



# Business Template Guide

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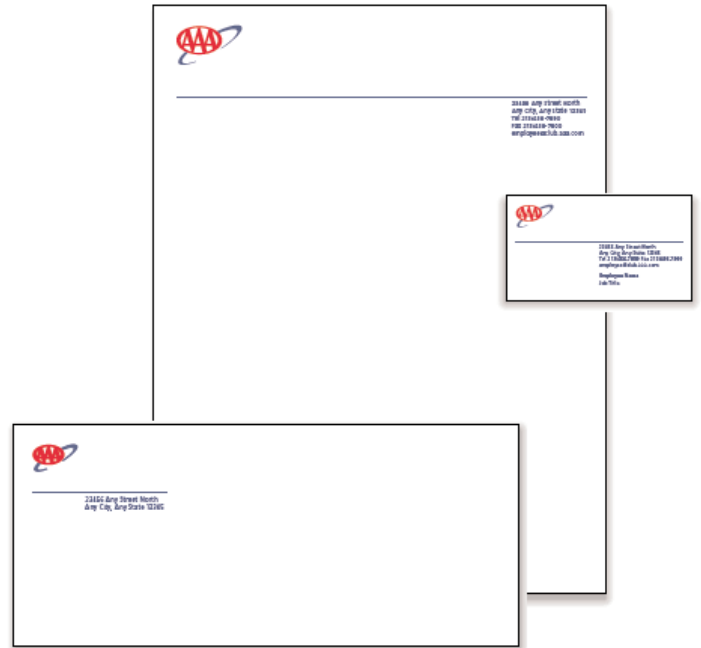


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## Stationery Systems

Personal correspondence is a vital communications link between AAA and the members it serves. Special consideration should be given to the graphic appearance of stationery items.

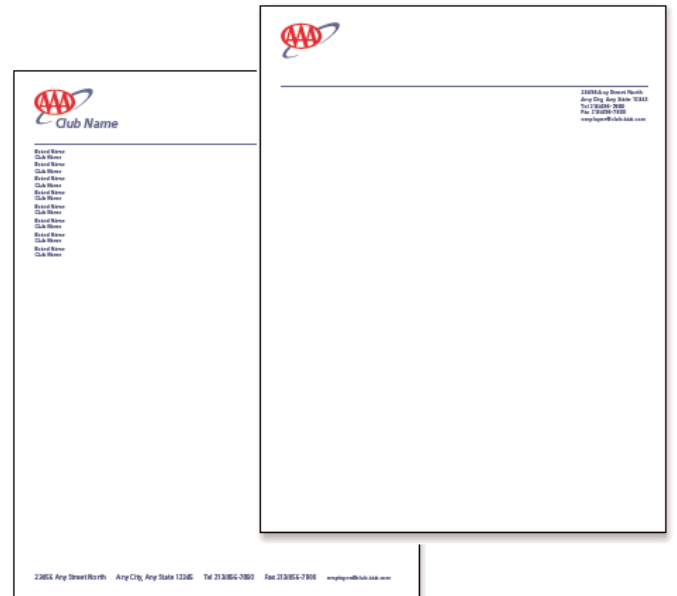
Illustrations of some of the stationery system components, reduced in size:



## Letterhead

Two letterhead design options are recommended with the AAA logo. Specifications are as follows:

- Size: 8 1/2" x 11"
- 20# white paper with 25% rag content
- Two color
- Prints one side
- Club imprint available
- Designs are also available in continuous run letterhead





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## Envelopes

No. 10 Envelope Specifications:

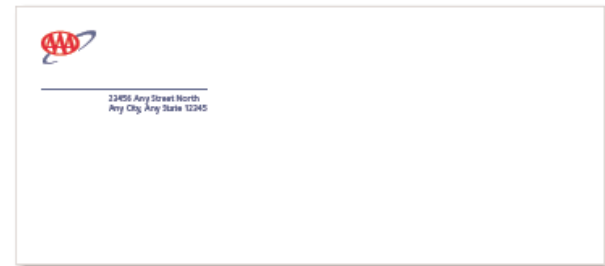
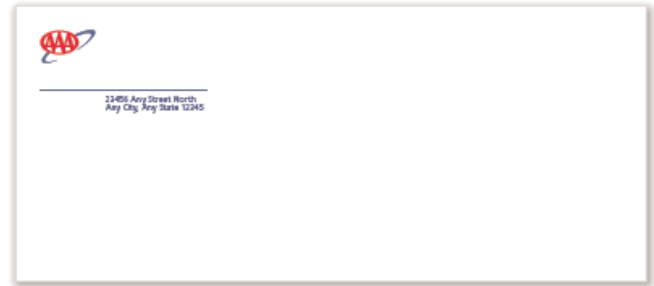
- Standard size: 4 1/8" x 9 1/2"
- 24# white-woven paper
- Two color
- Available with and without a clear-view window

No. 9 Envelope Specifications:

- Standard size: 3 7/8" x 8 7/8"
  - 24# white-woven paper
  - Two color
  - Available with and without a clear-view window
- Club

imprint available on both envelope sizes.

23456 Any Street North  
Any City, Any State 12345



## Business Cards

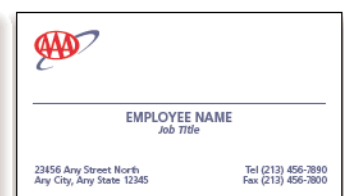
Specifications:

- Size: 2" x 3 1/2"
- Two color
- 80# Classic Linen, Solar White paper
- Printed offset or thermographic flexibility in the design of the business card is allowed as long as all guidelines in the Brand Management Guide are followed. The preferred design would incorporate the logo in the top left corner of the card.

### Preferred Design



### Optional Designs





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## Travel Documents

Member recognition of AAA's graphic identity will be enhanced if club promotional materials consistently display the Masterbrand Logo. Design uniformity on these materials provides an excellent opportunity to increase member awareness of AAA's expanded product/service offerings.



## Airline Ticket Jackets

Specifications:

- Folded, finish size: 4" x 9"
- Inside pocket size: 3 3/4"
- Two-color cover
- 80# matte paper or 60# offset opaque
- Panel one on inside and pocket panel are available for club customization. (The most cost-effective customization approach is to use a black-ink-only overprint on available panels.)



## Itinerary Forms

- Size: 9" x 14"
- Four-part (16.2# white, 14.5# color, 14.5# color, 15.0# color)
- Carbonless, continuous, 1/2" perforations on left and right margins
- Two color on front; one color on all parts of back copy
- Club imprint available



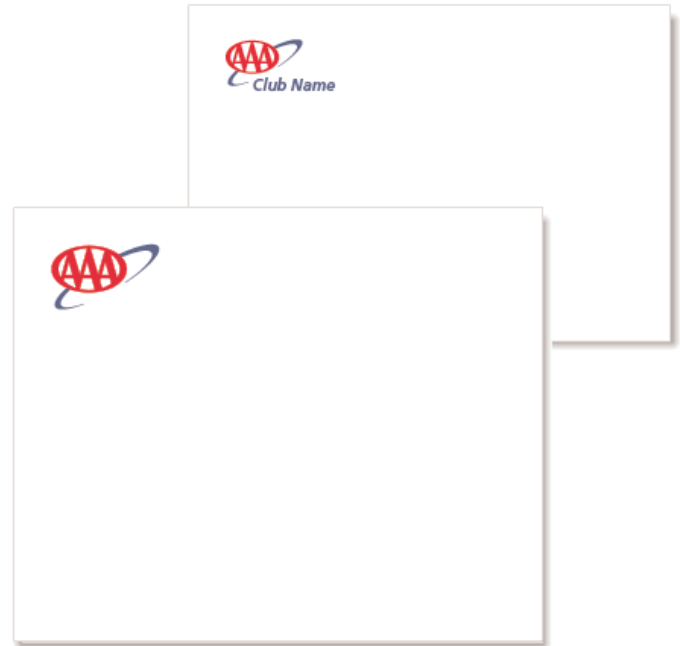


# Business Template Guide

## Poly Mailers

Specifications:

- Two sizes are available: 7" x 10" plus a 2" flap 9" x 10 1/2" plus a 2" flap
- 2.75 mil tri-extruded, white/gray peel and seal strip
- Two color
- Prints one side
- 10,000 piece minimum order for club imprint



## Litter Bags

Specifications:

- Size: 9" x 13"
- Two-mil white poly
- Two color
- Prints two sides
- 5,000 piece minimum order for club imprint





## Specialty Items

Specialty items are promotional goods that display the AAA brand. They are as effective in creating brand image as the use of letterhead or other promotional materials. It is very important to maintain AAA Brand Management Quality Standards when purchasing specialty items. The most effective way to ensure quality and accuracy is to purchase specialty items from the AAA preferred supplier, Goldner Associates. For contact information, see the Preferred Suppliers section of this guide. Whether you use Goldner or another vendor, always request a color proof of the logo items before beginning the printing process. Common mistakes found on specialty items include the reversal of colors in the Masterbrand Logo and the use of a color that is not on the approved list. Refer to the Logo Usage Guidelines for approved color and logo usage.

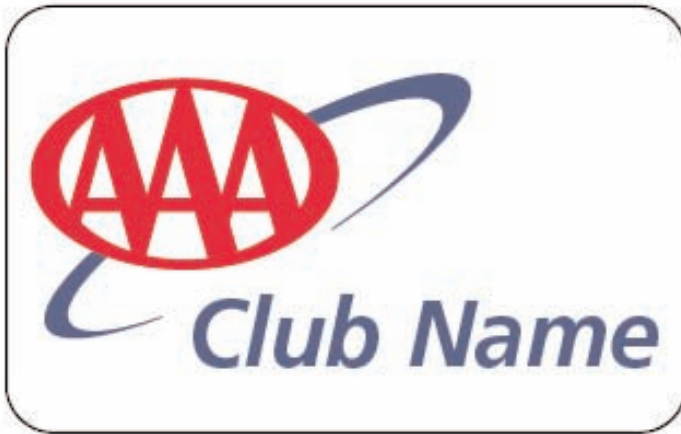




## Vehicle Decals

Bumper decals have long been one of AAA's most effective and highly visible forms of advertising. More recently, window decals have increased in popularity. Prominent display of the logo on either decal gives AAA an excellent opportunity to promote its positioning. Here are suggested designs for use of the logo on bumper or window decals that are available from AAA's Preferred supplier.

For those who prefer the window display decal, vehicle decals are now available in a clear removable vinyl window cling format.



Decal Size: 3 19/32" x 2 1/4"



Decal Size 3 1/2" x 2 3/16"



### Preferred



Decal Size: 3 19/32" x 2 1/4"



Decal Size 3 19/32" x 2 1/4"