2016 Visual Identity Guide
The AETC NCRC is pleased to present the AETC Program Visual Identity Guide. It is designed to provide AETC Program grantees with branding guidance to increase consistency across AETC Program marketing and messaging, to help elevate the national identity of the AETC Program. It offers guidance on the use of new HRSA HAB-approved graphic identity images – for each program, for printed materials, websites, slide set templates, and social media platforms. It also provides recommendations for appropriate fonts and colors that meet accessibility standards. The graphic identity images were designed to show responsiveness to desktop, tablet and mobile devices.

HRSA HAB’s new graphic identity images for the AETC Program were adapted from the Ryan White HIV/AIDS Program (RWHAP) 25th Anniversary image. The same font, graphic and color palette were incorporated to emphasize the connection between the RWHAP and the AETC Program.

Consider this Guide a living document; it will evolve as the AETC NCRC website changes. In this early phase its purpose is to orient AETC Program grantees to national branding and marketing objectives, but updates will include recommendations for the use of complementary colors and fonts, how to best use graphics and images in marketing, and more. If you have any questions about this Guide, please contact Judy Collins at collinj3@sn.rutgers.edu.

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Please note: do not add HRSA or HHS logos to your program materials.
Examples of graphic identity images used in web banners

Examples of graphic identity images responsive for mobile devices
Social Media

Examples of how graphic identity images look on social media profile pages
Typography

ITC Avant Garde Gothic is the principal font used in new AETC Program graphic identity images. It is clean, contemporary, and available in multiple weights: bold, book, condensed, demi-bold, medium, etc. It is recommended that ITC Avant Garde Gothic be the primary font used for AETC Program print and digital messaging; however, Arial or Helvetica can be used as secondary fonts if ITC Avant Garde is not available. Careful consideration should be given when mixing different font families and font weights.

Font samples on this page are of ITC Avant Garde Gothic Std Book.
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Slide Presentation Template

Graphic identity images should appear in the upper left corner of the title slide, while the reverse (white) version of the graphic identity image should appear in the lower left corner, within the blue border, on content slides. Heading, bullets and other accent colors align with the graphic identity color palette; all colors meet accessibility standards.

The slide presentation template can be downloaded here. http://aidsetc.org/page/downloads-and-templates

Learning Objectives

Upon completion of this training, participants should be able to:
- Explain that accessibility is a requirement
- Describe the considerations for e-learning
- Learn about captioning options for your webinars