

AAA Street-Side/Building Signage Guide



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Introduction

Overview

Across the U.S., the AAA brand represents safety, security and peace of mind. AAA members trust that wherever they view the logo, they will receive world-class service, guaranteed products and superior member benefits. The brand is a reaffirmation of their membership in an organization dedicated to serving their needs in reliable, caring and relevant ways.

The overarching goal for signage is “clarity, consistency and visibility.” Therefore, it is important that any signage incorporating the AAA masterbrand (oval with orbit) follows the Logo Usage Guidelines (found on AAABrandCentral.com > Identity), thus reinforcing key attributes of the masterbrand.

These signage guidelines provide recommendations for a multitude of signage applications, including compliant and non-compliant examples for street-side and building use.

Signage Guidelines Compliance

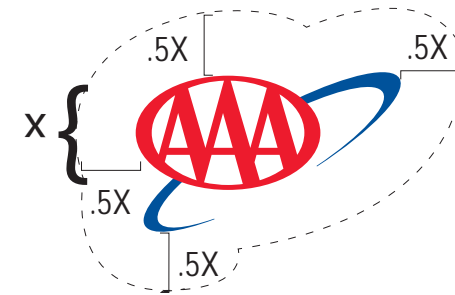
- In circumstances where flexibility must be considered to meet unique local requirements, the club representative should provide the AAA National Office Brand Strategy team with the proposed signage design, the criteria for special consideration, and examples of surrounding signage (if available). Working together with the Brand Strategy team will ensure a mutually agreed-upon solution is reached.
- If substantial costs prohibit the immediate replacement of non-compliant signs, the Accreditation and Brand Strategy teams at the AAA National Office will partner with the club to determine solution options.
- Please consult the AAA Logo Usage Guide for full masterbrand use and font guidelines.

Introduction

Clear Space

Clear space is defined as an open space around the masterbrand touchpoints that is equal to 1/2 the height of the oval portion of the masterbrand as shown in the graphic to the right.

No text or graphics should be placed in the clear space area except for approved descriptors, e.g., Travel, Insurance.



Introduction

General Signage Rules

- Always design signage from the premise that “less is more.” Give the highest preference to the clarity and visibility of the most well-known icon of the association — the masterbrand or club logo.
- When products or services are used in conjunction with the masterbrand, do not crowd or reduce the size or visibility of the masterbrand.



Street-Side vs. Building Signage

Association signage is placed in two categories:

- Street-side signage is located along a thoroughfare and is used for direction or orientation where motorists may be moving at a faster speed. It is important that the masterbrand be highly visible at first glance.
- Building signage is affixed to a club facility, such as main or branch offices. This facility may be located within a controlled environment where traffic is slower and motorists/pedestrians are able to stop or slow down to read signage.

Important Note: Insurance Signage

- For guidance on signage for club-owned insurance, exclusive agents, or independent agents, please consult the AAA Insurance Logo Usage Guide.

Street-Side Signage

While clarity and visibility are the most important elements in street-side signage, motorist safety should also be a factor. The masterbrand or club logo as a stand-alone element delivers the highest level of clarity and visibility. Additional text on street-side signage should be used sparingly.

The following examples display compliant signage that delivers clear, concise, and highly visible street-side signage:



Street-Side Signage

Multi-Tenant Signs

In many situations, street-side signage may be shared with other businesses at the same location. This may limit the square footage of space available for your message. In situations such as these, where high visibility and clarity are critical, use of the stand-alone masterbrand or club logo is the preferred use.

This sign demonstrates use of the masterbrand in a dominant manner within a competitive space.



Use of masterbrand with product marketing incorporated onto a multi-tenant sign.



Street-Side Signage

Products in Street-Side Signage

When adding product names alongside the masterbrand in signage:

- Avoid placing text in the descriptor space of the masterbrand as it reduces the size of the masterbrand.
- Follow AAA Logo Usage Guidelines for use of the AAA masterbrand, especially clear space guidelines.
- Use color separators when appropriate to maximize visibility without detracting from the masterbrand.
- Do not use more than three product names in signage.

These photos demonstrate the appropriate use of product/service names as part of building signage.



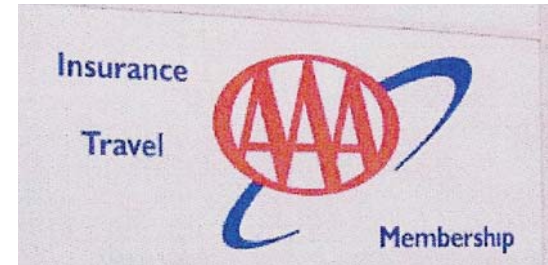
Street-Side Signage

Non-Compliant Multiple Product Street-Side Signage

The examples on this page reflect non-compliant signage that violates the Logo Usage Guidelines relating to clear space, improper descriptor placement, and multiple descriptors.

Non-compliant

X Random scattering of words around the masterbrand is non-compliant.



X The use of multiple descriptors and all caps in the descriptor space is non-compliant.



X The placement of text within the clear space of the masterbrand is non-compliance.



Building Signage

Building signage is defined as signage that is permanently affixed to the building in which the club is doing business. As in all signage, clarity is the key for building signage.

- A key element is the placement of the masterbrand in the most visible exterior area(s) of the building.
- Ideally, the masterbrand should not compete for visibility on building signage.
- Consideration should be given to reducing the use of descriptors, along with the volume of peripheral signage, in the visual area of the masterbrand.
- If adding a descriptor to the masterbrand requires the reduction of the masterbrand, it is best to eliminate the descriptor and allow maximum size for the masterbrand.

These two examples demonstrate the compliant use of a highly visible masterbrand on a club office building.



Building Signage

Building Signage With Product Names

The following examples reflect brand-compliant usage of building signage incorporating descriptors and/or product names to maximize the masterbrand.

When using more than one product name in signage, adhere to the clear space rules as outlined on page 2.

When using dimensional signage, you may wish to use transparent netting or wire mesh to deter birds from those areas susceptible to nest building.



Building Signage

Building Signage Recommendations

- Avoid using more than three product names in signage.
- Using blue for product names helps the masterbrand stand out.
- If the background is dark or the same color as a masterbrand color, use the white masterbrand logo and white for any applicable additional wording, such as product names.



Building Signage

Multipurpose Building Signage

Dedicated Car Care Centers should be clearly marked as such, while a multipurpose branch should maintain a clear and bold masterbrand.



Dedicated car care center



Multipurpose branch

Building Signage

Converting Non-Compliant Building Signage into Compliant Building Signage

The following examples demonstrate common non-compliant uses with an accompanying example of changes that would make the signage compliant.

Non-compliant



Old version of masterbrand with oval filled in is non-compliant.

Compliant



Clear space violation.



Building Signage

Converting Non-Compliant Building Signage into Compliant Building Signage (continued)

Non-compliant



Use of a product or service in the descriptor space and filling in the oval are non-compliant.

Compliant



Filling in the oval is non-compliant.



Building Signage

Considerations for Signage Compliance

The photos here represent exceptions given based on heritage. Heritage refers to specific cases where existing AAA signage is considered to be a landmark in that area. In situations where the heritage is recognized by the city, not just the club, an exception is given full consideration and generally granted.

Examples of Exceptions

This signage dates back to 1922 and is considered a landmark by the city of New York.



This photo shows a street corner marker that has been deemed as historical by the city of Webster, MA.



Backgrounds

Adapting to Signage Backgrounds

The examples on this page demonstrate how to handle challenges with various signage backgrounds, including dark colors, glass, and brick.

Compliant



On dark backgrounds, consider using a contrasting color masterbrand.



Due to reflection, glass doors present a challenge for clarity and visibility. Use of all white decals will provide greater visibility.



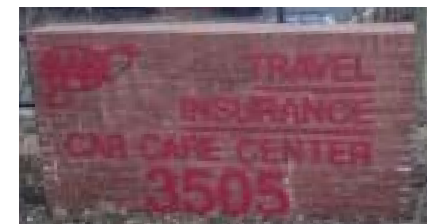
An all white masterbrand pops from the dark background.



Non-compliant



The use of the red logo against the dark brick prevents the masterbrand from clear visibility in the area of the network rings. The red lettering also loses its clarity.



Compliance

Quality Standards Compliance

While the National Office Brand Strategy team works to provide interpretations and recommendations regarding club brand compliance, the focus is always to ensure that Brand Management Quality Standards are met. At the same time, it is important to create reasonable corrective recommendations to the clubs while maintaining a clear, consistent, and uniform look for the association brand.

- When evaluating club building signage against the Brand Quality Standards as outlined with the AAA Logo Usage Guidelines, each situation is subject to interpretation regarding:
 - ◇ Clarity and readability
 - ◇ Appropriate use of the AAA mark
 - ◇ Signage construction environments
 - ◇ Architectural limitations, heritage, and/or classified landmarks
- The Logo Usage Guidelines define clear space as equal to 1/2 the height of the center “A” of the masterbrand. In situations where more than one product name is desired on signage and the available space presents difficulty in following the 1/2 clear space guidelines, an exception may be granted. To obtain an exception on clear space, present the details of the specific signage to the Brand Strategy team.
- Brand Management Quality Standards #1–#3 are directly tied to the Logo Usage Guidelines and provide room for interpretation and/or exception. Different logo types require different levels of approval. Please consult the Brand Strategy team on the approval process.

Compliance

Quality Standard Compliance (continued)

- The Brand Strategy team provides clubs and the Accreditation Commission guidance and flexibility in handling unique situations and meeting Brand Quality Standard basic requirements. Working together, we can maintain a consistent standard of presentation for the AAA identity image.
- Exceptions are granted for individual signs only and do not include other signage or similar use of the masterbrand design on other materials. All signage exceptions must be brought within AAA Logo Usage Guidelines at the time of replacement. Exceptions will not be granted to new signage that is created without prior Brand Strategy team approval.

Example of an Exception



This signage is located in an outdoor mall environment. The mall architectural committee required all signage for individual stores follow specific guidelines.

Compliance

Considerations for Signage Compliance

► Scenarios most often requiring correction occur in these examples:

1. Failure to provide adequate clear space allowing for clarity and visibility of the masterbrand.
2. Use of the masterbrand without the network ring.
3. Improper use of a white outline around the masterbrand or knockout color between the three A's.
4. Use of the masterbrand within a sentence.
5. Inappropriate use of descriptors or text.

1.



2.



3.



4.



5.



Summary

Summary

The overarching goal for signage is “clarity, consistency, and uniformity” throughout the association. It is important that any signage incorporating the AAA brand adheres to the Logo Usage Guidelines, to ensure the lasting integrity of the masterbrand.

Key points to remember:

- Always use the official masterbrand or club logo — oval with network rings.
- Develop your signage from the premise that “less is more.”
- Keep the purpose of your signage in perspective: street-side (directional) versus building (informational).
- Avoid clutter with unneeded text.
- Rely upon the Logo Usage Guidelines for compliant masterbrand use.
- Exceptions must be applied for and approved by the Brand Strategy team at AAA National and/or by the AAA Board of Directors.

Additional Information

All logos featured in this guide can be downloaded in high resolution from [AAA Brand Central](#).

General branding guidelines can be found in the following locations:

- [AAA Logo Usage Guidelines](#)
- [AAA Brand Management Quality Standards](#) on AICWEB (Please note: This link can only be accessed by AAA associates from AAA-networked computers)
- [AAA Insurance Logo Usage Guide](#)

All branding inquiries may be directed to: Brand@national.aaa.com.