Show Your Card & Save® Logo Requirements

Logo Name: Show Your Card & Save®

Logo Elements:

- **Colors:**
  - Black/White:
    - Black trim, white background
    - Text in black
    - AAA orbit logo centered about text in black
    - Registered Trademark in black on outside bottom right corner
  - Color:
    - Blue trim, white background
    - Show Your Card & Save text italicized under the AAA logo in blue
    - AAA orbit logo centered above text in blue and red
    - Registered Trademark in blue on outside bottom right corner
  - Color and Background
    - Blue 287
    - Red 485
    - White
    - Black
- **Sizing (excludes tagline):**
  - Cannot be smaller than ½" wide
  - Width is always 1 ½ times height
  - Must be at least 2% of the overall space on page
  - Must be at least ½ the size of the largest partner logo displayed on page
- **Clear Space:**
  - The width of the clear space border should be ½ the height of the card (e.g., if the card height logo is 1" high, there should be ½" space around the logo and any additional text)
- **Show Your Card & Save® Verbal and Written Form:**
  - Verbal: Always spoken as "Show Your Card and Save" and never spoken in abbreviated form "SYC&S"
  - Written: First reference spelled out as Show Your Card & Save®, the "and" sign (&) is always used in place of the word "and" along with a registered trademark. Thereafter, reference as SYC&S® with the registered trademark only appearing on the first occurrence of the abbreviated version.
- **Usage**
  - The SYC&S logo is to be used on all SYC&S partner or program materials directed toward the AAA member. This includes materials provided by the partner or prepared by clubs.
  - As agreed upon in the SYC&S Licensing Contract, the SYC&S logo should also be used on all SYC&S partner advertising directed to audiences other than AAA members.
  - Preferred positioning:
    - Top Center
    - Bottom Right

- **Usage to Avoid:**
  - Cannot have beveled edges
  - Cannot be made three-dimensional
  - Cannot be animated
  - Cannot have text added other than approved Association taglines.

- **Logos with Approved Association Taglines:**

  - **AAA.com/save**

  - **Show your AAA card and save.**

Version 1: AAA Insert

Version 2: Horizontal

Version 3: Vertical

  - To ensure proper proportion, sizing and font, the provided artwork should be used. (Click here to access approved artwork.)
  - Tagline color should be black or white depending on background and placement.
  - All forms of the SYC&S icon must follow the Show Your Card & Save logo requirements as outlined above.
  - Clear space requirements listed earlier in this document pertain to stand alone SYC&S Logo, Logo with AAA Insert and Vertical Logo/Tagline versions. When using the Horizontal Logo/Tagline version clear space should be based on the SYC&S Logo only and should not include the tagline.