



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](mailto:collinj3@sn.rutgers.edu).

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U1OHA28686 (AIDS Education and Training Centers National Coordinating Resource Center).

## Graphic Identity Color Palette



RGB: 214, 32, 39  
HTML: D62027  
C9 / M100 / Y99 / K1



RGB: 0, 84, 166  
HTML: 0054A6  
C100 / M75

## Graphic Identity Images

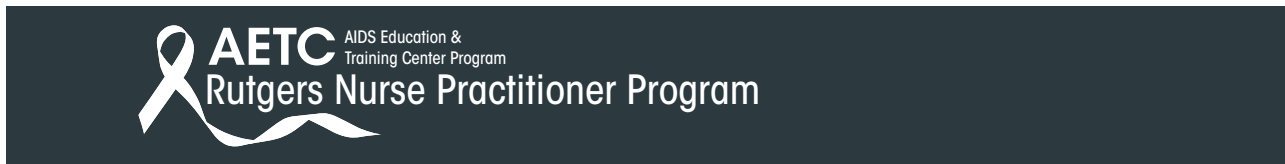


Graphic identity image for social media profiles

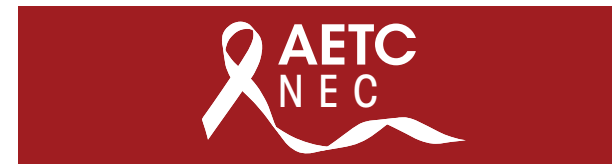


Please note: do not add HRSA or HHS logos to your program materials.

Examples of graphic identity image used in web banners



Examples of graphic identity images responsive for mobile devices



Facebook profile for Northeast/Caribbean AIDS Education and Training Center - AETC. The profile features a cover image of the George Washington Bridge. The page name is "Northeast/Caribbean AIDS Education and Training Center - AETC" and the category is "Health Agency · College & University". The profile picture is the AETC logo, which includes a red ribbon and the text "AETC Northeast/Caribbean". The timeline shows a post from February 18 at 10:25am with the text "Check out this great article on the va month's Sexually Transmitted Diseas http://tinyurl.com/h6c8vwb" and a link to "Sexually Transmitted Disea 2016". The page also has a "Status" section and a "Photo / Video" section.

## Social Media

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

Twitter profile for AETC National Coordinating Resource Center. The profile picture is the AETC logo, which includes a red ribbon and the text "AETC NCRRC". The header image shows a city skyline at night with the AETC logo overlaid. The profile statistics are: 4,723 Tweets, 353 Following, 492 Followers, 132 Likes, and 1 Lists. The bio states: "The AETC NCRRC provides access to education and training resources to provide healthcare professionals with quality education to improve HIV care." The location is Newark, NJ, and the website is aidsetc.org. The page also shows a tweet from AETC NCRRC about a webinar on 3/17.



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## 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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Font samples on this page are of  
ITC Avant Garde Gothic Std  
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## September 2015 AETC E-Learn Call: **Caption This! Update on Section 508 Compliance & Captioning Options**

Mark Urban (U.S. Centers for Disease Control and Prevention)  
Donna H. Setzer (Southeastern National Tuberculosis Center)

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### 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

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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>