	2
<u>Emblem Elements</u>	3
<u>Emblem Dimensions</u>	3
<u>Emblem Color and Background</u>	4
<u>Prohibited Emblem Usage</u>	5
<u>Exceptions</u>	6
<u>Suggested Guidelines for Educational Brochures and Other Printed Matter</u>	7



EMBLEM USAGE

This section identifies graphic standards for use of the CAA Emblem.

In general, the CAA Emblem should be used primarily as an identification element. The Emblem should never be altered or displayed in any other way than outlined in the individual profiles included in this manual.

Due to the different copyright requirements within the Canadian provinces, the Suggested Guidelines for Educational Brochures document was created to provide insight for U.S. users of the CAA masterbrand.

The CAA logo should be used on educational brochures and promotional materials only if the content is relevant to CAA members and/or Canadian citizens. All department must contact CAA for approval prior to logo use on educational and promotional materials. CAA contact: Mary Jane Curren, administrative assistant, CAA Public Affairs & Communications: mjcurren@national.caa.ca or (613) 247-0117 X 2014.

To help insure that all uses are appropriate and approved, Brand Management Quality Standard #1 specifies that users of CAA trademarks shall use them in accordance with the requirement within the CAA Operating Manual. To gain access to the latest version of this manual, contact:

Mr. David Steventon
Manager, Standards & Accreditation
CAA National Office
1145 Hunt Club Road, Suite 200
Ottawa, Ontario, Canada K1V0Y3
Or call (613) 247-0117
Or fax (613) 247-0118



Emblem Elements

The preferred CAA Emblem is composed of the CAA Symbol within a thin blue oval.

Note: Do not use the above colors as a match for the Pantone standards. Please refer to the Pantone manual for a correct match.

CAA clubs may insert their territorial designation within a broader blue oval.

In other words: The preferred oval shall be the thin option where a club territorial designation is not used, or The club territorial designation is dropped out of the broad blue oval in white text.

These are the only versions of the Emblem that may be used.

On all occasions, the ® symbol or French "MD" (marque déposée) symbol will accompany the Emblem. For the sake of uniformity it shall, with few exceptions, be positioned adjacent to the outside lower right hand edge of the oval. Applications where it is impractical to position the ® and "MD" symbols outside the oval, they may be positioned inside the oval at the lower right-hand corner of the second "A" as shown.



Emblem Dimensions

The width of the Emblem is 1.5 times the height of the Emblem.

Additional width applied to the blue oval in order to accommodate regional designation text shall be added to the outside edge in order to maintain the spatial relationship of the Symbol. A sans-serif upped case font, dropped out in white, shall be used within the oval.

Examples of proper reproduction of the Emblem are shown on the last page of this section.

To maintain its visual integrity, a minimum width of 1/4" should be followed when reproducing the preferred Emblem.

Minimum size of the Emblem bearing a club's territorial designation should be determined by the degree of distortion, fill-in and inconsistent appearance. In cases where a small size is required, designers should opt for the preferred generic Emblem to avoid loss of definition of text, which occurs where an attempt is made to reproduce a club Emblem showing regional designation.





Emblem Color and Background

Color is a powerful corporate tool that is an integral part of the CAA Emblem identity. The following Color specifications promote maximum impact and visibility while allowing for flexibility in all print applications.

The two-color Emblem is the familiar CAA red and blue. The Pantone colors selected take full advantage of intensity and compatibility for reproduction.

The CAA Emblem may not be reproduced in any other color than those specified below.

Two-color, three-color or four-color printing:

Print in Pantone **287CV Blue** and Pantone **485CV Red** on coated paper

Print in Pantone **287U Blue** and Pantone **485U2X Red** on uncoated paper

One-color printing:

A black Emblem on a white background is acceptable. A white Emblem is also acceptable when used with a white AAA logo. The CAA Emblem may be reversed in white against a colored background.

Some special items (such as CAA plastic membership cards or award plaques made out of metal, wood or synthetic materials) may be exempted, subject to CAA National Office review and prior approval.

CAA Blue

Specify the ink color Pantone 287U when printing on uncoated papers and 287C when using coated stock. The color shown here is not intended as a substitute for Pantone color standard. See the current edition of the Pantone color formula guide for an accurate match. Process matches, CMYK, equivalents of CAA Blue are 100%C, 69%M, 0%Y and 11.5%K.

CAA Red

Specify the ink color Pantone 485U2X when printing on uncoated papers. The color shown here is not intended as a substitute for the Pantone color standard. See the current Pantone color guide for an accurate match. Process matches, CMYK, equivalents of CAA Red are 0%C, 100%M, 91%Y and 0%K.



Prohibited Emblem Usage

Correct usage of the CAA Emblem is important for building recognition of the CAA brand.

Do not use the following treatments:

1. use of broad blue oval without territorial designation text;
2. use of gradation within the Emblem;
3. switching the colors of the Emblem;
4. substituting colors;
5. use of screen tints of the Emblem, red or blue;
6. changing the colors inside the CAA Emblem oval;
7. decorating or embellishing the Emblem in any way;
8. use of drop shadows or three dimension effect or other graphic devices either in print or electronically;
9. placing the Emblem on a patterned background;
10. placing the Emblem on an image without the Emblem white background knockout and white key-line outside the blue oval;
11. creating a pattern with the Emblem.

The CAA Emblem is a mark which is seen by CAA members and the general public as being symbolic of creditability, reliability, dependability and quality. This level of recognition has been earned with a great deal of effort throughout the years, and now the Canadian Automobile Association and its member clubs are custodians of this legacy. Many companies covet the CAA Emblem for the recognition it receives and see the value that would be gained by attaching it to their product.

Due diligence must be exercised on every occasion when sub-licensing is granted for any CAA trademark to be used for any application. The use of ERS, AARS or Show Your Card & Save marks is governed by specific Quality Standards.

- Certain trademark applications associated with a third party are specifically prohibited.
- Use of a registered trademark in any form that differs from the profiles listed in the **CAA Operating Manual**.
- Co-branding, by combining the CAA Emblem with another brand, with the exception of those that have received prior review and approval by CAA National Office
- Applying a CAA trademark to automotive parts, including batteries and tires.
- Applying the CAA Emblem or other CAA trademark to a product for retail sale to the public for no other reason than to receive royalties from sales.



Exceptions

Additional variations of the CAA Emblem may be used in co-branding situations only, as follows:

1. When used with a white AAA logo, the CAA Emblem may be reversed in white against a colored background.
2. When used with a black AAA logo, the CAA Emblem may be presented in black with a white background inside the oval and a white key line around the oval.
3. When placing the two-color CAA logo on a non-white background, the area inside the oval should always use a white background, while a white key line should be placed around the outside of the entire logo.





Suggested Guidelines for Educational Brochures and Other Printed Matter

Use of the CAA logo and "Printed in USA" statement on materials produced by the AAA National Office has been inconsistent.

U.S. and other international customs agencies require the "Printed in USA" statement on materials shipped from the United States to foreign countries. AAA could incur fees and shipping delays if the statement is not included.

According to CAA, Canadian clubs have ordered educational items from national, only to discover that the materials are inappropriate, which causes confusion and added expense for both organizations. Use the following guidelines when creating materials that may or will be used in Canada or other foreign countries.

According to U.S. copyright laws, printed materials should contain the following three elements:

1. The symbol © (the letter C in a circle) or the word "copyright."
2. Year of publication.
3. Copyright owner's name or abbreviation by which the name can be recognized.

In addition, the words "Printed in U.S.A." are required to meet import laws of most foreign countries, including Canada. The statement also provides greater protection under U.S. copyright laws.

Example: © AAA 2004 Printed in U.S.A.

Type should be large enough to read but no larger than 10-point.

In most instances, the wording should be printed on the inside back cover. In magazines, the wording may appear on the inside front cover. Materials that will be sold or distributed in multiple quantities may be labeled on the packaging and not each individual piece.

According to the U.S. Copyright Office: "The copyright notice should be affixed in such a way as to give reasonable notice of the claim of copyright. The three elements of the notice should ordinarily appear together. The Copyright Office has issued regulations concerning the form and position of the copyright notice in the Code of Federal Regulations (37 CFR Section 201.20)."