



Branding GUIDELINES



BRAND INTRODUCTION

The Academy of Management's Branding Guidelines provide a single source of reference for AOM's visual identity and brand elements. It is meant to collect many of the practices already in use by AOM volunteers and staff, while also correcting and updating some areas where the brand is being used in ways that dilute the brand and make it less effective. However, overall, this document is meant to be flexible and elements will be updated as the AOM brand evolves and grows.

WHAT IS A BRAND? WHY HAVE BRANDING GUIDELINES?

A brand is, quite simply, an organization's overall image in society. It is the thoughts and emotions that are evoked when "Academy of Management" is mentioned. It is how the organization is perceived by the public, and it's also AOM's promise to uphold the values we represent. The AOM brand combines every touchpoint we make with our audience--from membership renewal emails to face-to-face networking at the Annual Meeting.

Through the consistent presentation and representation of our brand, AOM forges strong bonds with our audience. AOM's logo is our most visible representation of our brand, but it's just a single element in a complex image. Branding encompasses the language we use, the fonts and colors we select, our tone, our events and every communication we produce. How we're perceived is established on multiple levels, not only the way we look, but most importantly, through our members' experiences.

A brand has a powerful impact on people and communities. By creating a strong brand, we can continue to shape the way people think and feel about the Academy of Management. Using these brand standards will ensure that the look and feel of AOM stays consistent when it goes out to meet the wider world. It is vitally important that, as representatives of our brand, we are disciplined in the way we present the organization. Everyone in the organization embodies the brand, and while we urge you to use your creativity to bring the AOM to life, it is important to do so within these guidelines.

BRAND POSITIONING

The Academy represents more than a professional association: it represents a bridge to the future of management and organization science. All AOM members, volunteers and staff have an obligation to represent the Academy's brand through face-to-face and online communications. By presenting professional, consistent messages and a unified look, AOM's reputation, name recognition and brand become stronger.

ACADEMY OF MANAGEMENT MISSION STATEMENT

To build a **vibrant** and **supportive community** of scholars by markedly expanding **opportunities to connect** and explore ideas.

Our mission has always been to create and harbor an intellectual community that offers the most advanced knowledge in the field of management. How does our mission translate to our brand? To answer that question, we look to the values that make the AOM unique among other organizations. These strategic values not only guide us, but they serve as the pillars of our brand.

HIGH QUALITY RESEARCH, TEACHING, AND PRACTICE

What makes the Academy of Management unique among professional associations is the quality of work our members expect from themselves and their colleagues. Whether in a scholastic, educational, or practical setting, our members strive to deliver the highest-quality level of professional and academic standards.

THE HIGHEST ETHICAL STANDARDS

The Academy of Management and its members represent the epitome of ethical standards in academia and practicum. Promoting education and discussion through member-volunteer efforts, AOM and its members constantly work to ensure members conduct themselves with the highest ethical standards.

DYNAMIC AND SUPPORTIVE COMMUNITY

With members in nearly 120 countries across six continents, the Academy of Management prides itself on the full diversity of its members' backgrounds, experiences, and educations. Recognizing that members' unique experiences can offer invaluable insight to field of management is a major reason for our global expansion and success.

MEMBER-DRIVEN ORGANIZATION WITH A VOICE FOR ALL

What's made the Academy of Management such a success is its members. Through member-volunteer leadership, ethics, governance, journal, and Annual Meeting participation, our members are the backbone of the organization. Each member's voice is respected, and whenever possible, amplified.

COLLABORATIVE EFFORTS WITH FELLOW INSTITUTIONS

As the Academy of Management has grown, so too has our relationships with other organizations committed to the growth of scholarship and teaching about management and organization. These partnerships ensure that AOM can serve its members with the most extensive knowledge and information resources in the field.

ACADEMY OF MANAGEMENT NAME

As we work to strengthen the Academy of Management brand, we must concentrate on how we refer to ourselves in all our communications. Proper use of our name and the names of our journals, divisions and interest groups also applies to merchandise, including promotional products and clothing, as well as print collateral, such as brochures, advertisements, guidebooks, signage and other materials.

Full name: **Academy of Management**

Abbreviation: **AOM**

Shorthand: **Academy**

The first time you reference the Academy of Management, spell out the complete name, unless the context and nature of the document requires an abbreviation (for example, in an advertisement). For subsequent references, AOM should be used for formal references or when speaking to audiences who may not know AOM well. Academy can be used for more informal references and internal documents.

LOGOS

Our logo is one of the most recognizable and visible aspects of the Academy of Management and often the way people are introduced to AOM is through the presentation of our logo.



The current logo includes the logomark (logo) combined with the logotype “Academy of Management”.

The logotype font is Janson Text.

The logo colors are blue, white and black. For printing purposes, the blue is Pantone Solid Coated 7683 C or Pantone Solid Uncoated 7691 U. For digital purposes, the blue is hex value is #0070AF.

The logo is available in two arrangements: a vertical and horizontal arrangement. Use only approved logo files provided by AOM and available [on our website](#), in a [downloadable folder](#) or by contacting [Communications and Marketing](#).



TRADEMARK

The Academy of Management logo and all Academy of Management properties are trademarked. Unauthorized use or copying of our logo or marks by third parties is prohibited.

LOGO PLACEMENT

The logo needs to be clear and readable. To maintain full legibility, the size of the logo should be at least ¼ of an inch tall (30 pixels for digital) and the words “Academy of” easily readable.

To maximize impact and ensure readability, a protected area around the logo should be maintained. The protected area is equal to half the height of the logo and extends out on all four sides of the logo.

While the logo doesn’t always need to be the most dominant element on the page, it is important to place the logo on a background that allows it to be easily seen. Try not use the logo on a busy, dark or vibrantly colored background. If using a dark background, use the white Academy logo.



Logo use and placements to avoid:

- Using old logos
- Creating your own version of the logo
- Stretching or skewing the logo’s perspective
- Placing the logo too close to other graphical elements
- Adding additional type inside the clear space
- Placing the logo on top of busy photographs that reduces visibility and legibility



Do not use an old version of the logo.



Do not distort the logo or change the aspect ratio.

Do not fill in or alter the logomark or use other colors in any way.



Avoid garishly-colored or overly busy backgrounds.



Do not add color gradations to the logo.



Avoid garishly-colored or overly busy backgrounds.



Do not change the size or location of the logo elements.

COMMITTEES

Academy of Management committees operate under the discretion and appointment of the Board of Governors to perform activities within their charge and thus have limited autonomy. As such, committee names are determined by AOM and referenced as “The XYZ Committee of the Academy of Management”. Committees do not have logos.

AFFILIATIONS

The Academy of Management grants license to groups to use the name and logomark of the Academy of Management in accordance with the affiliation and associated society guidelines established by the Board of Governors. The AOM actively polices its trademarks through examination of use of marks within registered countries. For information regarding licensing, please contact [Communications and Marketing](#).

SUB-BRANDS

Use and guidelines for Academy of Management sub-brands, such as Insights and Specialized Conferences, should adhere to the same guidelines as the AOM logomark. The logo(s) should not be altered but should be incorporated within the design.

ANNUAL MEETING

Each year, the Academy of Management develops a theme and logo for the Annual Meeting. The Annual Meeting logo can be used by divisions, interest groups, committees, journals and other formal groups for communication and marketing purposes associated to the Annual Meeting.

Vendors, exhibitors, sponsors and other third parties may request use of the Annual Meeting logo to promote their products or attendance, however, use of the Academy of Management name and logomark alone is prohibited.

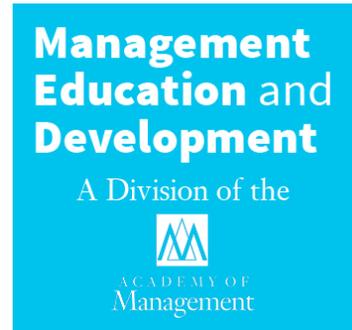


DIVISIONS & INTEREST GROUPS

The Academy of Management's 25 divisions and interest groups provide disciplinary communities for members with specific scholarly and professional interests to share information and collaborate on projects.

Division and Interest groups are encouraged to incorporate the AOM logo and name as part of their own. Division and Interest Group names should remain the primary focus for each logo and should include the Academy of Management logo.

New or revised logos must be submitted to the DIGR Committee and Board of Governors for review and assessment.



INSIGHTS

The Academy of Management created Insights as a content platform to bring the best academic research on management to business and society worldwide. Insight's easy-to-read format transforms evidence-based research from the world's best sources into actionable insights that improve the workplace.



JOURNALS

The Academy of Management journals are wholly a part of AOM and are the responsibility of the Board of Governors and are trademarked around the world. Journals are registered as “Academy of Management [Journal Name]”. Many journals are also recognizable simply by the journal name: Discoveries, Learning and Education, which can be used in second references. The individual journal color palette can be found in the [Colors and Accents section](#) of this document.

Registered Journal Name

Academy of Management Annals
Academy of Management Discoveries
Academy of Management Journal
Academy of Management Learning & Education
Academy of Management Perspectives
Academy of Management Proceedings
Academy of Management Review

Shorthand Name

Annals
Discoveries
Journal
Learning and Education
Perspectives
Proceedings
Review

AOM journals share a consistent, recognizable and simple design. Each employs a primary color with the name “Academy of Management” in light grey, followed by the journal name in a left-justified white box and the AOM logo at the bottom left. Both the Academy’s wordmark and the title of the journal are in Janson Text font.



These covers are unique in the academic publishing space and readers will be assured that the contents will be of the high quality expected from the Academy of Management. For promotional purposes, or when representing a journal in any way, the entire cover design should be used.

SPECIALIZED CONFERENCES

The Academy of Management’s Specialized Conferences feature intimate, meaningful and sustainable meeting opportunities that complement the Annual Meeting and grow AOM’s presence world-wide. When referencing specialized conferences, use the following convention:

Academy of Management Specialized Conference
[Conference Title]
Hosted by [Host Institution]
In Collaboration with [DIG/GROUPS]



TYPEFACE/FONT

The Academy of Management strives for consistent font usage in all our communications – internal and external.

AOM’s official fonts are Source Sans Pro (sans serif) and Janson SSi (serif).

Source Sans Pro can be used as a main font for large headlines and bold messages, as well as small to medium sized copy.

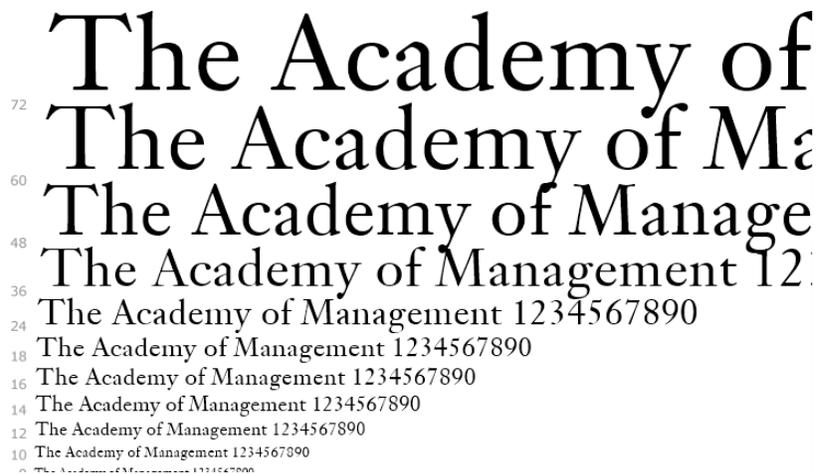


Source® Sans Pro, Adobe's first open source typeface family, was designed by Paul D. Hunt. It is a sans serif typeface intended to work well in user interfaces. It is available in six weights (Regular, ExtraLight, Light, Semibold, Bold, Black) in upright and italic styles. The typeface has wide language support for Latin script, including Western and Eastern European languages.

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
123456789

Source Sans Pro Extra Light
Source Sans Pro Light
Source Sans Pro Regular
Source Sans Pro Semibold
Source Sans Pro Bold

Janson SSi can be used for large blocks of copy and for more stylish typography when serifs are preferred.



Both fonts are available for [download here](#).

COLORS AND ACCENTS

PRIMARY COLOR

Academy Blue

PMS 7683 C
C100, M36, Y0, K31
R0, G112, B175
HEX #0070AF

ACCENT COLORS

PMS 7408 C
C0, M23, Y100, K4
R246, G190, B0
HEX #f6be00

PMS 299 C
C86, M8, Y0, K0
R0, G163, B224
HEX #00a3e0

PMS 7578 C
C0, M51, Y79, K14
R220, G107, B47
HEX #dc6b2f

PMS 390 C
C27, M0, Y100, K3
R181, G189, B0
HEX #b5bd00

PMS 2425 C
C40, M100, Y10, K26
R131, G0, B101
HEX #830065

PMS 2955 C
C100, M60, Y10, K53
R0, G56, B101
HEX #003865

PMS 353 C
C41, M0, Y36, K0
R128, G224, B167
HEX #80e0a7

PMS 2945 CVC
C4, M22, Y100, K0
R246, G190, B0
HEX #F6BE00

C7, M5, Y6, K0
R232, G232, B232
HEX #E8E8E8

C60, M53, Y55, K42
R68, G68, B68
HEX #444444

JOURNAL COLORS

Discoveries

PMS 123 C
C0, M19, Y89, K0
R255, G199, B44
HEX #FFC72C

Learning & Education

PMS 195 C
C33, M100, Y61, K31
R120, G47, B64
HEX #782F40

Review

PMS 343 C
C90, M36, Y79, K33
R17, G87, B64
HEX #115740

Proceedings

PMS P 48-16 C
C21, M100, Y98, K4
R192, G48, B45
HEX #C0302D

Journal

PMS 255 C
C56, M100, Y26, K17
R114, G36, B108
HEX #72246C

Perspectives

PMS 302 C (at 50%)
C50, M48, Y12, K58
R90, G118, B145
HEX #003B5C (50% #5A7691)

Annals

PMS 390 C
C86 M74, Y39, K41
R19, G41, B75
HEX #13294B

Global Proceedings (SCI)

PMS 376 C
C50, M4, Y100, K0
R132, G189, B0
HEX #84BD00

GRAPHICS AND DESIGN ELEMENTS

BROKEN GLASS DESIGN

AOM uses a visual device that resembles stained glass as a design element across many of our communications. Its colorful pieces overlap with other pieces, creating new colors in combination with each other – an evocative symbol of the colorations that happen regularly between and among the Academy’s diverse members. The addition of lines that connect at round nodes suggest an ever-developing member network.



This device may be used as a background or accent piece when necessary or desired (similar to how it is used on the background of this page and in the images at the end of this document. To obtain the stained-glass design, please [download our template](#) or [contact Communications and Marketing](#).

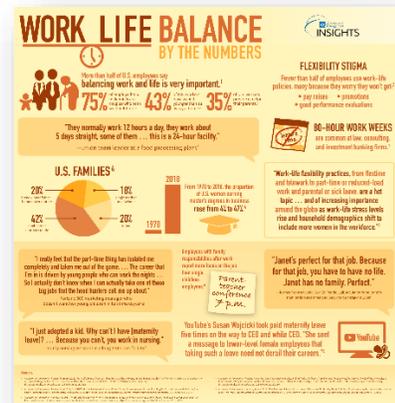
PHOTOGRAPHY

The Academy of Management uses a combination of event and stock photography for our communications. Our event photographs capture the emotion of our members at our Annual Meeting and Specialized Conferences. Our stock photography selections incorporate images that quickly and easily convey a situation or emotion. These images often accompany Insights articles where an image or graphic can immediately express the main idea behind the story.



GRAPHICS

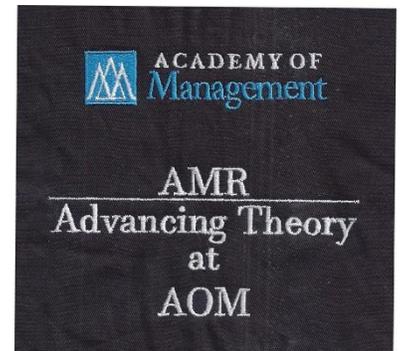
Infographics are an easy way to convey complex ideas and data in a quick, visual communication. They combine facts, charts and data points that highlight the research our authors and scholars conduct.



SIGNAGE, COLLATERAL AND SWAG

The Academy of Management's brand is often most present and visible in signage and collateral. In these cases, it is important that the AOM's name or logo be included and presented in a clear and visible manner.

Whenever producing signage or collateral, please contact Communications and Marketing for assistance with logo layout and placement, as well as production assistance with the vendor.



HOW TO USE THE ACADEMY'S BRAND

Our brand is something all members and staff should be proud of! Adhering to these guidelines helps strengthen our brand and support our identity and the mission and values we represent.

Take the time now to change default fonts in Outlook, Word and Excel. When creating new documents, make sure the correct fonts and colors are being used. Templates for memos, letterhead and even PowerPoint presentations are available for [download here](#).

Communications and Marketing can assist with converting to these guidelines, whether it's designing a customized logo, reviewing and formatting documents or helping to install the right typeface on your computer. We should also note that this is a "living" document. As new media and uses come to the fore, these recommendations are sure to evolve to accommodate them.

CONTACT INFORMATION

Communications and Marketing

Connect@aom.org

+1 (914) 326-1800

Revised Objectives

INTERNATIONALIZATION

- (1.3) Create and implement mechanisms to encourage and measure geographic participation and **geographic** diversity, at all levels of the Academy.
- (1.6) Develop multi-year strategy and business plan for small, geographically diverse meetings **outside North America** that incorporate innovative models and leverage member expertise in learning.



at Pace University
PO Box 3020
Briarcliff Manor, NY 10510-8020

To: All Academy Staff
cc: Paul Adler, *President*
From: Nancy Urbanowicz, *Executive Director*
Re: Massive Raises for Everyone
Date: August 1, 2015

EMPLOYEE COMPENSATION

Integer egestas, nibh vel congue vestibulum, mauris diam consectetur ex, a viverra risus. lectus vitae ipsum. Praesent lobortis eros eget felis sagittis, vel vestibulum purus ultricies. Integer et nisi quis nisi sollicitudin dapibus. Nullam sit amet est laoreet, ultricies ligula quis, rutrum ante.

The reasons why are clear

Donec tincidunt tristique libero, in lacinia nisi commodo eu. Aenean tempor nulla at justo ullamcorper, sit amet volutpat justo molestie. Donec varius, lectus sed facilisis maximus, turpis dui condimentum ipsum, pellentesque cursus nibh turpis a elit. Cras pulvinar ante id odio ultrices imperdiet. Morbi in nisi risus.



Exhibitor & Sponsorship GUIDEBOOK

VANCOUVER CONVENTION CENTRE
West Ballrooms A-D
Vancouver, BC, Canada
Exhibits Open
Friday, August 7, 2015- Monday, August 10, 2015