



The AAOS Brand Guide

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Executive Overview

The American Academy of Orthopaedic Surgeons' brand is a reflection of the **experiences** we create for our members, partners, staff and other important stakeholders. It includes the promises we make to each of these audiences, the materials we produce as an organization, the personality that we convey, and the emotional connections we forge.

This Guide to the AAOS Brand is intended to help drive and inspire strong “on-brand” decisions for the organization, based on a combination of tried and true branding principles, guidelines and business judgment.

Although this guide is a static document, the organization's brand is a living, breathing entity that continues to evolve as AAOS grows and progresses. Please refer to the new AAOS Online Brand Center at www.aaos.org/brand for the most up-to-date brand guidelines.

Contact the branding team at brandguidance@aaos.org if you have questions, or need guidance on how to interpret or apply them.

“The AAOS brand is more than just our logo, a color scheme or set of visual style standards. The AAOS brand represents our staff and member values, as well as the experience we strive to deliver to our members, partners and stakeholders every single day.”

“This AAOS Brand Guide is designed to educate employees, members, media, and current and potential partners about the AAOS brand identity and how its consistent use supports the Academy's mission to serve the orthopaedic profession to provide the highest quality musculoskeletal care.”

**Thomas E. Arend, Jr., Esq., CAE
Chief Executive Officer
American Academy of Orthopaedic Surgeons**

About the AAOS Brand

Our brand differentiates the AAOS from others in the musculoskeletal health space. We uphold the AAOS brand in support of the mission, vision, strategic plan and core values. Our brand reinforces the AAOS as a credible, history-rich organization through consistent messaging, with a clear personality and voice through quality programs, products and services delivered.

The stylized four-letter logo of the “AAOS”—the Core Signature—represents two complementary organizations: the American Academy of Orthopaedic Surgeons and the American Association of Orthopaedic Surgeons, which includes its political action committee (PAC). Together, the AAOS is the largest professional orthopaedic community in the world.

This brand guide was developed to unite the varying brand characteristics of the two organizations under a single, all-encompassing approach to strengthen recognition of the AAOS vision as the trusted leaders in advancing musculoskeletal health.

Mission

Why we exist as the AAOS:

Serving the orthopaedic profession to provide the highest quality musculoskeletal health care.

Vision

Who we want and aspire to be:

THE trusted leaders in advancing musculoskeletal health.

Core Values

Our supporting behaviors:

Leading to serve. Shaping our future. Excellence together.

Additionally, AAOS staff support the organization’s core values through a shared set of employee values which include teamwork, empowerment, accountability, and a growth mindset.

What Is Our Brand Identity?

The AAOS brand identity is the visual representation of our brand promise. A consistent application of value propositions—including sanctioned logos, formal logo lockups and graphic elements—across all programs, products, services and communications helps create greater recognition for the AAOS.

Brand Positioning

The AAOS brand identity is the result of the commitment we make with our key stakeholders: members, customers, patients, partners, the public and employees. It is reinforced through the consistent application of communications designed to set expectations and establish emotional connections that our stakeholders recognize and feel when thinking of the AAOS.

Every touchpoint the AAOS has with each stakeholder group is an experience that impacts the overall brand positioning and reputation. Our stakeholders choose the AAOS because our brand reputation is meaningful and of value to them. Our brand and brand positioning supports the organization’s strategic direction.

Brand Narrative

The brand narrative is a simple articulation of the AAOS brand. It is a guide to inspire storytelling and to help craft messaging coming from the AAOS. Copy from this narrative can be adopted for specific information that needs to be conveyed, or used to ensure that the proper voice is captured.

Like the bent tree that traditionally symbolizes orthopaedics, the road to living a healthy life can twist and turn and sometimes need additional support. The tree has its brace and the road has its maps.

We all know someone who has been stopped in his or her tracks by bone, muscle or joint pain. Musculoskeletal conditions and the accompanying pain they produce can affect anyone at any time and at any age, keeping people of all ages from living, working and enjoying life.

The fact is that everyone—from children with scoliosis to patients with traumatic injuries requiring limb-saving surgery—benefits from orthopaedic expertise.

Founded in 1933, The American Academy of Orthopaedic Surgeons, which includes The Association, is the trusted leader in musculoskeletal education, resources and guidance for orthopaedic surgeons and allied health professionals across the world at all career stages. Our members are life-long learners and educators empowered to lead the way toward advancing musculoskeletal care for their patients.

For more information about the AAOS, follow us on Facebook, Twitter, Instagram, LinkedIn or YouTube.

Brand Themes and Voice

When articulating the AAOS brand, communications should consistently illustrate our aspiration to be the trusted leaders in advancing musculoskeletal health. Additionally, our brand is:

- **Collaborative:** We engage members, partners and patients where they are, and lead them with open communication and transparent decision-making, empowering and seeking input and collaboration from all people based on mutual respect and trust.
- **Compassionate:** The AAOS positions itself as the approachable authority on musculoskeletal health, including injury prevention and patient care.
- **Conscientious:** The AAOS is conscientious, respectful, thoughtful and deliberate in leading advancements in musculoskeletal health research, quality initiatives, and advocacy efforts to enable the orthopaedic profession to better serve our patients.
- **Effective:** We mentor and support our members to drive excellence in musculoskeletal health and to thrive in value-based environments.
- **Empowering:** The AAOS encourages both members and staff to develop their professional skills.
- **Inclusive:** As an organization, we maintain diversity as an important value and strive to represent staff and members of all races, ages, sexes, cultures and professional levels.
- **Innovative:** We focus on and reward research to further the orthopaedic profession and provide the most modern and efficient treatments while exploring the next frontier of musculoskeletal care.
- **Proactive and Responsive:** We use data and evidence to advocate for and promote quality musculoskeletal care, embrace disruptors and develop innovative products and services.
- **Professional:** It is important that all communications on behalf of the organization meet an appropriate level of respect when interacting with fellow employees, members and partners.

Logos

In addition to the core signature, AAOS brand assets include a series of logos registered with the United States Patent and Trademark Office. The logos include trademarks such as a words, phrases, symbols or designs, or a combination thereof, that identify and distinguish the source of the goods of the AAOS from those of others; and service logos that identify and distinguish the source of a service rather than goods.

The logos are specifically intended for use by the AAOS in connection with our programs, products, communications and services.

Preferred Logo

To best represent the AAOS and its core values, the preferred logos for use in digital and print are the two-color, two-line logos in the vertical orientation. When applicable, the three-color dual Academy/Association lockup in either vertical or horizontal orientation, is preferred. The two elements of the preferred logo are the core signature (stylized AAOS) and the wordmark, or the spelled-out words. When colored logos are not able to be used, logos may be produced in Paper White (a “knock out” or “reversed out” logo) or Registration Black. Color codes for logo use can be found in the Visual

Identity section. The appropriate logo should be used on a simple background to provide enough contrast so that the logo is easily recognizable and legible. Backgrounds should not distract from the logo.



Core Signature

The Core Signature—the stylized four-letter logo of the “AAOS”—and related versions that are derived from it are designed to convey the unified influence of the American Academy of Orthopaedic Surgeons and the American Association of Orthopaedic Surgeons.



The core signature has a fixed relationship and should never be embellished, outlined, rearranged, or altered without express permission from the branding team.

Three equally-sized elements come together to form the “activity circle”—the stylized “O” of the AAOS Core Signature. The activity circle represents the Academy’s and Association’s:

- Core areas of focus in musculoskeletal health (i.e., Education, Research, Advocacy and Quality); and,
- Key constituencies (i.e., the members, patients, policymakers and the public) we serve in the pursuit of lifelong musculoskeletal health care.



The activity circle is a stylized homage to the laurel wreath within the Seal of the Academy, representing the rich tradition of the AAOS as well as its present and future. It also conveys movement and feels dynamic and flexible, which speaks to the continuing growth of the AAOS and its body of orthopaedic knowledge.

The “O” in stylized form is also trademarked. **Logo deconstruction—isolating or reconfiguring elements of the core signature and/or the activity circle—is not permitted. This is done to help minimize confusion with other organizations’ logos utilizing designs that look that look similar to the AAOS activity circle.**

Logos

Appropriate use for the logo requires core signature letters “AA_S” in Registration Black. When using a colored activity circle, core signature letters must be grey and the wordmark under the core signature must match the color of the activity circle. Colored activity circles cannot be used with black or white letters. When using a black or white “knock out” or “reversed out” logo, the entire logo must be the same color.

	American Academy of Orthopaedic Surgeons	American Association of Orthopaedic Surgeons	Dual Academy/Association
Core Signature/Small Space Logo			
One-line Logo*			
Two-line Logo, Vertical			
Dual Academy/Association Horizontal Lockup			

Dual Academy/Association Vertical Lockup			
Fellow of the American Academy of Orthopaedic Surgeons (FAAOS)			

*Use of the one-line logo is acceptable unless readability is compromised in either digital or print materials. In such cases, use the two-line logo.



The seal of the American Academy of Orthopaedic Surgeons is a stand-alone treatment for ceremonial use only, such as certificates of fellowship, recognition of volunteer experience and service awards. It is never to be paired with the wordmark or combined into a logo lockup. The seal may not be used as a logo of the AAOS or on promotional items, product packaging, etc.

Graphic-Free Zone

The AAOS logo should be surrounded by clear, or graphic-free space that equals 100% of the activity circle on every side in order to allow the logo to be clearly and stylistically recognizable



Taglines

When taglines appear with logos, they should extend the length of the core signature and should be separated by a horizontal rule line. Exceptions can be made in the case of dual logo use, where there is already a horizontal rule line. Sabon is the preferred font for the tagline typeface. If Sabon is not available, Garamond Italic is also acceptable.



Visual Identity

Color Palette, Color Codes and Usage

The primary color palette ensures that the “O” mark stands out from the neutral tone of the other letters. The core colors are meant to be bold, have great visual impact and deliver higher energy to various forms of communication they are used on.

The grey compliment (PMS 425) was chosen as the principal AAOS logo color as it is a dark silver that evokes dignity and permanence.

The Academy Red (PMS 186) was chosen because it is warm, approachable and inviting.









The Association Blue (PMS 661) is more formal and aligns with our role in Advocacy. This is an evolution of the blue that was used in the previous Association logo.

The AAOS logo may only be produced in Paper White or Registration Black. The Activity Circle may only be reproduced in Paper White, Registration Black, Academy Red or Association Blue. If the logotype is Paper White, the activity circle must also be Paper White.

Secondary colors Teal, Orange and Purple may be used as additional design colors. Shades of each secondary color may be used to differentiate products or concepts.

Best practices for designing branded AAOS assets include adhering to the 60% - 30% - 10% rule. To bring balance to a design, colors should be combined in this proportion, with the primary color used in 60% of the space, the secondary color used in 30% of the space and the accent color used in the remaining 10% of the space.

When using the Academy Red as a primary brand color, it is recommended to use 60% Paper White, 30% Academy Red and 10% Grey Compliment. This proportion of colors gives enough white space to the material without having the red become overpowering.

	Description	PMS (Print)	CMYK (Print)	RGB (Digital)	HEX (Digital)
	Academy Red	186	0, 100, 81, 4	204, 0, 51	CC0033
	Association Blue	661	100, 69, 0, 9	0, 53, 148	003594
	Grey Compliment	425	0, 0, 0, 77	89, 89, 89	595959
	Teal	2220	64, 10, 0, 33	62, 154, 172	3E9AAC
	Orange	7550	0, 27, 81, 15	218, 160, 41	DAA029
	Purple	246	0, 60, 15, 34	168, 67, 143	A8438F
	Paper White			255, 255, 255	
	Registration Black			0, 0, 0	

*The colors shown above have not been evaluated by PANTONE, Inc. for accuracy and may not match the actual PANTONE color standards.

Fonts and Typography

The AAOS logo is set in all caps, giving the mark an air of authority and dignity that is respectful of the past.

The logo font is Gilgamesh. The fonts used in the logo, lockups, etc. cannot be altered or substituted. Gilgamesh is used in the AAOS logo and should not be used for any other purposes in conjunction with AAOS communications. Vendors should only use a fully assembled logo image file provided by AAOS and not rebuild or recolor it.

Using suggested fonts within any branded materials will create consistency and reinforce the brand. However, our preferred brand fonts may not always be available for use in Word documents, PowerPoint presentations or other digital programs. This table serves as a guide for which fonts to use as substitutes.

Preferred Font	Substitute Font(s)	Use
Open Sans	Helvetica, Arial	Digital
Merriweather	Times New Roman, Georgia	Print
Calibri		All

For digital presentations on behalf of the AAOS, a Sans Serif font (Open Sans, Helvetica or Arial) is preferred. Calibri is the default font programmed for AAOS PowerPoint templates and is also acceptable for use in digital presentations.

For print presentations on behalf of the AAOS, use of a Serif font (Merriweather, Times New Roman or Georgia) is acceptable.

Photography and Illustrations

The imagery guidelines discussed here apply primarily to promotional and public-facing materials. The preferred image style for AAOS materials is to represent members as honest, straight-forward, caring and approachable, especially when interacting with patients. All AAOS imagery should reflect the key message themes that the organization strives to represent.

Images should reflect our organization's professional expertise while conveying openness to the public and empathetic patient care. Patients in images should be treated respectfully with regards to clothing and positioning.

Represent our members as orthopaedic surgeons with appropriate equipment and avoid non-orthopaedic instruments such as stethoscopes. Photos and designed imagery should employ pleasant lighting and bright, optimistic settings.

Imagery should represent the full diversity of our members and the patients they serve in terms of age, sex, race, culture and orthopaedic practice area.

Employee requests for owned and stock photography can be sourced by submitting a Jotform [here](#).

Examples of Preferred Photography Style



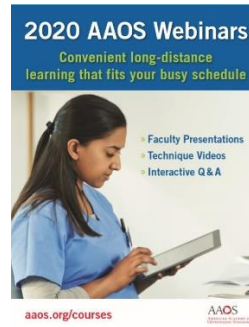
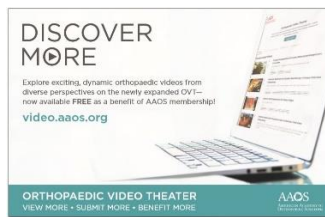
Brand Examples

Print

In print applications, “initial view” refers to the cover of materials with multiple pages or the front of one-sided materials. It is preferred that the AAOS logo appears on the initial view of all printed materials in a visible and recognizable location.

Packaging, book covers, page design:

- Design should be developed with some visual consistency and specificity within product lines or sub-brands to reinforce specific brand identity, encourage recognition and protect expected experience.



Websites and Microsites

The logo must appear near the upper left before any user interaction (click, scroll, input, etc.), as well as at the bottom of the page in the footer. If possible, clicking on the AAOS logo should redirect users to aaos.org.

The logo does not need to appear on pop-ups or redirected pages.

For more detailed information on brand application for the web, reference our [Web Style Guide](#).

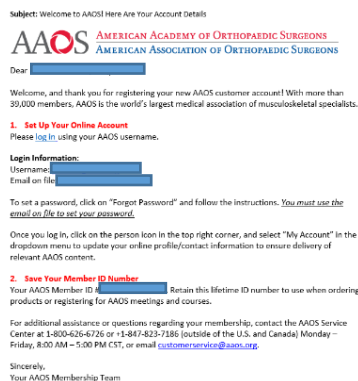
Web Advertisements

When designing web advertisements, the AAOS logo must appear somewhere on the ad. Clicking the ad should direct users to the appropriate web page.

Email

For HTML emails such as sub-brand newsletters, the logo should appear in the upper left-hand corner if possible.

When sending an automated message through Personify, the dual, three-color horizontal logo should be used across the top of the message. If legibility is compromised, default to the dual, three-color vertical logo.



Employee signatures should follow the standardized design of the appropriate logo (dual , vertical, three-color logo) to the left, with the social media icons under the logo. Employee information such as name, position and contact information is to the right of the logo. Clicking the AAOS logo should direct users to www.aaos.org.



Name
Job Title
Office Address
Office Phone Number
Email Address

Video

If a video is created or licensed by the AAOS it should either have a logo at the beginning, end, or a watermark throughout. The two-color, two-line is the preferred logo as long as readability and other guidelines are maintained. If readability or aesthetics are impaired, consider the one-color, two-line logo in Paper White or Registration Black. The core signature in Paper White and 33% opacity is preferred for a small watermark (sometimes called a BUG).

Elements of the AAOS logo cannot be isolated or altered in any way. The activity circle may not be animated as a transition, or changed in color for any video. Standard transitions such as flying in, bouncing in or dissolving are acceptable treatments for the entire AAOS logo.

Social Media

The AAOS social media presence represents and elevates the organization's brand with content and information that reflects the AAOS strategic plan and core values. Key audiences for the AAOS social media accounts include members, media, public, patients, policymakers and others. Imagery posted on any AAOS social media accounts should have a consistent visual style that echos the preferred photography style.

The AAOS Marketing and Communications team are the only individuals permitted to open new branded social media profiles for the organization. Creating a new social media account internally is a thoughtful and detailed process.

Other Branded Applications

There are occasions when we want to include the AAOS logo on premium items, giveaways, wearable merchandise, etc. These can be challenging applications due to space/size and production process limitations. Use good judgment when selecting these kinds of items to ensure they are appropriate, useful and not overly gimmicky. These items should serve a practical purpose and support a communication objective. When selecting such items and determining logo placement on them, best practices call for you to:

- Use the appropriate logo for the purpose (preferred two-line, two-color logo).
- Use the small space logo only in very small applications.
- Reconsider the selection if the logo doesn't fit appropriately.
- Not connect the logo to other copy or words or graphic elements.
- Provide logo according to vendor's specifications, size and file parameters.
- Provide correct fonts and color codes to the vendor for the logo printing.
- Request and expect proof to approve before production.

Additionally, consider the production quality and process the vendor proposes. There are known limitations with rendering our logos with the full organization name appropriately and legibly with many production techniques such as imprinting, embossing, engraving, silk screening and embroidery. Some of these techniques will require a sizeable logo to prevent the organization name from "closing up" and becoming hard to read. Production limitations should not dictate poor use of brand identity or require the AAOS to reduce or compromise our brand identity standards.

The AAOS logo may also be used in signage for events. Provide appropriate size, color, font and logo images to the printer for the best possible outcome. In the case of backdrops or step-and-repeat banners, ensure the printer adheres to the graphic-free zone guideline when duplicating the logo multiple times.

Templates and Style

Downloadable Templates

Word Template			
Academy	Association	Dual	
PowerPoint			
Academy	Association	Dual	Association/PAC
Agenda Cover			
Academy	Association	Dual	
Agenda Table of Contents			
Academy	Association	Dual	

Employee PowerPoint and Style Guidelines

When constructing PowerPoint presentations, keep these best practices in mind:

- Paper White or light grey background is used on AAOS templates as it creates necessary contrast but is not as fatiguing to the eye as white background.
- The AAOS logo should be placed in the bottom right or left corner.
- The default font programmed into templates is Calibri.
- Grey font colors should be used to avoid stark contrast and eye fatigue.
- Utilize wide aspect ratio based on projection equipment.
- More white space and fewer words help the audience focus on what the presenter is saying.
- Imagery and illustrations should be used to enhance the message of the presentation, but should not be distracting to the viewer.
- The Annual Meeting team produces presentations on their own templates. Please contact the AAOS branding team for access.

Other Style Tips:

- Write out “The American Academy of Orthopaedic Surgeons” on the first reference. Subsequent references can use “AAOS.”
 - This applies to all acronyms.
- Always use orthopaedic spelling unless it is a proper noun with different spelling.
- All content should be written in past tense unless specifically referring to the future.
- Doctors should be referred to by EITHER “Dr. John Doe” or “John Doe, MD.”
- AP Style is used for the majority of AAOS messaging.
- If the inclusion of the word “the” preceding “AAOS” sounds incorrect when read aloud, it can be omitted.
- For more style guidelines, consult the AAOS Now Style Guide on the Hub.

The following pre-printed resources also are available to AAOS employees to reinforce the brand identity:

- Envelopes
- Business Cards
- Personalized Post-it Notes
- Personalized Memo Pads
- Meeting Tent Cards

The graphic layout and production specifications for these elements is managed by the Marketing and Communications Department's branding team. The production is managed by the Integrated Operations Department and printed by a third-party company. The official AAOS letterhead is not to be created, personalized or adapted for individual use.

As of June 2019, the AAOS has made the strategic decision to abandon previous design concepts such as the "swoosh" or "arc" in an attempt to modernize the look and feel of all the AAOS branded materials. Updated document templates can be downloaded in the Templates section of the Brand Resource Center.

AAOS Partnerships and Programs

Logo Lockups

Placement of the AAOS logo in a lockup with another identity is visual representation of the relationship and/or partnership with that organization or brand. All lockups should adhere to the graphic-free zone guideline.

In instances of visually displaying equal partnerships through a logo lockup, organize the logos in alphabetical order by partner names.

In instances of visually displaying partnerships of varying degrees through a logo lockup, the lead partner should be placed on the left-hand side of the lockup, followed by a vertical delineation between the subsequent partner logo(s).



In instances of visually displaying AAOS programs and services through a logo lockup, place a vertical delineation with the AAOS logo on the left and the program and service mark logo on the right-hand side of the lockup.

Programs and partnerships looking for logo lockup guidance should contact the branding team at brandguidance@aaos.org.

AAOS Registry Program

In October of 2017, The American Joint Replacement Registry (AJRR) remerged with the American Academy of Orthopaedic Surgeons (AAOS) to be the cornerstone of the AAOS Registry Program. The AAOS Registry Program's mission is to improve orthopaedic care through the collection, analysis and reporting of actionable data. Working in concert with the Academy's branding guidelines, the AAOS Registry Program Style Guide, available on the Hub, is an expanded version of the original AJRR guidelines.

As of September 2019, there are four registries that are part of the AAOS Registry Program: AJRR, the Shoulder & Elbow Registry, the Musculoskeletal Tumor Registry and the American Spine Registry, which is a partnership with the American Association of Neurological Surgeons. Each registry has its own branded logo which can be locked up with the AAOS logo. There also is an overarching Registry Program logo.



AAOS Annual Meeting

The AAOS Annual Meeting is the world’s largest meeting of orthopaedic surgeons, researchers and allied health professionals.

Communications and materials on behalf of the Annual Meeting adhere to their own style guide, found on the Hub.



Political Action Committee

The Political Action Committee of the American Association of Orthopaedic Surgeons, or “The Orthopaedic PAC,” is the only national political action committee in Washington, D.C., dedicated solely to representing orthopaedic surgeons before Congress. Formed to help advance the legislative agenda of the AAOS and subspecialty orthopaedic groups, the orthopaedic PAC supports candidates for federal office who champion orthopaedic issues important to these groups. It is nonpartisan and was recently named the 2019 Outstanding Association PAC by the Public Affairs Council.

The primary logo for the PAC is a lockup of the Capitol Dome with the Association Logo. This can be used for official letterhead, thank you notes, web, and print collateral.

The Capitol Dome logo is a registered trademark of the AAOS PAC.



The secondary logo for the PAC is the Capitol Dome by itself, which can be used for giveaways, printed handouts, Capitol Club promos and subpages of presentations or reports.

The PAC’s primary brand color is defined as Association Blue.

As a part of the Orthopaedic PAC, the OrthoPAC Advisor’s Circle is the AAOS’ premier PAC Corporate Donor Program. The Advisor’s Circle is designed to provide AAOS Members’ group practices and special societies with a leadership role within the Orthopaedic PAC.

Another program connected to the Orthopaedic PAC is Corporate Advocacy Allies of the AAOS (CAA). CAA is designed to strengthen meaningful relationships between our industry friends and the AAOS Office of Government Relations (OGR).

For more information on the PAC Style Guide, email the branding team at brandguidance@aaos.org.

Sub-Brands, Departments and Products

AAOS sub-brands, departments and products are not required to present their logo as a lockup with the AAOS logo. They are, however, required to adhere to the guidelines set for this document as well as placing the AAOS logo somewhere in marketing materials and all branded collateral.

For example, the Education Department is represented by the logo lockup below:



Examples of established AAOS sub-brands include, but are not limited to:

- AAOS Now

- Advocacy Now
- Annual Meeting*
- Courses OnDemand
- Orthopaedic Code-X
- Headline News Now
- Instructional Course Lectures
- Journal of the American Academy of Orthopaedic Surgeons
- Orthopaedic Knowledge Update
- Orthopaedic Video Theater
- Surgical Insights

*The Annual Meeting team adheres to its own style guide. For questions about Annual Meeting branding, contact the branding team at brandguidance@aaos.org.

Usage

Logo Use for Members

Only the AAOS and its members may use the AAOS logos. Limited, nonexclusive, nontransferable usage rights of the logos are granted to AAOS members in good standing pursuant to the rules set forth by the AAOS. A member's license to use the logos automatically terminates if, for any reason, the individual ceases to be an AAOS member in good standing.

Members in good standing are members whose dues payments are current and have not been suspended or expelled from the AAOS as a result of compliance-related matters. Questions regarding membership status should be directed to the membership team at members@aaos.org.

Use of the logo for members in good standing includes business cards, stationery, letterheads, practice-related websites and professionally-connected social media accounts. Members are also permitted to use the AAOS logo as a link from the physician/practice website to the AAOS website.

Orthopaedic surgeons who hold membership with the AAOS are also licensed to use the Fellow of the American Academy of Orthopaedic Surgeons (FAAOS) designation in connection with their name and the name of their practice to identify themselves as fellows of the AAOS. The creators of the FAAOS logo received permission from the branding team to alter the core signature. For more information on the use of the FAAOS designation, visit www.aaos.org/faaos.

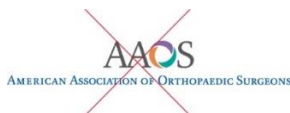


Collateral use of a logo by a non-member, such as a journalist naming a member in a news article, is acceptable without the AAOS' written permission provided that the non-member's use of the correct logo only refers to membership in the AAOS and does not indicate or imply that the non-member is a member or that the AAOS endorses, sponsors or approves of a good, service or idea.

Observances of misuse of the AAOS logos should be reported to the AAOS' Office of the General Counsel through brandguidance@aaos.org.

Incorrect Logo Usage

~~largest professional ortho
: world. AAOS is united
uloskeletal health for pr~~



- Misuse of the AAOS logo by a non-member will result in the individual receiving a communication from the AAOS requesting that they immediately stop using the logo without authorization.
- Misuse of the AAOS logo by a member will result in the individual receiving a communication from the AAOS with instructions on how to correct the misuse and a deadline for making the required correction.

Appropriate Use: When to Use Academy or Association

Our logo is the primary identifier for the AAOS. These four letters (AAOS) unite the American Academy of Orthopaedic Surgeons and the American Association of Orthopaedic Surgeons. When describing the organization as a whole, and when referring to members and/or the Board of Directors, please use the word “Academy.”

Sometimes, we need to be more specific and determine the most appropriate wordmark, trademark, service logo, core signature and/or logo treatment to accurately represent the AAOS, the Academy or Association.

The Academy is a 501c3. A 501c3 organization is a corporation, trust, unincorporated association or other type of organization exempt from federal income tax under section 501(c)(3) of Title 26 of the United States Code. It is one of the 29 types of 501(c) nonprofit organizations in the US.

The Association is a 501c6. A 501c6 organization is not organized for profit and no part of the net earnings of which may inure to the benefit of any private shareholder or individual.

When deciding whether to use the Academy, Association or dual logo in branding, refer to the following guidelines:

- It is important that all correspondence and communication with the public clearly indicate whether it is coming from the Academy or the Association by the use of the appropriate logo.
- Collateral regarding advocacy on health policy issues, including those of the Orthopaedic PAC, comes from the Association and should include a blue Association logo and refer to the organization as “The Association” or “The American Association of Orthopaedic Surgeons.”
- Collateral regarding education, Annual Meeting, quality, research or periodicals comes from the Academy as a whole and should use the red Academy logo. In this case, the organization should be referred to as “The AAOS,” “The Academy” or “The American Academy of Orthopaedic Surgeons.”
- Collateral regarding membership should use the dual Academy/Association logo.

The AAOS logo, including the wordmark, cannot be used as a part of a sentence or headline. In such cases, the un-stylized letters, “AAOS” or fully spelled out words may be used.

AAOS Registered Trademarks

AAOS Federal Registered Trademarks are listed below and may be denoted either by affixing the R within a circle ® symbol, or by the words, “Registered in U.S. Patent and Trademark Office” or “Reg. U.S. Pat. & Tm. Off.” The designation does not have to appear on every instance; however, it is strongly recommended as this gives notice to the public that the mark is a federal registered mark and will help preserve the AAOS’ rights to damages for infringement.

Registered Trademark (Words only)	USPTO Registration No.
American Academy of Orthopaedic Surgeons	2,147,400
American Association of Orthopaedic Surgeons	3,751,016
Best of AAOS	4,489,552
Decide to Drive	4,120,739
Flash Five	5,219,370
JAAOS	5,918,877
JAAOS Unplugged	5,890,381
Journal of the AAOS	5,918,940
Journal of the AAOS Global Research & Reviews	5,942,278
A Nation in Motion	4,249,890
OITE	4,246,130
Orthopaedic In-Training Examination	4,345,569
OKU	5,745,158
Orthopaedic Knowledge Update	5,745,153
OneSport	5,759,629
Orange Book	2,288,371
OrthoInfo	5,871,885
Orthopaedic Video Theater	5,477,451
Prevent Injuries America!	2,465,744
QUICKREF	4,779,167
RegistryInsights	5,726,283
SHOWDOWNS	5,205,744
THE WAY I SEE IT...	5,237,794
Wounded In Action	3,744,446

AAOS Pending Trademarks

For the below trademarks that have been filed and are pending, or for any other marks in development where registration is intended, **only** the symbol of the superscript letters TM may be used. The TM designation puts others on notice that it is AAOS’ intention to seek registration for the trademark or service mark.

Description of the <i>Pending</i> Trademark	USPTO Serial No.
Orthopaedic Code-X	88429552
AAOS Registry Analytics Institute	88466545
Biologics Alliance	TBD

Questions about trademarks can be routed to AAOS’ Office of the General Counsel through brandguidance@aaos.org

Frequently Asked Questions

When do I use the Academy versus Association logos?

- When collateral references health policy or lobbying issues, the blue Association logo should be used.
- When collateral references education, Annual Meeting, research, quality or periodicals, the red Academy logo should be used.
- When collateral references membership, the dual Academy/Association logo should be used.

When should I use “The AAOS” versus “AAOS” versus “The Academy/Association”?

- Upon first mention, the full name of the organization, The American Academy/Association of Orthopaedic Surgeons, should be spelled out. After that, the word acronym can be used with or without the word “the” depending on the grammatical structure of the sentence.

Where can I find high-resolution images and logos?

- For stock images or photos from Annual Meeting, submit a Jotform [here](#).
- For high-resolution logos, reference the Brand Assets section or contact the branding team at brandguidance@aaos.org.

Where can I access other types of internal use documents?

- Staff can visit the Hub intranet to access internal use documents such as various style guides, contract, policy and Request for Proposal (RFP) templates.

What color codes can I give to a vendor or designer?

- The two main brand colors for AAOS are Academy Red (PMS 186) and Association Blue (PMS 661). Grey Compliment (PMS 425) is also used frequently.

What are the approved fonts for AAOS?

- Approved fonts for AAOS digital presentations include Open Sans, Helvetica, Arial and Calibri. Approved fonts for AAOS print collateral include Merriweather, Times New Roman and Georgia.

What is the process for reviewing branded materials?

- Continue to work with your MarCom representative.
- Refer to the AAOS Brand Guide and Brand Resource Center to help create branded materials and communications.
- Send any questions on branded materials to the branding team at brandguidance@aaos.org.

How can I have a logo lockup created? Do I need one?

- When representing a partnership, product or sub-brand of the AAOS, a logo lockup may be created. Contact brandguidance@aaos.org for assistance.

What should my staff email signature look like?

- Email signatures should include the appropriate logo stacked on top of AAOS social media icons to the left with the employee’s name and contact information to the right. See the Brand Examples section for an example.

How do I order AAOS promotional items?

- Staff should place individual orders for their own branded items with their own budgets with appropriate supervisor approvals. The Marketing and Communications team work with several vendor and promo partners who know our specs, design principles and guidelines. Reach out to brandguidance@aaos.org for a list.

What are the appropriate system colors for creating a branded web presence?

- For the appropriate system colors for branded web presences, visit the [Web Style Guide](#) or email the branding team at brandguidance@aaos.org.

Glossary

Activity Circle: The Stylized “O” in the AAOS logo.

BUG: Also known as a watermark, this is a small version of the AAOS Logo that appears continuously in the corner of video collateral.

Core Signature: The stylized letters “AAOS” in Gilgamesh, including the activity circle.

Dual Logo: A dual logo includes the wordmarks for both the Academy and the Association.

HTML: Hypertext Markup Language is the standard markup language for documents designed to be displayed in a web browser.

Hub: The Hub is the AAOS Employee Intranet. The Hub includes department and team pages as well as documents, policies and other resources for employees.

Knock Out Logo: Also known as a “reversed out” logo, this is a version of the AAOS logo entirely in Paper White.

Lockup: A logo lockup is the treatment of the logos of two companies who are involved in a partnership. A lockup includes the two company logos surrounded by the appropriate graphic-free zone and separated by a vertical line.

PAC: Political Action Committee

Swoosh: The “swoosh” or the “arc” is the curved graphic design element previously used on many AAOS products.

Wordmark: The words “The American Academy of Orthopaedic Surgeons” and/or “The American Association of Orthopaedic Surgeons” when attached to the core signature in a logo.

Contact

brandguidance@aaos.org