AO

Start.
AO brand design documentation

October 2020
Version 2.0

Introduction

The AO's reputation for excellence began 60 years ago. Since then, it has continued to grow and develop, thanks to the dedication of our AO community.

Change is in the AO's DNA. Now, by building the AO brand, we further support our community in their work to deliver the best patient outcomes.

AO trains more than 54,000 participants annually in over 800 courses.

More than 500,000 surgeons and 150,000 operating room personnel (ORP) from more than 124 countries have attended AO courses.

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1 Fundamentals

2 Basic elements

↦ In-depth guidelines available for download

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3   Applications

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5   Video

↦ In-depth guidelines available for download

1
Fundamentals

1.1
Brand positioning

In 1958, the AO founders shared one goal. They wanted to change the world of orthopedic surgery in order to transform patient care and outcomes. What they achieved changed peoples' lives forever.

This was how the AO began. As the AO grew, it became known worldwide as synonymous with excellence in education, innovation, and research. The AO has always been at the forefront in its fields. Now is the time for the AO to embrace a new look and feel for its brand, ensuring that it is responsive to current and future demands.

The AO is all about development and growth. It is a global community of experts in a diverse range of fields, all dedicated to improving patient care.

Learning is at the core of the AO experience:

– learning to improve the way surgery is practiced

– learning how to respond better to patient needs

– learning to improve the materials, technologies, and approaches used in surgery and post-operative care

– learning from each other and the best.

The AO as a brand also learns and develops.

Our brand values are based on one simple, strong statement: Transforming Surgery—Changing Lives.

These values are at the core of the AO brand in all its visual and written expressions.

Excellence
maintaining the highest standards as we strive for continuous improvement

Transparency
sharing knowledge, building competencies, and communicating openly and honestly

Evidence-based
we communicate clearly, based on facts

Open-mindedness
able to hear different views, new perspectives

Innovative
the core of the AO, a world-leader in innovation

Crossing frontiers
at the forefront of disruptive and radical thinking

Passion
for all that we do

Camaraderie
a welcoming and supportive community of experts in diverse fields

Inclusive
respecting each other's differences and our own diversity

Our brand values reflect the standards that are at the heart of the AO community.

When we communicate, we do so in an evidence-based way, supporting our key values of excellence and transparency, and reinforcing our trusted relationship with all our audiences.

Our open-mindedness, focus on innovation, and endless appetite for crossing frontiers mean we can continuously redefine the level of treatment, training, and knowledge development.

We work with passion and camaraderie, and are inclusive in how we build relationships.

1.2
Brand architecture

The AO is strong: as a community, as an organization, and as a brand. To support this and make communications more effective, the AO has adopted a strong brand architechture strategy: the AO as a master brand.

The AO master brand is the overarching brand that serves as the main anchoring point under which all services or products are based. A master brand strategy is one of the key performance drivers in brand strategy. It shall link all activities, initiatives, and offerings with AO's brand promise and the brand values.
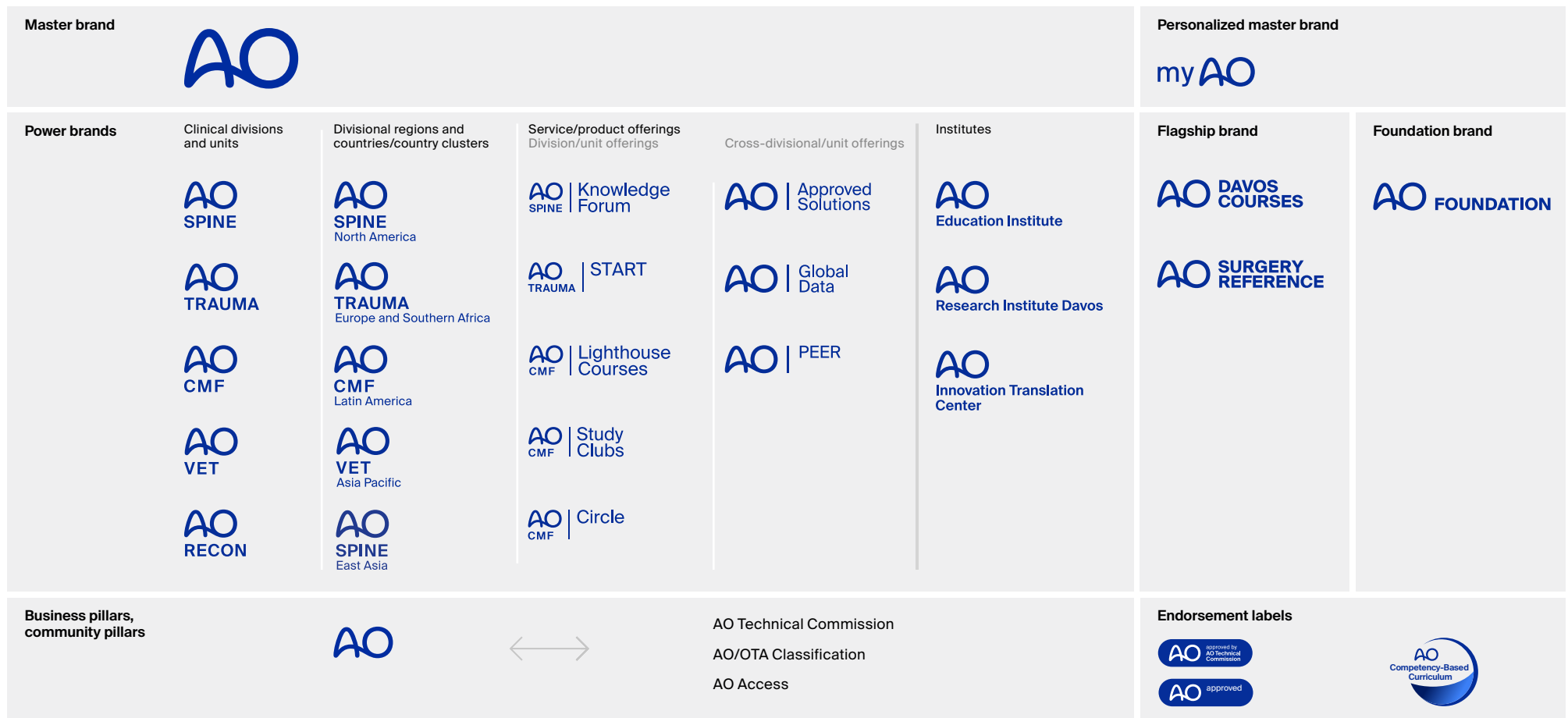
The new AO logo is the essential visual expression of the AO mission and its brand values.

The AO logo exemplifies the power of our global community, our open-mindedness, and connectivity. It responds to the next generation of surgeons and their needs in education, networking, and research.

Brand architecture
System

The AO brand architecture defines the brand categories the AO uses, the relationship between sub-brands and the AO master brand, and the allocation of entities and services to these categories.

Master brand

AO

Personalized master brand

my AO

Power brands

Clinical divisions and units	Divisional regions and countries/country clusters	Service/product offerings Division/unit offerings	Cross-divisional/unit offerings	Institutes
AO SPINE	AO SPINE North America	AO SPINE Knowledge Forum	AO Approved Solutions	AO Education Institute
AO TRAUMA	AO TRAUMA Europe and Southern Africa	AO TRAUMA START	AO Global Data	AO Research Institute Davos
AO CMF	AO CMF Latin America	AO CMF Lighthouse Courses	AO PEER	AO Innovation Translation Center
AO VET	AO VET Asia Pacific	AO CMF Study Clubs		
AO RECON	AO SPINE East Asia	AO CMF Circle		

Flagship brand

AO DAVOS COURSES

AO SURGERY REFERENCE

Foundation brand

AO FOUNDATION

Business pillars, community pillars

AO

⟵⟶

AO Technical Commission

AO/OTA Classification

AO Access

Endorsement labels

AO approved by AO Technical Commission

AO approved

AO Competency-Based Curriculum

Brand architecture
System

AO brand architecture categories are clearly defined, including about how they relate to the master brand.

Master brand
– Symbolizes everything the AO (as a brand) stands for and all benefits it provides.
– Is visually represented by the AO logo.

Personalized master brand
– myAO is the personalized digital expression of the AO master brand.
– The myAO platform is AOs' signature master brand offering.

Power brand
– Presenting entities that build and fuel the relationship with the AO brand (clinical divisions, units, and institutes).
– Is visually represented by the power brand logo extension which appears under the AO logo. For clinical divisions and units, the name is in capital letters. For institutes, the names use title case.

Power brand regions and countries
– Used by entities that represent the power brands in defined regions or countries.
– Differentiation by region or countries and adding a descriptor is reserved for power brands only.
– Power brand regional, country-wide or country clusters differentiation is visually represented by the power brand logo extension supplemented by a descriptor in lighter title case (Suisse Int'l regular).

Service/product offerings
– Used by power brands for divisional/unit offerings or by the master brand cross-divisional/unit offerings.
– Highlighting offerings in this way is reserved for the AO master brand and divisional/unit power brands only.
– Service/product offerings are visually represented by the brand logo supplemented by an offering descriptor.
– For the visual separation a vertical divider line is placed between the brand logo and the offering descriptor.
– Differentiated offerings can be highlighted by maximal one additional descriptor layer.

Flagship brand
– Presenting entities that contribute to the strength of the AO brand (limited to five key offerings).
– Is visually represented by the flagship brand logo extension which combines the AO logo extension with the name of the flagship brand written in capital letters to the right of the AO logo.

Foundation brand
– Presenting the organization that founded and owns the AO. It is a unique category and reserved exclusively for the AO Foundation.
– Is visually represented by the foundation brand logo extension which combines the AO logo with the AO Foundation name written in capital letters to the right of the AO logo.

Business and community pillars
– Covering all legal or informal entities, which belong to the AO and are not power brands or service/product offerings.
– The pillar descriptor (name) is written in the AO typeface (Suisse Int'l) in black without any visual additions or changes.
– The AO logo is used separately and distinctly from the pillar descriptor or the legal or organization name.
– Pillars do not carry the logo in their name but may use the AO acronym written in the same type size used with significant distance from placement of the logo, so as not to confuse with the power or flagship brands.
– Priority activities that run across the organization and that have senior (Presidential and AO FB) approval/endorsement, and which do not otherwise have a location in the branding hierarchy, can and should have AO and a capital letter.
 This means we write AO Access and AO Sports but not AO Technology Transfer – as that is already under AO ITC.

Endorsement label
– Representing a mark of quality, presitge evoked by an endorsement of the AO brand.
– The design of an endorsement label needs to comply with the relevant guidelines.

A set of simple principles define the connection between the master brand and the brand categories.

Master brand
The master brand exists in only one version. It represents the entire AO. It is used in situations where no flagship or master brand stands behind the branded item or in relation to business and community pillars.

Power brands
Only the clinical divisions and the institutes have the right to use the AO logo in a brand-like way.

Flagship brands
The right to use the master brand as an brand-like extension of a name is limited to a maximum of five services, offerings or entities. They are approved by the AO Foundation Board.

Foundation brand
It represents the organization that founded and owns the AO. It is a unique category and reserved exclusively for the AO Foundation.

Business pillars and community pillars
All other organizations, items, services, offerings, initiatives, apply the master brand logo solely to convey their relationship with the brand. They may not connect their name directly with the logo, unless associated with a power brand.
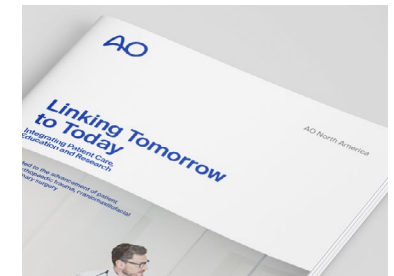
If the AO brand appears in connection with other organizations (ie, DPS) or if two AO entities appear together (ie, AO Trauma and AO Recon), a set of principles need to be applied in order to strengthen and protect the AO master brand.

ⓘ

For co-branding examples please consult chapter 2: Basic elements → Logo → Dual branding and co-branding

1. Dual branding

Example: Two or more entities stand behind an offering or activity (ie, AO Trauma and AO Recon co-host a course).

Principle

Both brands apply the principle of a business pillar.

The AO master brand is the only logo used.

Application

Names in normal type plus AO master brand or flagship brand logo.

1. Brands of same category: alphabetical order

2. Brand of different categories: hierarchical order

2. Co-branding

Example: An AO entity decides to provide a service or sponsor an intiative or event together with an external organization.

Options

AO leads the initiative

AO shares leadership of the initiative

AO joins the initiative

Application

AO logo appears dominantly, additional endorsement "supported by AO" wanted

AO logo appears at least in the same size as the partner logo

AO master brand logo is part of the logo overview display showing the logos of all supporters

The AO name is an acronym itself. And like many other organizations, we use acronyms. Therefore, the AO needs to be strengthened by applying simple rules if it is to be used as part of an acronym.

We always put a space between the AO and the descriptor (eg, AO Spine, AO TC, AO Davos Courses).

1.3
Brand management

To make the AO master brand as strong and effective as possible, we have established a brand management process to review brand-related decisions that will need to be taken in the future.

This process will be led by the Communications & Events department and covers all possible questions or issues related to the AO brand portfolio and architecture. This process is binding for all AO entities and employees, officers, and faculty. It is equally binding for external vendors where they are involved in strategic or design work on the AO brand.

1.4
Tone of voice

Transforming Surgery—Changing Lives

This is the key message connecting everything we do, think, and say.

The AO tone of voice reflects the expertise and professionalism of AO people, communicating information in a spirit of camaraderie.

Inspiring, diverse, and inclusive, the AO community works together to enhance their surgical skills and advance the treatment of trauma and musculoskeletal disorders.

The AO promotes excellence through high-quality education, innovation, and research, and connects with a global network using streamlined, straightforward communications that are accessible to all.

AO communications should always:

– reflect AO values

– recognize the diversity of the AO community

– respond to the needs of the AO community

– represent AO activities as a whole

AO branded communications represent the best of the AO. They shall be characterized by a simple and short set of guiding principles.

AO communications

– adhere to the AO's core values

– can be adapted for each audience

– are responsive to regional needs

– are scalable to ensure they can be accessed in large pieces and small sections depending on audience

– need and location

– relay information in a way that is understandable to all

Download additional guidelines:
– Tone of voice
– Editorial style guide
– Hints and tips for writers
– AO scientific terms
– Writing for the web

brand.aofoundation.org

2
Basic elements

2.1
Brand basics

An iconic brand:

The new brand design combines emotional drive and scientific rationality. The approach to the logo and layout deliver an appearance that is compelling in both digital and analog formats.
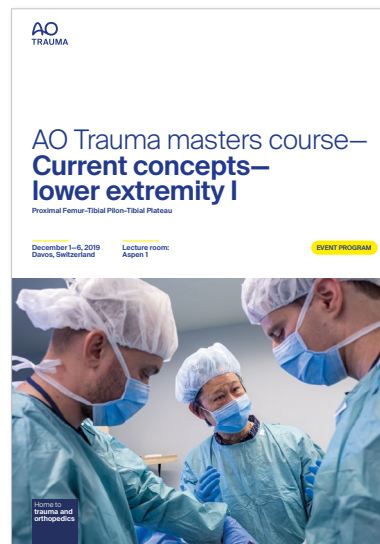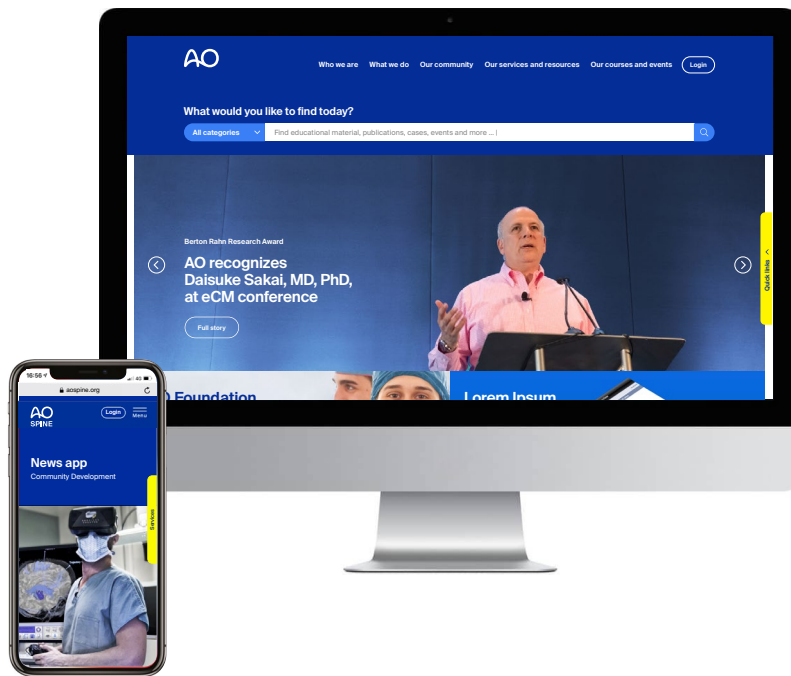
The AO brand design is intuitive, functional, flexible, and balanced: Four key principles steer the design decision process.

Intuitive
People are at the heart of our design approach. Everything we do and create is about providing an intuitive experience, whatever the medium.

Functional
No frills. Our design is driven by clarity and functionality. The various different design components allow us to address all content needs and apply the best solutions.

Flexible
Our design is open and agile. By using principles rather than strict rules, we are able to meet the full range of current, changing, and emerging needs.

Balanced
Bold and confident: The unique brand design differentiates itself thanks to the careful combination of various components.

Logo

Colors

Typography

AaOo

Suisse Int'l
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
@&€$¥§ÂÅĐĞŁÆ

AaOo

Suisse Works
ABCDEFGHIJKLMNOPQRSTUVW
abcdefghijklmnopqrstuvwxyz
0123456789 @&€$¥§ÂÅĐĞŁÆ

AaOo

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456@& €$¥§ÂÅĐĞŁÆ

Brand examples

2.2
Logo

Logo
Logo system

AO
brand design
documentation
Version 2.0
30
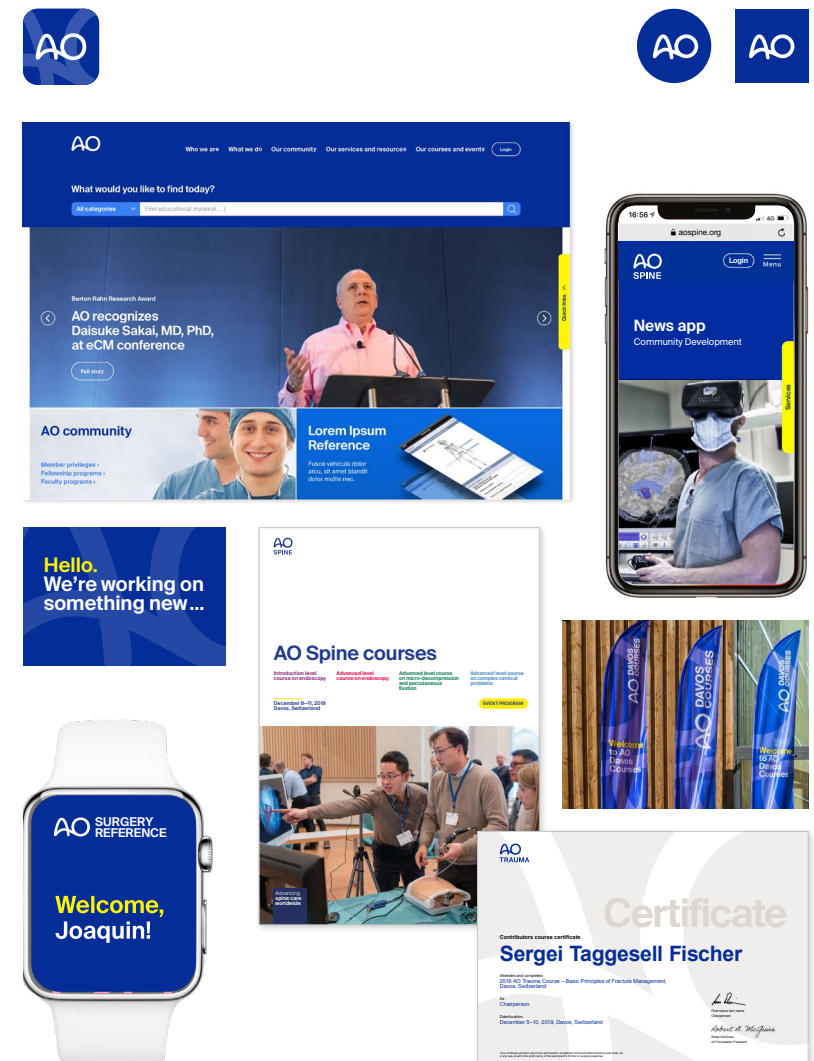
The master brand

The initialism AO forms the AO master brand and is the main application. Its soft, curved form represents the fact that people are at the heart of the AO, and the connected letters represent the community mindset.

Modular system
One system fits all: All sub-brands follow the same principle. The names of the power and flagship brands, regions of clinical divisions and community pillars are placed on the left or below the master brand, depending on the category.

Minimum size
In general, every AO logo should be readable. The height of the master brand in combination with a word mark should be no less than **4 mm**. The minimum height of the single master brand is **3 mm**.

Logo sizes
The sizes refer to the height of the AO master brand.

Master brand = AO logo

Modular system

Vertical orientation

AO logo

Logo extension

Regional descriptor

Horizontal orientation

AO logo

Logo extension
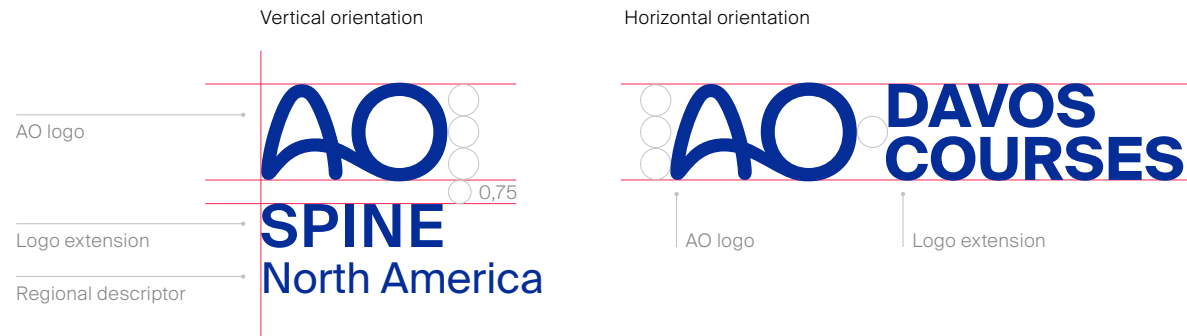
Minimum height of the
AO master brand
= 3 mm

Minimum height of brands in
combination with a word mark
= 4 mm
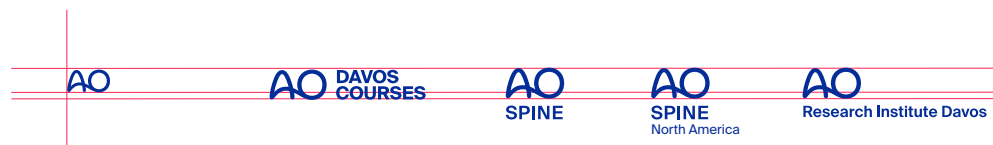
Logo
Logo versions

Organized complexity

The brand architecture is structured as follows: The master brand is on the first level; all sub-brands are arranged with the appropriate extension or descriptor next to or below the master brand.

File naming: digital
ao_blue_rgb.png
ao_white_rgb.png
ao_black_rgb.png
ao_blue_rgb.svg
ao_white_rgb.svg
ao_black_rgb.svg

File naming: print
ao_blue_cmyk.eps
ao_blue_solid.eps
ao_black_cmyk.eps
ao_white_cmyk.eps

File naming: office
ao_blue_rgb.emf
ao_black_rgb.emf

Download brand assets
brand.aofoundation.org

Master brand = AO logo

Power brand logo:
AO logo with extension

Flagship brand and foundation brand logos:
AO logo with extension

Regions of clinical divisions:
AO logo with extension and regional descriptor

Business and community pillars:
word mark no higher than one-third of the height of the master brand

Logo
File naming

File naming structure

The file names of the entire AO logo park are based on a consistent and unambigous system.

Example

ao_trauma_north_america_blue_rgb.svg

1.   2.   3.   4.   5.   6.

1.
First level

master brand
– **ao_**

Personalized
master brand
– **myao_**

2.
Second level

Foundation brand
– **foundation_**

Flagship brands
– **davos_courses_**
– **surgery_reference_**

Clinical divisions and units
– **spine_**
– **trauma_**
– **cmf_**
– **vet_**
– **recon_**

Institutes (shortened)
– **ei_**   (Educational Institute)
– **ari_** (Research Institute Davos)
– **itc_** (Innovation Translation
            Center)

Master brand regions
– **asia_pacific_**
– **europe_southern_africa_**
– **latin_america_**
– **middle_east_northern_africa_**
– **north_america_**

Master brand countries (Example)
– **uk_ireland_**

Endorsement labels
– **curriculum_stamp_**
– **approved_stamp_**
– **tc_approved_stamp_**

3.
Third level (specific)

Divisional regions
– **asia_pacific_**
– **europe_southern_africa_**
– **latin_america_**
– **middle_east_northern_africa_**
– **north_america_**

Divisional countries (Examples)
– **deutschland_**
– **schweiz_**
– **new_zealand_**
– **uk_ireland_**
– **china_**

Service/product offerings
Division/unit offerings
– **knowledge_forum_**
– **knowledge_forum_deformity_**
– **knowledge_forum_sci_**
– **knowledge_forum_trauma_**
– **knowledge_forum_tumor_**
– **start_**
– **lighthouse_courses_**
– **study_clubs_**
– **circle_**

Cross-divisional/unit offerings
– **approved_solutions_**
– **global_data_**
– **peer_**

4.
Color

– **blue_**
– **black_**
– **white_**
– **blue_inversed_**
– **black_inversed_**
– **white_inversed_**

5.
Color space

Digital applications
– **rgb_**

Pantone® full color
– **solid_**

Four-color process
printing
– **cmyk_**

6.
Suffix

Digital media, lucent
– **.png**

Digital media, vectorised
– **.svg**

Print, vectorised
– **.eps**
– **.pdf**

Office, vectorised
– **.emf**

Logo
Logo sizes

Mind the size

The logo sizes vary depending on the medium.

Please note: For optical reasons, the AO master brand is always placed slightly larger than the brands with extension. The exact sizes per medium can be found in the list.

Original logo file size = 24 mm height

24 mm

Contact
For detailed information please contact Communications & Events:
communications@aofoundation.org

Format DIN, US	Dimensions width × height	AO logo size mm	AO logo with extension size mm	Clear space unit (Dot)* mm	
Business cards	85 × 55 mm	7.5	6	3.75	3
A6	105 × 148 mm	9	7.5	4.5	3.75
C6	162 × 114 mm	9	7.5	4.5	3.75
A6/5	105 × 210 mm	9	7.5	4.5	3.75
C6/5	229 × 114 mm	9	7.5	4.5	3.75
A5	148 × 210 mm	9	7.5	4.5	3.75
C5	229 × 162 mm	9	7.5	4.5	3.75
A4	210 × 297 mm	9	7.5	4.5	3.75
US letter	8 ½ × 12"	9	7.5	4.5	3.75
Envelope No. 10	9 ½ × 6"	9	7.5	4.5	3.75
A3	297 × 420 mm	12	10	6	5
Tabloid/ledger	11 × 17"	12	10	6	5
Certificates	297 × 201 mm	12	10	6	5
Poster A0	841 × 1189 mm	27	24	13.5	12
Poster F4	895 × 1280 mm	32	28	16	14
Roll-ups	800 × 2000 mm	75	60	37.5	30

* The left entry refers to the size of the AO master brand, the right refers to the AO logos with extensions.
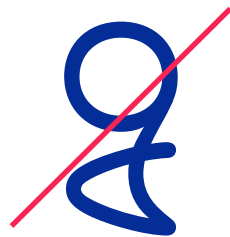
Logo
Logo use: Get it right

Be consistent

The AO brand architecture regulates the handling of all brands within the AO organization.

In order to maintain the consistency and clarity of this structure, it is essential that the different brand levels are strictly adhered to and not linked or modified.

Logo
Clear space

Space

The use of clear space is essential in preserving the logo's integrity.

It defines the minimum distance to the format edge and other design elements. The protection zone corresponds to **one-half the height** of the AO master brand **(1)**.

In exceptional applications, you can use the minimum amount of clear space. This is **one-third of the height** of the AO master brand **(2)**.

1 Level: power brand/flagship brand/foundation brand
Standard clear space: one-half of the logo height

2 Level: power brand/flagship brand/foundation brand
Minimal clear space: one-third of the logo height
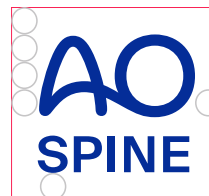
Logo
Logo placement

Where to place

The logo is placed **asymmetrically**. The distance between the logo and the top edge is never the same as the distance to the edge.

Usually, the logo is placed in the upper left corner because of the horizontal and vertical extension of the AO master brand logo. Depending on the communication medium, the logos can also be placed on the top right or bottom right. Especially when the master brand logo appears alone.

Exceptions: If the communication medium to be designed has specific characteristics, then the logo is placed in the appropriate context, eg, in digital media (smartwatch = centered) or labeling locations (facade = centered).

Please note: For optical reasons, the AO master brand is always placed slightly larger than the brands with extension. The exact sizes per medium can be found in the list on page 33.

Edge distance (asymmetrical principle)

Exception: Centred alignement
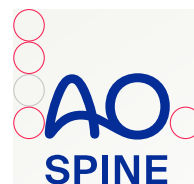
Logo
Logo placement, examples

Getting it right

The AO logos are subtle and should not be the main focus of an asset. It needs to be part of the design, and not the main focus.

If possible, place the logo in the top left corner. If this placement poses a risk to readibility or the layout, a different solution is permitted.

These examples show how logos are placed schematically in different media formats. Find guidance on logo placement for Microsoft Office documents in → Chapter 3: Applications

⚠
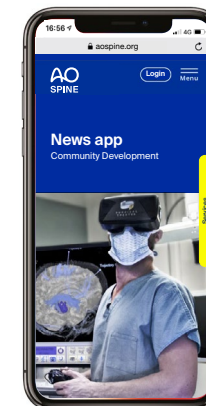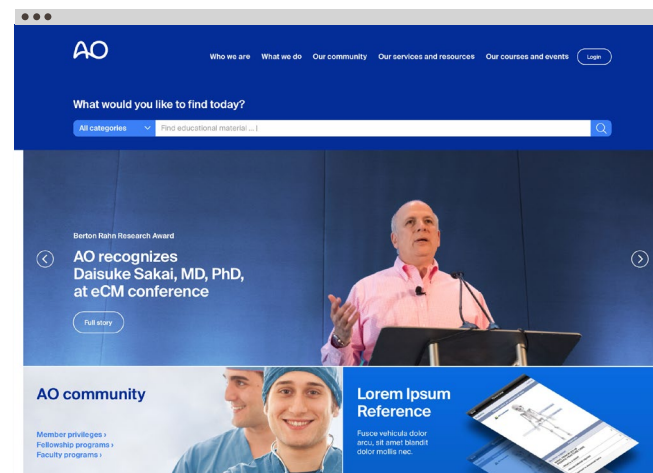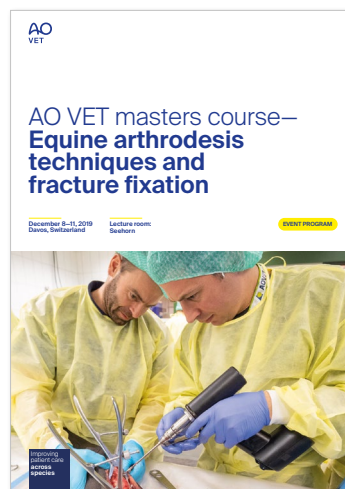
Exceptions are possible (eg, envelopes, merchandise). They must always be coordinated with communications@aofoundation.org

Smart formats:
Horizontal logos will be centered.

Logo
Logo color

In living color

The AO logo comes in four colors:
blue, white, black, and gray (in selected
applications). Wherever possible, use
the official AO blue tone.

**Make sure there is sufficient
contrast when placing the logo
on background images.**
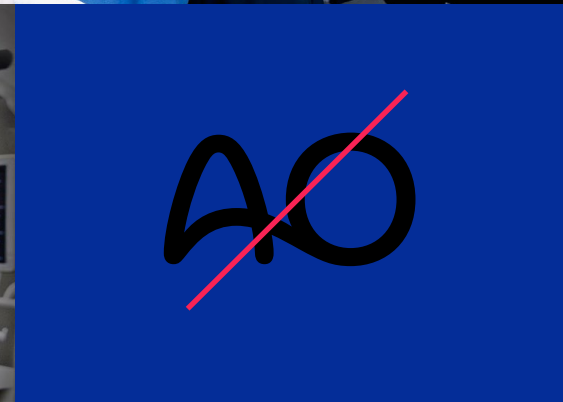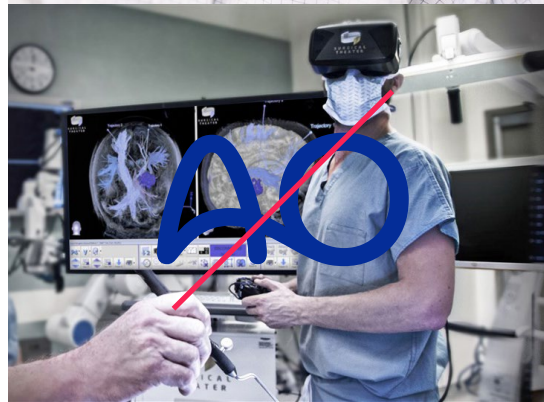
Logo
Logos on backgrounds

Staging and backdrops

The first thing to do when placing the logo is to ensure readability—a must.

The blue logo should be used wherever possible. The negative version of the logo is used on blue or dark backgrounds if readability cannot be guaranteed.

AO

AO TRAUMA

AO SPINE North America

AO Research Institute Davos

AO
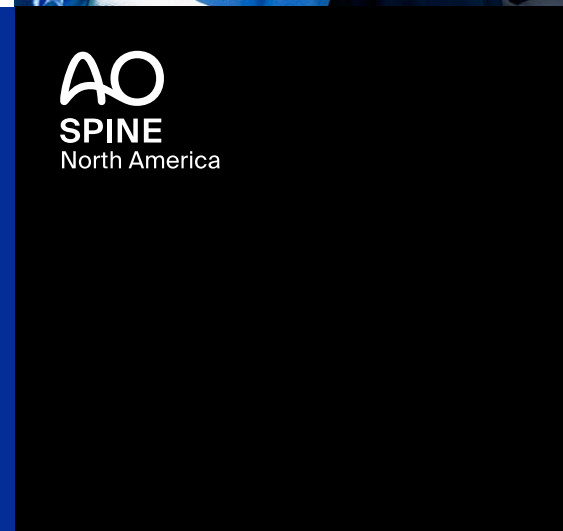
Regional descriptors

In order to distinguish the region at logo level, it is possible to add regional extensions to the individual power brands.

The extension is **20 percent** smaller than the word mark of the power brands.

All regional descriptor logos are available to download from the brand portal.

Structure

Fixed
Power brands

Variable
20 percent smaller than the word mark on power brand level

AO
SPINE
Europe and Southern Africa

Overview of current regional descriptors

AO SPINE Europe and Southern Africa	AO SPINE Middle East and Northern Africa	AO SPINE Latin America	AO SPINE North America	AO SPINE Asia Pacific
AO TRAUMA Europe and Southern Africa	AO TRAUMA Middle East and Northern Africa	AO TRAUMA Latin America	AO TRAUMA North America	AO TRAUMA Asia Pacific
AO CMF Europe and Southern Africa	AO CMF Middle East and Northern Africa	AO CMF Latin America	AO CMF North America	AO CMF Asia Pacific
AO VET Europe and Southern Africa	AO VET Middle East and Northern Africa	AO VET Latin America	AO VET North America	AO VET Asia Pacific

Country descriptors

In order to distinguish the country at logo level, it is possible to add country extensions to the individual power brands.

The extension is **20 percent** smaller than the word mark of the power brands.

All regional descriptor logos are available to download from the brand portal.

Contact
For inquiries about country logos, please contact:
communications@aofoundation.org

Download brand assets
brand.aofoundation.org

Structure

Fixed
Power brands

Variable
20 percent smaller than the word mark on power brand level

AO
TRAUMA
Switzerland

Overview of current country descriptors

AO TRAUMA Australia

AO TRAUMA China

AO TRAUMA Deutschland

AO TRAUMA Hong Kong

AO TRAUMA India

AO TRAUMA Indonesia

AO TRAUMA Japan

AO TRAUMA Korea

AO TRAUMA Malaysia

AO TRAUMA New Zealand

AO TRAUMA Philippines

AO TRAUMA Singapore

AO TRAUMA Switzerland

AO TRAUMA Taiwan

AO TRAUMA Thailand

AO TRAUMA UK & Ireland

Logo
Service product offerings: Divison or unit

Modular system

All applications of divisional service offerings are built according to the same visual construction principle.

Depending on the complexity of service offerings, additional descriptors are possible (eg, AO Spine Knowledge Forum with five subcategories).

Download brand assets
brand.aofoundation.org

Structure

Fixed
Power brands
and divider line

AO SPINE | Knowledge Forum

Variable
Two fixed lines are available for the names of the divisional service offerings. If the names are short (eg, AO CMF Circle), they only run over the top line.

Examples

AO SPINE | Knowledge Forum

AO TRAUMA | START

AO CMF | Lighthouse Courses

AO CMF | Study Clubs

AO CMF | Circle

Additional extensions:

AO SPINE | Knowledge Forum Tumor

AO SPINE | Knowledge Forum Deformity

AO SPINE | Knowledge Forum Trauma

AO SPINE | Knowledge Forum Degenerative

AO SPINE | Knowledge Forum SCI

Logo
Service product offerings: Cross divisional or unit

Modular system

All application of cross divisional or unit offerings are built using the master brand according to the same visual construction principle as shown here.

Structure

Fixed
Power brands and devider line

Variable
Two fixed lines are available for the names of the cross-divisional or unit service offerings. If the names are short, they only run over the top line (eg, AO PEER).

Examples

Download brand assets
brand.aofoundation.org

Logo
Business and community pillars

The pillar descriptor (name) is placed individually and in a clear proportion to the AO master brand logo **(1)**. There are no ready-made logo files. Specifications: Suisse Int'l Regular, letter spacing +10, color black.

Business and community pillars are exceptions when it comes to clear space, as the word mark can be positioned flexibly by the AO master brand.

The distance between the AO master brand and the edge remains the same as for the other logos (ie, **one-half of the height** of the master brand). What changes is the minimum distance to the bottom or to the right between the AO master brand and the word mark **(2)**.

The minimum distance to the bottom is **75 percent of the height** of the AO master brand. If the word mark is placed to the right of the AO master brand, the minimum distance **is 150 percent of the height** of the master brand **(3)**.

The distance between the word mark and the edge is the height of the AO master brand **(3)**.

Here too, the logo is placed **asymmetrically**. The distance between the logo and the top edge is never the same as the distance to the left edge.

1 The pillar descriptor (name) is not higher than one-third of the height of the master brand

AO   AO Technical Commission

2 Minimal clear space

AO
AO Technical Commission
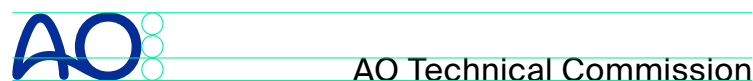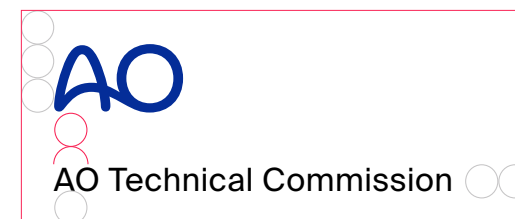
3 Flexible positioning system

AO   AO Technical Commission

AO Technical Commission   AO Technical Commission

Logo
Business and community pillars, examples

The placement of the pillar descriptor (name) always depends on the medium. In most applications the pillars descriptor is aligned horizontally or vertically to the master brand logo.

In business communication such as business cards or stationery, the descriptor is integrated into the sender block.

Examples AO Technical Commission

AO

AO Technical Commission

Linking Tomorrow to Today
Integrating Patient Care, Education and Research

Dedicated to the advancement of patient care in orthopaedic trauma, craniomaxillofacial and veterinary surgery
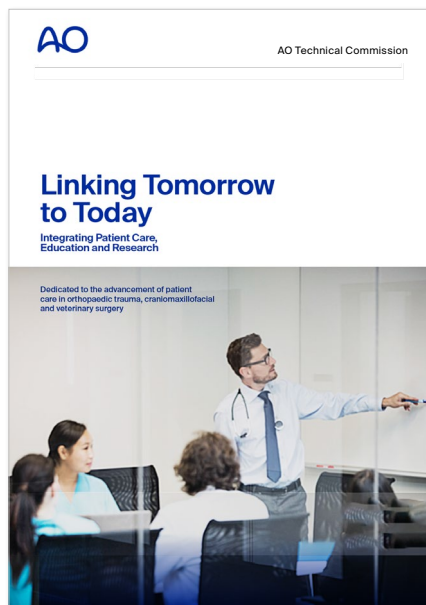
Horizontal aligenment

Contact
For layout options of business/ community pillars, contact Communications & Events:
communications@aofoundation.org

Quality and reputation

AO endorsement labels are directly linked to AO's reputation for excellence and can only be applied if strict conditions are met.

These labels can be created according to context, but must play a consistent and organic role in the AO brand world.

Approved endorsement labels

Overarching "approved label" by AO

AO Technical Commission endorsement label exclusively used for DePuy Synthes products.

Depending on the background, the blue or inversed version can be used.

Minimum height: 5 mm

AO Competency-Based Curriculum endorsement label
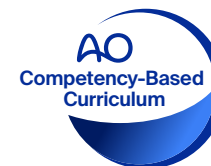
The label is always placed on a bright, neutral background.

Minimum height: 10 mm

Partnership

Dual branding

When two or more AO entities stand behind an offering or an activity, the AO master brand is the only logo. The names of the clinical divsions are written out in full.

Co-branding

An AO entity decides to provide a service or sponsor an initiative or an event together with another external organization. The minimum space between one of the AO brands and co-branded logos is **150 percent of the height** of the AO master brand.

Dual branding

AO

AO Trauma and
AO Recon course—
Comprehensive periprosthetic fracture management of the hip and knee

December 5—7, 2019
Davos, Switzerland

Lecture room:
Sertig

EVENT PROGRAM

Home to
trauma and orthopedics

Co-branding

8/1
Volume 8
Issue 1
Winter 2019

Global Spine Journal

Incorporating Evidence-Based
Spine-Care Journal

Editors-in-Chief
Jeffrey Wang, MD
Jens R. Chapman, MD
Karsten Wiechert, MD

AO
SPINE

2.3
Colors

Colors
Corporate colors

Into the blue

AO blue
AO blue is the leading color. It stands for clarity and progress. It is used for the logo, typography, and for backgrounds.

AO yellow
AO yellow is the emotional and self-confident activation color. Its brightness stands for the power of the sun, energy, and creativity.

AO active blue
AO active blue is an additional color for accentuation and activation.

AO dark blue
AO dark blue is an additional color for backgrounds.

AO light gray
AO light gray is an additional color for selected backgrounds and accentuation.

AO blue
#042D98
RGB 4/45/152
CMYK 100/85/0/0
Pantone 286

AO yellow
#FFF500
RGB 255/245/0
CMYK 0/0/100/0
Pantone Yellow

AO active blue
#3B7FF6
RGB 59/127/246
CMYK 75/40/0/0
Pantone 2143

AO dark blue
#001B62
RGB 0/27/98
CMYK 100/90/35/18
Pantone 2767

AO light gray
#F2F2EE
RGB 220/212/203
CMYK 16/16/20/0
Pantone Warm Gray 1

100%   75%   50%   25%

Colors
Color balance

The overall color use per medium is based on the scheme shown here. The aim is a consistent color impression across all media. AO blue is weighted so that it is immediately perceived as the primary color, but does not appear too dominant in the overall impression due to sufficient white space.

Primary color AO blue

AO blue is the main application color and is used in the color area, in the logo and in the typography, as well as in graphic forms such as icons. Together with white, this is the most common colour combination

Accent color AO yellow

AO yellow is used as a color accent to highlight actions and important information. Its use should be kept to the minimum in any medium. Yellow is used sparingly, with caution. **The maximum use of AO yellow is five percent.**

All other colors **can be used at a maximum of ten percent**. Application examples can be found in → Chapter 3: Applications.

AO blue
Leading color

White
Leading background color

AO yellow

Additional colors

Colors
Accent color yellow

Yellow highlights

AO yellow should be used as a color accent for special emphasis. It can be used to mark space in a graphic or highlight key words. In its digital uses it is important as a trigger to action. It should be used sparingly, with caution and for good (clear) reasons.

Use

AO yellow should be used depending on context and functionality:

Activating: For calls to action, key messages, or specific emphasis, or for interactions with distinct added value (such as menu buttons in digital media or guiding elements in brochures).

Emotion: To trigger an emotional response at an event or through merchandising.

Updated: Illustration below

Dark backgrounds

First additional information link ›
Second additional information link ›

Light backgrounds (only for digital media)

First additional information link ›
Second additional information link ›

Notifications
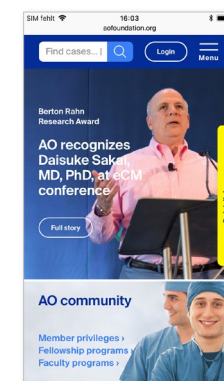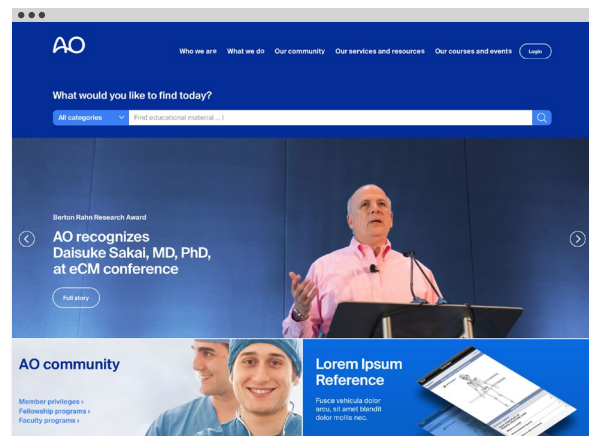
Colors
Secondary colors

Additional colors

The AO primary colors are complemented by secondary colors. The set contains an exciting triad of blue, red, and green tones. Each group of three contains a dark tone, a mid-range tone, and a bright tone. These tones can be combined or used monochromatically.

(!) For the sake of completeness and to show the concept in its full spectrum, AO active blue and AO dark blue are also shown. These are, of course, primary colors of the AO brand.

AO dark blue
#001B62
RGB 0/27/98
CMYK 100/90/35/18
Pantone 2767

AO active blue
#3B7FF6
RGB 59/127/246
CMYK 75/40/0/0
Pantone 2143

Bright blue
#04f1fe
RGB 4/241/254
CMYK 58/0/6/0
Pantone 305

Dark purple
#3f0343
RGB 63/3/67
CMYK 83/100/36/37
Pantone 276

Purple
#7b0067
RGB 123/0/103
CMYK 55/100/20/0
Pantone 2356

Bright red
#f92355
RGB 249/35/85
CMYK 0/100/55/0
Pantone 206

Dark green
#00293a
RGB 0/41/58
CMYK 100/63/60/48
Pantone 627

Green
#00765c
RGB 0/118/92
CMYK 87/29/75/11
Pantone 7727

Bright green
#00eb9b
RGB 0/235/155
CMYK 63/0/54/0
Pantone 346

2.4
Typography

**Corporate typeface:
Suisse Int'l**

Suisse Int'l is a solid and neutral font
to underline the scientific approach
of AO.

Its classic shape is an homage to
Swiss typography culture and stands
in sharp contrast to the organic logo.
Clear and plain, it is designed for all of
today's digital and print needs.

Davos Orthopedics Network Surgeons Connecting

Suisse Int'l Semibold
for headline
Spacing: -10
Line spacing: 95 percent
for accentuations in body copy
Spacing: +5
Line spacing: 100 percent

Suisse Int'l Light
for body copy
Spacing: +20
Line spacing: 120 percent

Alternative: Arial
Arial is the alternative typeface when Suisse Int'l is not installed (like PowerPoint presentations and other Microsoft Office applications).
Spacing: -10
Line spacing: 110 percent

**Request your font license
here**

Please note:
To get the whole range of the **Greek characters**, please use either Helvetica or Arial as replacement for Suisse Int'l.

Corporate typeface

AaOo

Suisse Int'l Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789 @&€$¥§ÂÅÐĞŁÆ
* † ‡ # **ø √ Δ ∑ Ω

Suisse Int'l Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789 @&€$¥§ÂÅÐĞŁÆ
* † ‡ # **ø √ Δ ∑ Ω

Additional typeface for tables (eg, event programs)

AaOo

Suisse Int'l Condensed Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789 @&€$¥§ÂÅÐĞŁÆ
* † ‡ # **ø √ Δ ∑ Ω

Suisse Int'l Condended Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789 @&€$¥§ÂÅÐĞŁÆ
* † ‡ # **ø √ Δ ∑ Ω

Office typeface

AaOo

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789 @&€$¥§ÂÅÐĞŁÆ
* † ‡ # **ø √ Δ ∑ Ω

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789 @&€$¥§ÂÅÐĞŁÆ
* † ‡ # **ø √ Δ ∑ Ω

Typography
Additional typefaces

Suisse Works

Additional typeface for body text when readability has absolute priority (like reports, studies and long texts)
Spacing: +10
Line spacing: 120 percent

Alternative: Times

Times is the alternative typeface when Suisse Works is not installed (like PowerPoint presentations and other Microsoft Office applications).
Spacing: 0
Line spacing: 120 percent

Request your font license
here

Please note:
To get the whole range of the **Greek characters**, please use either Helvetica or Arial as replacement for Suisse Int'l.

Additional typeface

AaOo

Suisse Works Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789 @&€$¥§ÂÅÐĞŁÆ
* † ‡ # ** ø √ Δ Σ Ω

Suisse Works Book italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789 @&€$¥§ÂÅÐĞŁÆ
** † ‡ # ** ø √ Δ Σ Ω*

Suisse Works Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789 @&€$¥§ÂÅÐĞŁÆ
* † ‡ # ** ø √ Δ Σ Ω

Office typeface

AaOo

Times Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789 @&€$¥§ÂÅÐĞŁÆ
* † ‡ # ** ø √ Δ Σ Ω

Times Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789 @&€$¥§ÂÅÐĞŁÆ
** † ‡ # ** ø √ Δ Σ Ω*

Times Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqurstuvwxyz
0123456789 @&€$¥§ÂÅÐĞŁÆ
* † ‡ # ** ø √ Δ Σ Ω

Non-Latin typefaces

Noto Sans TC
Mandarin is laid out in the Google font Noto Sans TC for use in both regular and office applications.

Main typeface family

大小大小

Noto Sans TC Bold
一二三四五六七八九十百千萬上中下左右大小春夏秋
冬東南西北金木水火土天地日月星黑白紅橙黃綠藍靛
紫食住衣行育樂忠孝仁愛信義和平子曰父母兄弟夫婦
君臣馬牛羊雞犬豕喜怒哀懼惡目耳口手足見聞聲貝車
雨赤青言語魚鳥羽電不乃之乎人以何俱倫儀先光入

Noto Sans TC Light
一二三四五六七八九十百千萬上中下左右大小春夏秋
冬東南西北金木水火土天地日月星黑白紅橙黃綠藍靛
紫食住衣行育樂忠孝仁愛信義和平子曰父母兄弟夫婦
君臣馬牛羊雞犬豕喜怒哀懼惡目耳口手足見聞聲貝車
雨赤青言語魚鳥羽電不乃之乎人以何俱倫儀先光入

Office typeface

大小大小

Noto Sans TC Bold
一二三四五六七八九十百千萬上中下左右大小春夏秋
冬東南西北金木水火土天地日月星黑白紅橙黃綠藍靛
紫食住衣行育樂忠孝仁愛信義和平子曰父母兄弟夫婦
君臣馬牛羊雞犬豕喜怒哀懼惡目耳口手足見聞聲貝車
雨赤青言語魚鳥羽電不乃之乎人以何俱倫儀先光入

Noto Sans TC Regular
一二三四五六七八九十百千萬上中下左右大小春夏秋
冬東南西北金木水火土天地日月星黑白紅橙黃綠藍靛
紫食住衣行育樂忠孝仁愛信義和平子曰父母兄弟夫婦
君臣馬牛羊雞犬豕喜怒哀懼惡目耳口手足見聞聲貝車
雨赤青言語魚鳥羽電不乃之乎人以何俱倫儀先光入

**Request your font license
here**

Rules for tables and lists

The guiding principle here is optimizing readability and ensuring content is as appealing as possible.

Use Suisse Int'l alternative numbers whenever there are a large amount of numbers, for example, in the following cases:
– tables
– table of contents
– enumerations
– page numbers
– scientific formulas

How to get alternative numbers

Go to window "characters" → choose the menu on the right and go to "open type" → select "versal digits for tables"

Corporate typeface

1. 2. 3. 4. 5. 6.

0123456789

Application
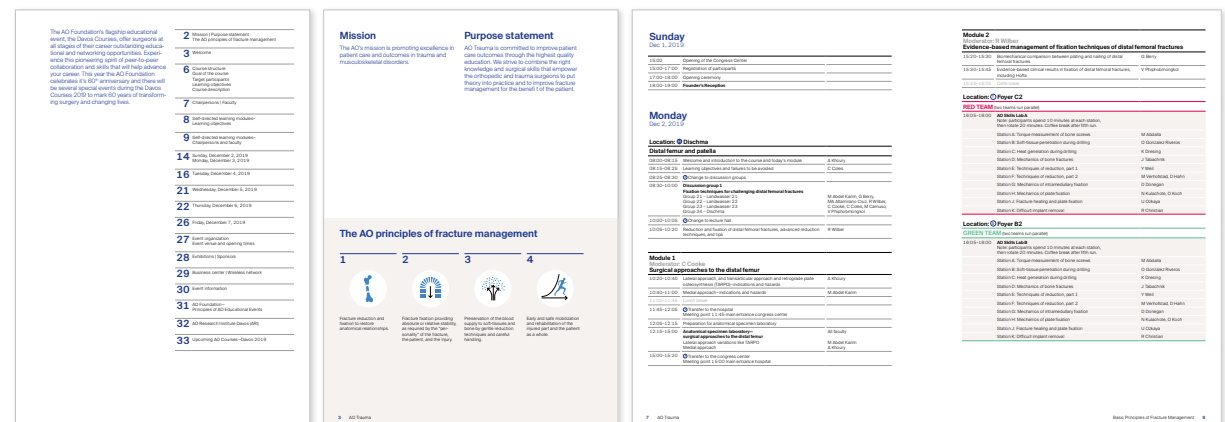
Clear and bold

In order to make the self-confidence and liveliness of the brand tangible, the AO corporate typefaces are used to create interesting contrasts.

This applies, for example, to the size of the headline in relation to the copy text or the positioning of the font in the layout. In addition, contrasts are created by always setting the headline in semibold and the copy text in regular.

In most cases, the typography is left-justified; only in exceptional situations is it right-justified. It is never centered.

When information is set on AO blue, accents can be created by using yellow sparingly. It is important to make sure that this is done at the beginning of the headline.

In headlines or tables, the numbers are shown in tabular format.

2.5
AO supersign

AO supersign
Principles

Clear, bold, unique

The supersign is **always placed in the background** of the layout, with a large increase.

Its organic, curved form contrasts with the clear, compact, Suisse Int'l typeface.

This tension gives a sense of continuous movement and communicates the energy behind the brand.

Cropping
When placing the supersign, it must be ensured that it is still shown as a whole piece.

Color
The supersign is used as a kind of watermark in following color versions:

Blue: In the blue application, the supersign stands on the AO blue **(100 percent)** with **75 percent** ink application. On the screen, the ink application must be at least **90 percent**.

Light gray: On the AO light gray tone **(25 percent)** the logo is white.

Cropping principle in general

A4 portrait

A4 landscape
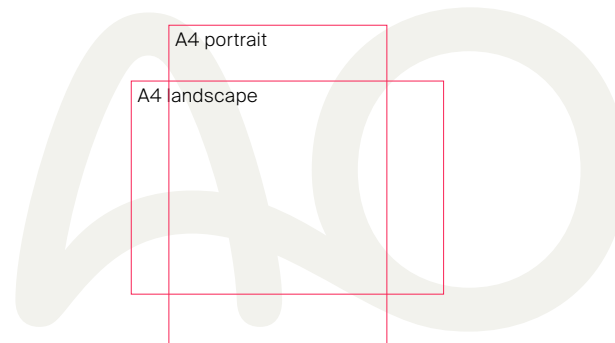
Color

Background
AO blue
CMYK 100/85/0/0

Logo
AO blue
CMYK 100/85/0/0
Tint 75 percent

Background
AO light gray
CMYK 16/16/20/0
Tint 25 percent

Logo
White

Cropping principle on flags

100 %
150 %

90 %
100 %

80 %
100 %
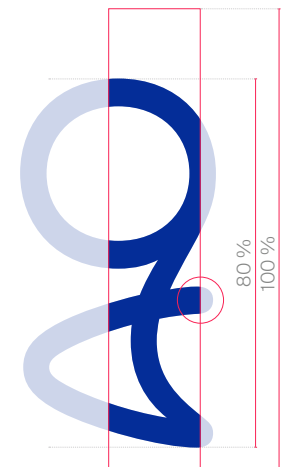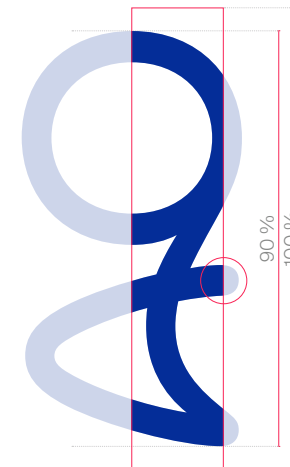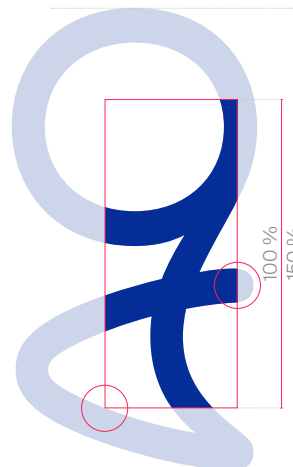
The large-format placement of the supersign in the background lends the brand presence an additional level of value and emphasizes the fluid, constantly moving core of a lively community.

Hello.
We're working on something new ...

AO
TRAUMA

Course participant certificate

曾参军 Zeng Canjun

Attended and completed
AO Trauma Masters Course – Foot and Ankle,
Davos, Switzerland

Date/location
December 5–10, 2019, Davos, Switzerland

Course chairperson(s)
Marcos Sakaki – Michael Swords

Certificate

First name last name
Chairperson

Robert A. McGuire
Robert McGuire
AO Foundation President

This certificate pertains only to the participant's completion of the educational activity and does not
in any way attest to the proficiency of the participant's clinical or surgical expertise.

2.6
Photography

Transforming Surgery— Changing Lives:

AO's purpose is the basis for the new AO visual language concept.

Download additional guidelines:
– Photography guidelines

brand.aofoundation.org

The concept reflects the attributes human, authentic, and engaged along with the overarching brand design idea: the power of our global community.

This concept is reflected across all photography categories: The AO Foundation, people at the AO, scenes from events, studio photography, and teaching and practice scenarios.

Teaching and practice situations

Surgeons at work, teaching, practicing, course scenes, detail shots

People and life at the AO

AO members, socializing, networking, visitors, group pictures

Events and congresses

Courses, congresses, symposia

Portraits

Internal, external, online

Development, innovation, and research

Products, detail shots, instruments, research

It's all about catching the right moment.

Our imagery captures the power of our global community in a meaningful way, evoking emotions. The authentic images are honest and respectful.

To capture these moments genuinely, it is important to be aware and involved.

Centering the content on humans, we achieve authenticity through unstaged image compositions and by showcasing passionate and engaged people.

Human
content

Power of our global community

Authentic
style

Engaged
expression

Human.
Engaged.
Authentic.

Community
The AO's imagery reflects professionalism of AO people communicating information in a spirit of camaraderie.
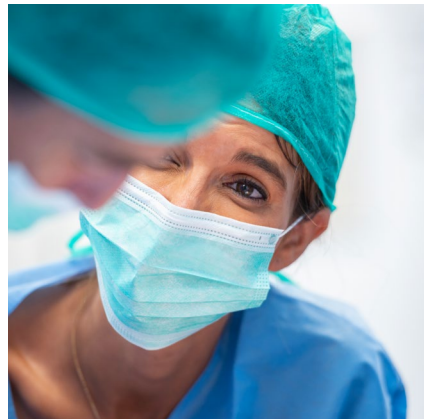

Innovative and inspirative
We want to promote excellence in patient care and outcomes in trauma and musculoskeletal disorders.

Diverse
We are proud and want to show our global network. We appreciate different views, new perspectives, and ideas.

Positive
We want to show our passion and the joy of working in AO's global network.

Respectful and appropriate
We do not show anyone in bare or inhumane situations and ask ourselves whether each picture is ethically justifiable (ie, do not show dead bodies or excessive drinking).

Honest and realistic
Our photos capture real situations and authentic human emotions. We depict people and situations as they truly are in everyday life. We don't add people to the photos afterwards.

Photography
Visual expression

- **reduced color scheme (blue, white)**
- **warm expression**
- **balanced, well-composed**
- **clean, tidy**
- **neutral backgrounds**
- **groups of people**
- **interplay between clear and soft focus**
- **simple and minimalistic**
- **bright**
- **strong contrasts**
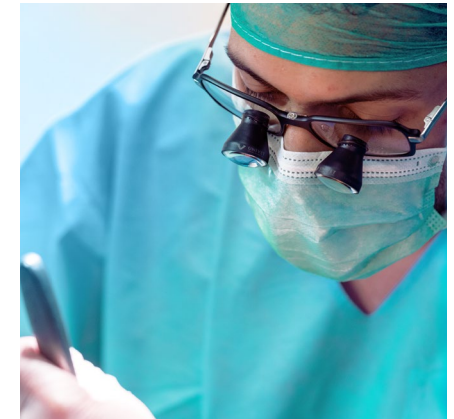- **direct and bold**
- **exposing and vivid**
- **realistic**

Natural
Ideally, we use natural daylight or minimal artificial lighting for a natural, realistic, and positive look. Flash equipment is used only to simulate natural daylight.

Bright
White space enhances the brightness and clarity of the images. If possible, try to find bright scenery.

Contrast
Contrasts in light and colors emphasize the key details of a story. To keep images realistic, we make use of contrasts that are clear but not excessive.

Warm
Use an aesthetically clean yet warm-toned color scheme.

Direct
Check for good compositions: Soft foreground, focus on the area of interest, soft background. Find the right focus.

Simple
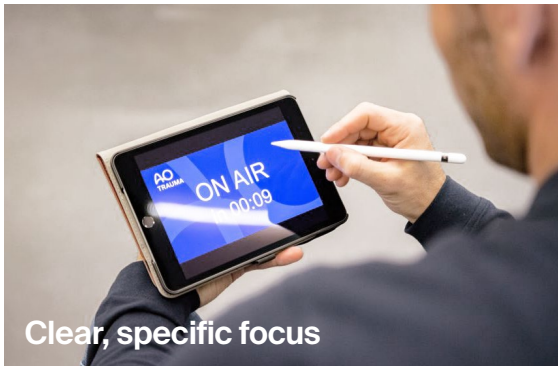Try to focus on the important object by creating a composition with calm backgrounds and few details.

Natural, bright, contrasting

Reduced color scheme with warm expression

ON AIR
00:09

Clear, specific focus

Thinking in series.

Documentary-style also means shooting in series. Create a story, not just a picture. Try new things. Show interest in the way things really are. Be part of the story!

For general questions
steffen.kruse@aofoundation.org

For legal questions
nina.roemer@aofoundation.org

For intellectual property questions
ulf.schaberg@aofoundation.org

Download additional guidelines:
– Photography guidelines

brand.aofoundation.org

To verify the quality of your work, ask yourself the following questions:

☑ **Does it look authentic, spontaneous and real (not staged)?**

☑ **Does it fit the visual expression (bright, natural light, contrasts, warm undertone)?**

☑ **Does it fit the intended application?**

☑ **Does it match the content briefing?**

☑ **Does it tell a unique story?**

☑ **Is the focus clear and specific?**

☑ **Does it look inviting and positive?**

☑ **Is the photo appropriate?**

☑ **Does it show the diversity of the foundation?**

2.7
Illustrations and infographics

Illustrations are a powerful means of telling stories in their own unique, emotional way.

Infographics can simplify complexities or make simple things visually exciting.

To request a toolkit of illustrations, please contact:
communications@aofoundation.org

Download additional guidelines:
– Illustrations and infographic guidelines

brand.aofoundation.org

Independent disciplines, illustrations and infographics can be clearly differentiated from photography.
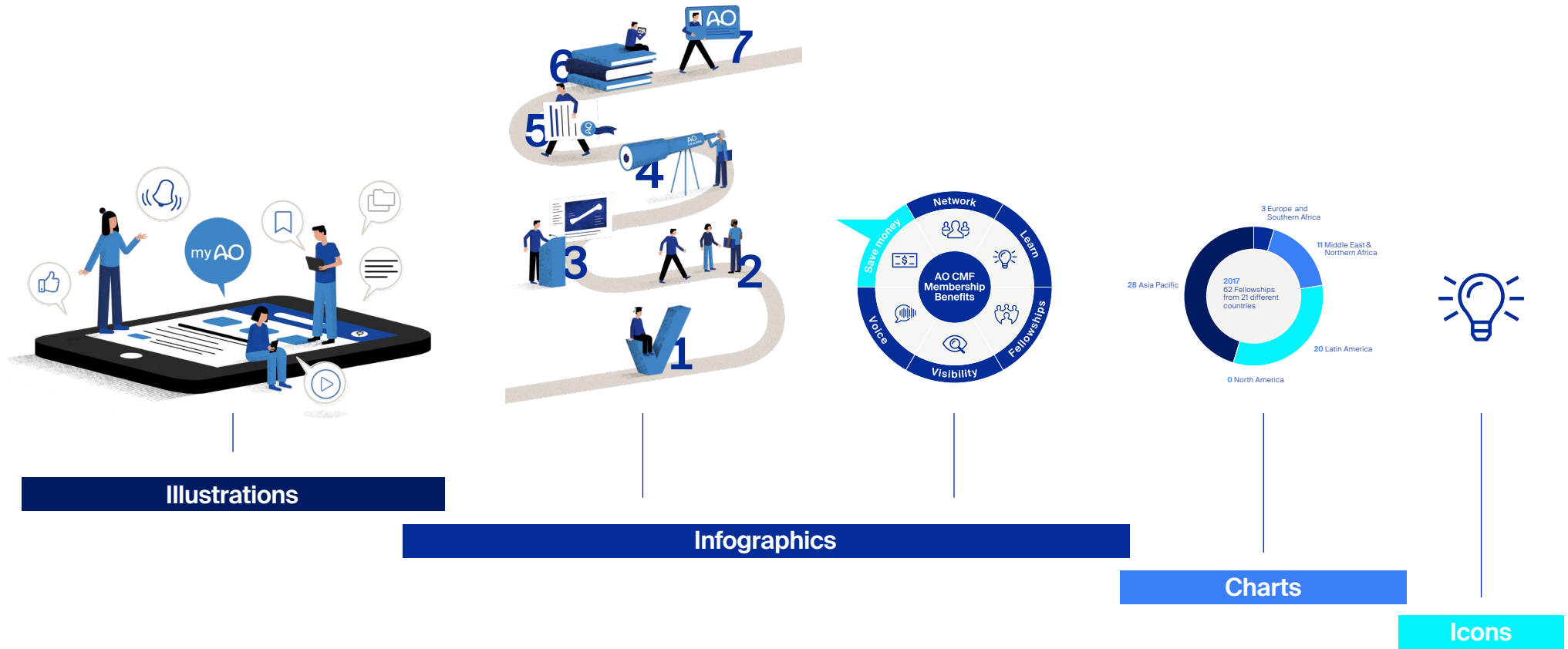
Following a human-centric design approach, illustrations and information graphics present sensitive or complex content in a vivid, comprehensible way. Illustrations are ideally used in situations where photography is not possible or suitable, such as abstract or metaphoric content.

Illustrations should never be used frequently or for solely decorative purposes.

Illustrations and infographics
An integrated concept

Illustrations

Infographics

Charts

Icons

artistic, high potential for storytelling, large scale — functional, small scale

Illustrations (editorial)
- Stories
- Portraits
- Scientific issues
- Projects/initiatives
- Hierarchy

Infographics (editorial)
- Charts
- Diagrams
- Processes
- Situations

Infographics (functional)
- Diagrams
- Processes
- Maps
- Values
- Overview
- Lists

Charts
- Diagrams
- Data
- Scientific results

Icons
- Pictograms
- Symbols
- Signage
- UX/UI design
- Multilingual audiences

Function of AO's illustrations and infographics (editorial):

- **To visualize abstract or sensitive topics: Illustrations or infographics are ideal in situations where photography is either not possible or in some way not appropriate**

- **Illustrations and infographics present abstract or metaphoric content without being overly explicit**

- **Can be used for animations or explanatory movies**

- **Able to be used in all types of media, an illustration or infographic can be used in cover imagery in line with these guidelines so long as you are unable to find a photograph to communicate the main theme (as per the AO recommendations)**

- **Illustrations and infographics should never be used for beautification purposes, for example, to decorate a booth or event space**

Topic
What to relay/content

Context
Clarify context
and framework

| **Content:** Potential for visual storytelling? | **Media:** Channels (digital, print etc.)? | **Situation:** Event, annual report, therapeutic area etc.? |

Relative situation

Budget, time, visibility, relevance, potential for storytelling?

Audience impact levels
Realistic estimates of the necessary impact towards target group

| **1. High:** Exclusive execution | **2. Middle:** Low-key execution | **3. Low:** No exclusive execution |

Output

| Illustration | Infographic editorial | Infographic functional | Chart/icon |

Illustrations
Visual expression

Be unique.

AO's illustration style works both as a whole composition and as cutout, which enables a more flexible use across all media. The grainy structure and its handmade appearance makes the the illustration style appear warmer and builds a good contrast to the mainly technically driven content. The illustration style is highly recognizable because of its surreal proportions of people and surroundings. In addition, this specific illustration style is very suitable for animations.

Main visual attributes are:

- hand-drawn look
- grainy structure
- reduced color scheme (mainly primary colors)
- warm expression
- clean, tidy, simplified
- neutral backgrounds

- exposed and vivid
- creative and thought-provoking
- surreal proportions
- playful
- strong contrasts
- direct and bold
- diverse

For detailed information about illustrators please contact Communications & Events:
communications@aofoundation.org

Simple: The focus is on the important object: Creating a composition with calm backgrounds and few details

Tell a story.

AO's infographic style (editorial) uses single illustrative elements to present its often complex content in a human and accessible way. The grainy structure and its handmade style makes the overlook appear warmer and builds a good contrast to the mainly technically driven content. The infographic style is highly recognizable because of its surreal proportions of people and surroundings.

Main visual attributes are:

- **hand-drawn look**
- **grainy structure**
- **reduced color scheme (mainly primary colors)**
- **warm expression**
- **clean, tidy, simplified**
- **neutral backgrounds**
- **exposed and vivid**

- **creative and thought-provoking**
- **surreal proportions**
- **playful**
- **strong contrasts**
- **direct and bold**
- **diverse**

(i)

For detailed information about illustrators please contact Communications & Events:
communications@aofoundation.org

Infographics
Functional style

Simple and clear.

AO's functional infographics are designed to
present complex content in the simplest form
possible. They are used for charts or diagrams,
as maps or to depict ethically difficult images
such as organs. The style is simple and clear
and tries to question and reinterpret old forms
of representation in a creative way, always with
the aim of making the content easily accessible.

Main visual attributes are:

- **full AO color scheme
  (primary colors, secondary colors)**
- **clean, tidy, simplified**
- **neutral backgrounds**
- **creative and thought-provoking**
- **playful**
- **strong contrasts**
- **direct and bold**
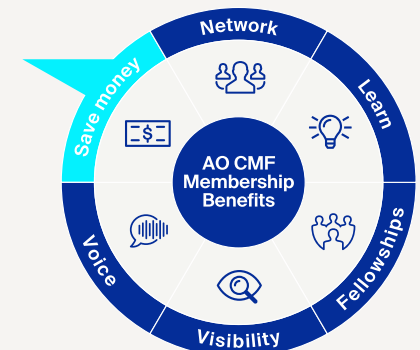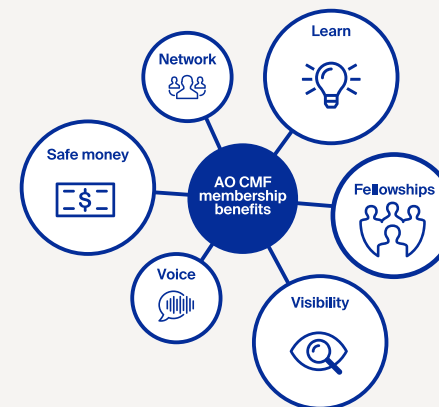
Note: AO's infographics have round, dynamic shapes that
compliment the movement (curvature) created by the logo.
They can be displayed in both primary and secondary colors.

What to keep an eye on.

To ensure that the infographics meet AO criteria for a successful visual, follow these six steps.

Six essential rules for creating an AO infographic

1. Make one big point

Ideally, you should have a single, coherent message that the entire infographic serves to deliver. Think of it as a story told with data and visual metaphors, but the structure is still the same.

2. Use simple combinations of primary colors

If you add another color, make sure there's a reason behind it, like if you find another piece of data that has to be separate from the others.

3. Space it out

Whitespace–or negative space, if yours isn't white– is a fundamental element of good design. Contrary to what you might think, a cluttered infographic isn't a good infographic. You need to pick which information best suits your premise that you want to display and use negative space to guide your reader through the visual until the conclusion is clear.

4. Use the AO fonts and glyphs

To make the sender clear and to support a uniform style, use the official AO font Suisse Int'l and Suisse Works only.

5. Come up with a solid, eye-catching design

Set up your storyline and how you want the infographic to flow from one topic to the next before you start laying it out.

6. Decide what is and what isn't important

Define which elements are the most important and how best to draw attention to that. This applies mainly to text and any figures or parts of a graph that you want to highlight. In other words, those elements which best exemplify which figures or facts you find the most interesting or relevant.

Download additional guidelines:
– Illustrations and infographic guidelines
brand.aofoundation.org

3
Applications

3.1
Office

Office
Overview

Letterhead

Envelopes

Compliment slip

PowerPoint
presentation

E-mail signature

Business cards

Office
Printed material
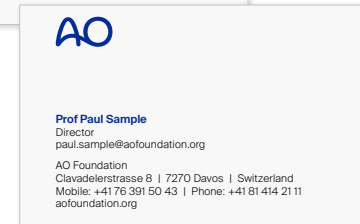
Printed material

For written, non-digital communication, AO uses predefined design templates on specified paper. These templates are only available for the master brand, the foundation brand, flagship brands or power brands. Any alternative requirements must be approved by Communications & Events.

Preprinted letterheads and envelopes are available at each business location. Templates are available for all sender formats and DIN sizes as well as for ANSI sizes.

The recommended paper stock should be plain, bright white wove of 80–115 grams per square meter (gsm). Forest Stewardship Council-certified paper is mandatory.

Contact
For detailed information please contact Communications & Events:
communications@aofoundation.org

Application
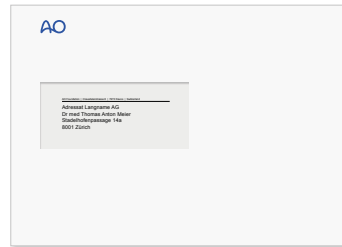
C5 envelopes
with window
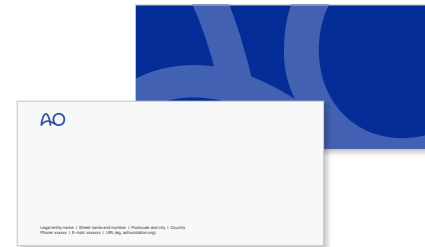
Compliment slip
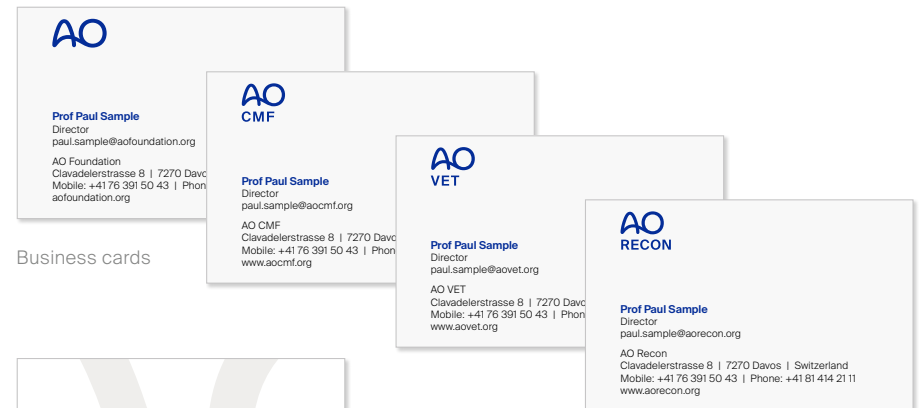
Business cards
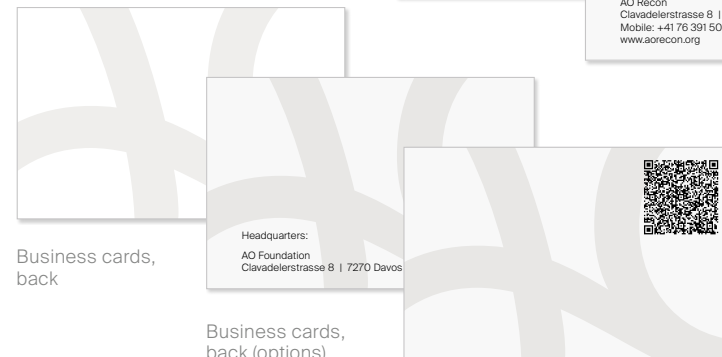
Business cards,
back

Business cards,
back (options)

Office
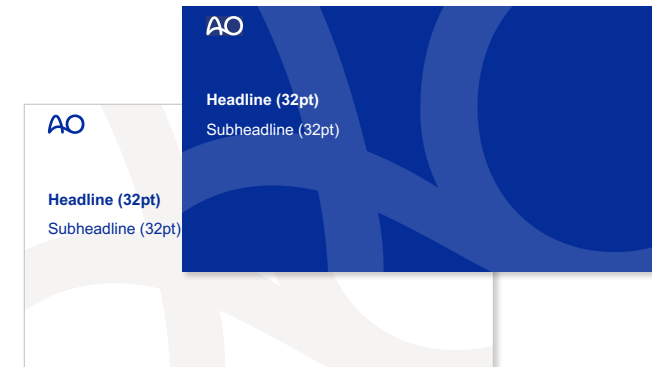## Templates

Already prepared

To simplify and unify the creation of documents, AO offers templates that were configured by external specialist and embedded in the internal systems. As a result, a large number of forms are available as practical tools for efficient work.

The templates are available to all AO employees through MS Office.

Where to find
All templates and forms can be found in one of the three Microsoft Office programs, Word, Excel, or PowerPoint under:
File New → Custom → Templates

How to use
A short video explains how AO employees can access the Office templates:
watch here (AO employees only)

Application
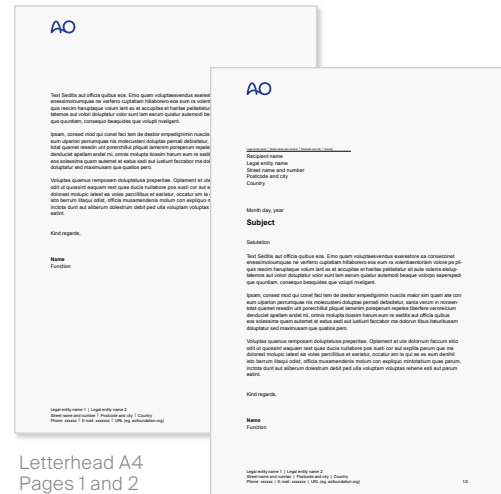
Letterhead A4
Pages 1 and 2

PowerPoint presentation
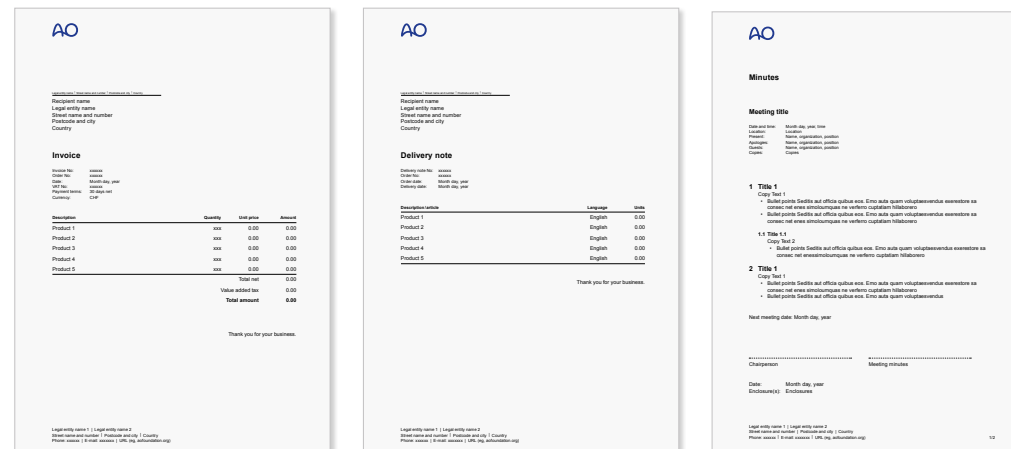
Invoice, delivery note, minutes

Office
Business cards

Direct contact

One basic template fits all AO entities.
The sender block is fixed at the
bottom line and rises to the top in
accordance with the address
information included.

Any alternative requirements must
be approved by Communications &
Events.

Standard

AO

Prof Paul Sample
Director
paul.sample@aofoundation.org

AO Foundation
Clavadelerstrasse 8 | 7270 Davos | Switzerland
Mobile: +41 76 391 50 43 | Phone: +41 81 414 21 11
aofoundation.org

Front

Back with AO supersign

Application

AO
TRAUMA

Prof Paul Sample
Director
paul.sample@aotrauma.org

AO Trauma
Clavadelerstrasse 8 | 7270 Davos | Switzerland
Mobile: +41 76 391 50 43 | Phone: +41 81 414 21 11
www.aotrauma.org

Power brand (divisions)

AO
Research Institute Davos

Prof Paul Sample
Director
paul.sample@aofoundation.org

AO Research Institute Davos
Clavadelerstrasse 8 | 7270 Davos | Switzerland
Mobile: +41 76 391 50 43 | Phone: +41 44 200 24 10
aofoundation.org

Power brand (institute)

Special options

In case a second address is required, this is placed on the back of the card. The address is aligned with the grid area.

The QR code is optional. In case a QR code is required, this is placed in the top right corner on the back of the card. The ideal size is 20 x 20 mm.

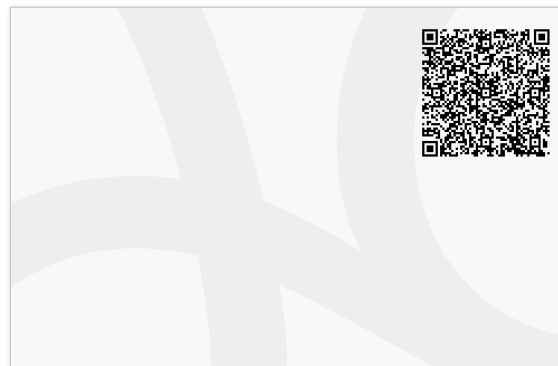Any alternative requirements must be approved by Communications & Events.

Contact
For detailed information please contact Communications & Events:
communications@aofoundation.org

Version with two addresses

Prof Paul Sample
Director
paul.sample@aofoundation.org

AO Foundation
Stettbachstrasse 6 | 8600 Dübendorf | Switzerland
Mobile: +41 76 391 50 43 | Phone: +41 44 200 24 64
aofoundation.org

Front with main address

Headquarters:

AO Foundation
Clavadelerstrasse 8 | 7270 Davos | Switzerland
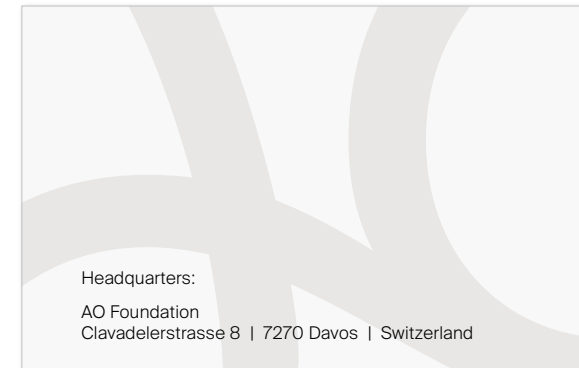
Back with second address

Version with QR code

Back with QR code

Office
E-mail signature

Digital signature

Your e-mail signature marks the end of every message. It must represent the excellence that is at the core of the AO. It is important all AO signatures are built and used in a coherent and careful way.

Principles

Henesto cus quiatur, quiandandit esti dolorem cus alique qui dolores es molupta tionem experit aturio. Et qui non conse vellorero.

Kind regards,
Prof Paul Sample

——— 1

Prof Paul Sample 2
Director 3
¶
AO Spine 4 8
Clavadelerstrasse 8 | 7270 Davos | Switzerland 5
Mobile: +41 76 391 50 43 | Phone: +41 44 200 24 10 6
paul.sample@aofoundation.org | aospine.org
¶ 8 7
¶
AO **Transforming Surgery— Changing Lives** 9

Templates
E-mail signature template and instructions are available:
InSite (AO employee access only)

1 **Divider**
Font: Arial Bold
Font size: 12 pt
Lentgh: Two Em Dashes
Shortcut: alt + shift + dash (-)
Unicode: U+2014
Color: #FFF500

2 **Name**
Font: Arial Bold
Font size: 8.5pt
Font color: #042d98

3 **Function**
Arial Regular
Font size: 8 pt

4 **Entity**
Font: Arial Bold
Font size: 8 pt

5 **Address**
Arial Regular
Font size: 8 pt

6 **Contact numbers**
Arial Regular
Font size: 8 pt

7 **E-mail/URL**
Arial Regular
Font size: 8 pt
Accentuation: underlined
Font color: #042d98

8 **Divider « | »**
Vertical bar: alt + 7 (shortcut)

9 **Teaser picture (optional)**
Maximum size: 100 × 400 px

3.2
Brochures

Brochures
Cover principles

Consistency is key

The key to our corporate design is the correct combination of graphic elements to create a consistent yet flexible design system.

The basic structure is clear and easy. Position the logo on the top left, set semi-bold headlines, place pictures in the grid, and add other content carefully.

Accurate, deliberate design plays with the white space and creates clear and convincing communication. The layout principle is simple; apply it consistently.

Download additional guidelines:
– Brochure guidelines

brand.aofoundation.org

Templates
For ready-made templates including grid and other specifications, please contact:
communications@aofoundation.org

Grid
Flexible grid system

Logo
Always on the top left

Headlines
Bold headlines and subtitles, always in AO blue

Specific information
Additional text elements, always in AO blue

Pictures
Documentary pictures show the AO community at work in a direct and honest manner.

Labels and claims
Additional graphic elements or contents

AO Trauma course—
Pelvic and acetabular fracture management

December 1–6, 2019
Davos, Switzerland

Lecture room:
Pischa/Parsenn

EVENT PROGRAM

Home to trauma and orthopedics

Event program

Brochures
Cover, examples

One family

The way we approach AO
brochures must reduce
complexity by being:
– user-centred
– context-sensitive
– coherent, yet flexible.

We achieve this by using a clear
and consistent, approach to
type area, typography, stamps,
and colors, that also involves
dynamic principles.

A flexible grid, clearly defined
typographic principles, and
predefined color series make
it possible to meet all these
requirements.

The content owner decides
whether to use sentence case
or title case for brochure titles.
Traditionally, title case is used
to describe course titles, but
not compulsory.

Consult the editorial style guide
for editorial guidance:
brand.aofoundation.org
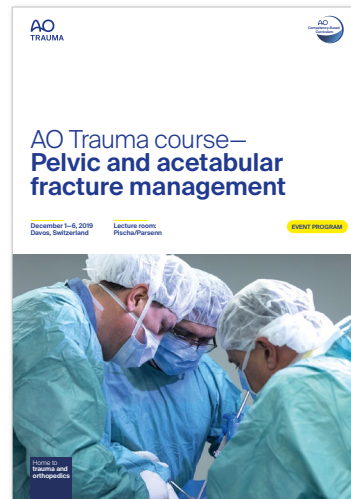
Event program (example with lower case)
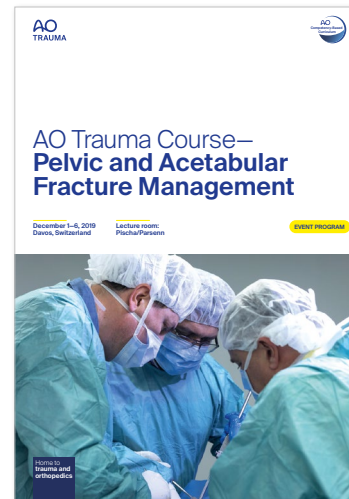
Event program (example with title case)

Event program

Innovations magazine
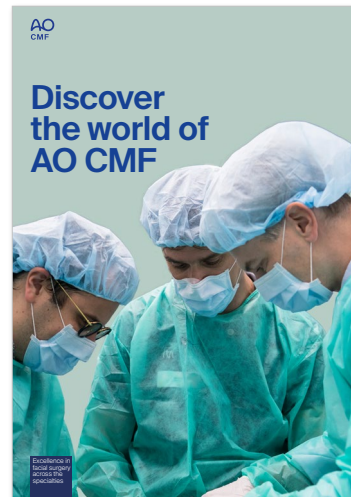
Membership brochure

Fellowship brochure

Sponsorship brochure

Journal

Brochures
Cover, examples

Membership brochure

We recommend a full-size cover image for this type of brochure.

The generous use of images gives membership brochures a more magazine-like appearance.

Promotional brochure

We recommend the incorporation of secondary colors as appropriate in promotional brochures.

The basic layout is neat, clear, and is brought to life by the use of fonts and targeted color accents.

A4 membership brochure
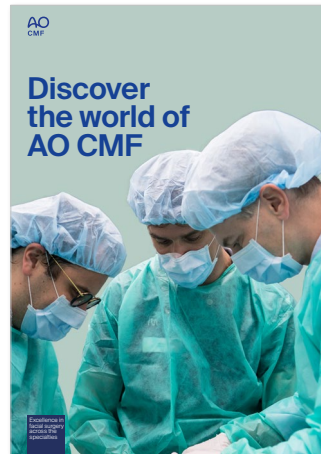
Standard version

Standard version
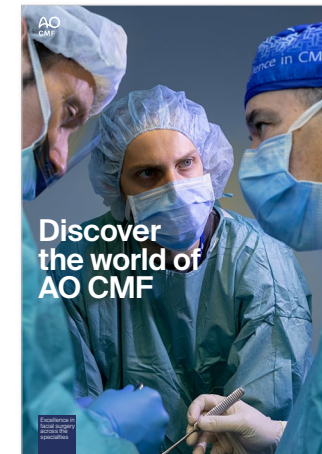
Color index code to point out the content structure

A4 promotional brochure
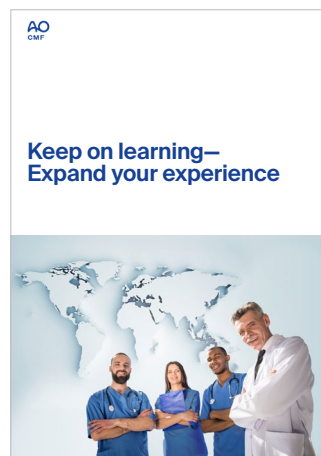
Standard version in AO blue
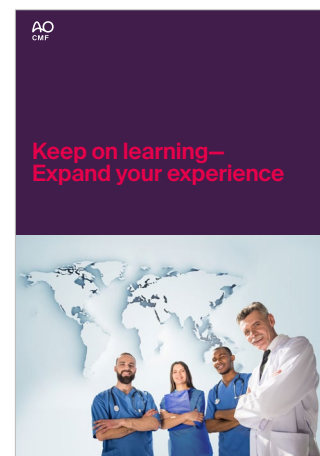
Use of secondary colors
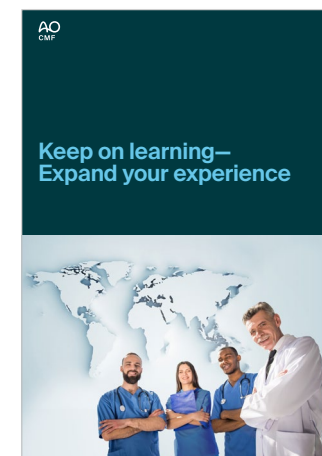
Use of secondary colors

Brochures
Content pages, grid A4

Flexible

A simple, four-column grid serves as an invisible structure for all text page designs.

The grid can be applied in a variety of ways, responding to text type and length.

Successful layout exploits the tension between bold headlines and calmly presented body text.

4 columns standard grid
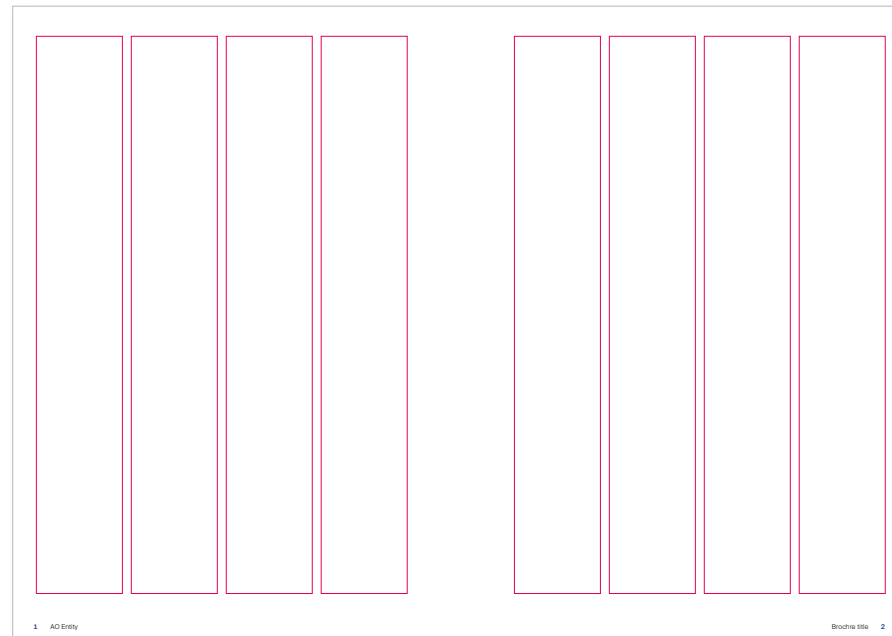
Variations
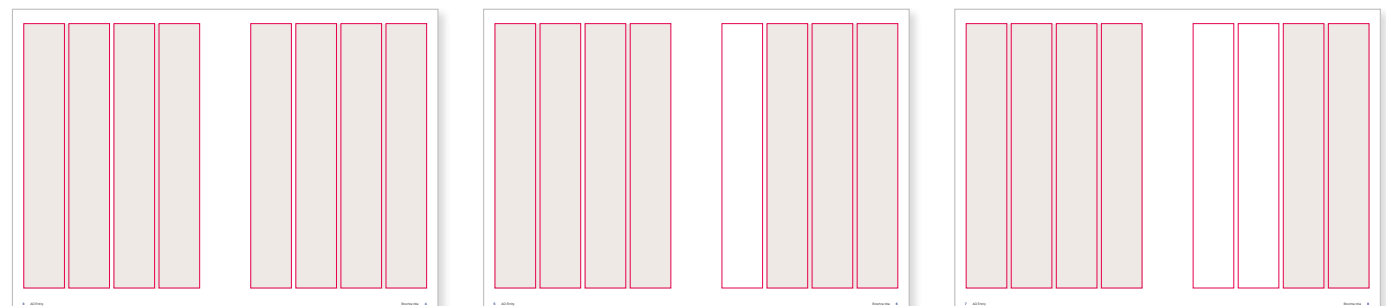
Brochures
Content pages, examples A4

Simplify to improve readability

Comprehensive or complex brochures should be made as easy to understand as possible for the audience.

The basic layout should be reduced and focused on an intuitive presentation of the content.

The most important content should be clearly visible.

Expample Davos Courses brochure
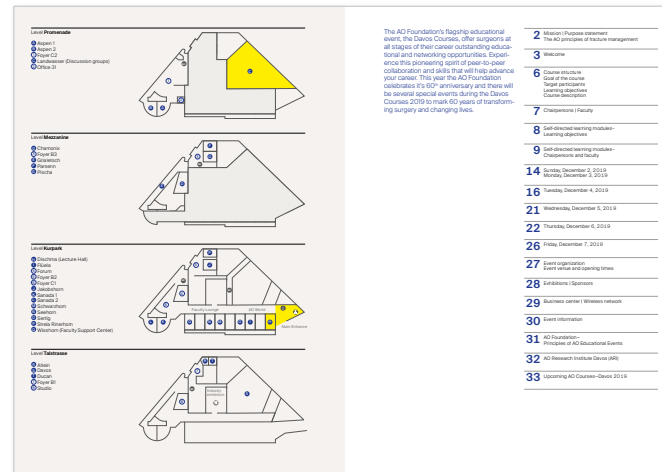
Floor plan and contents
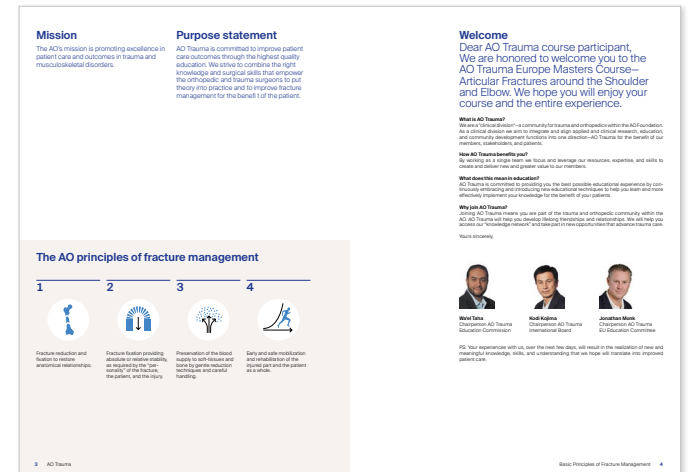
Introduction pages
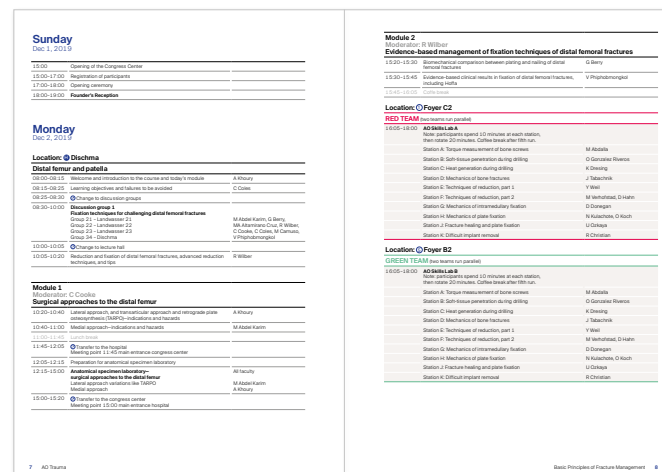
Course schedule
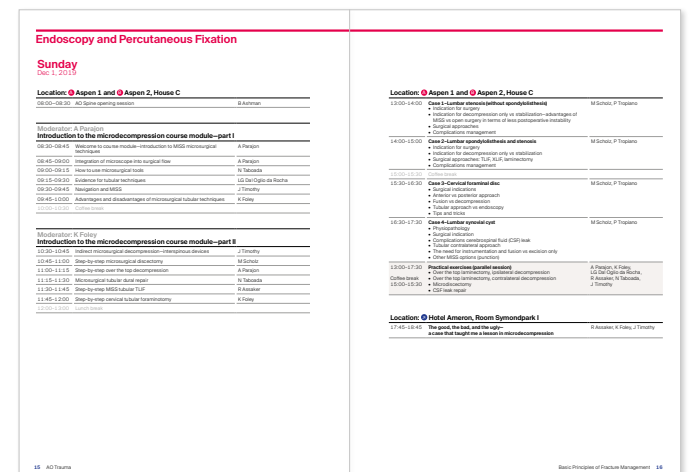
Course schedule

Brochures
Content pages, examples A4

Expample membership brochure

Content pages

Content pages

Content pages

Content pages

Expample AO Trauma faculty brochure

editorial and content

Illustration on entire page

Illustrations and infographics

Program pages

Brochures
Cover, examples A5

Sponsorship brochures

Small brochures, including those about sponsorship, should be compact.

You can play with basic design elements, but remember to select pictures carefully to make sure the brochure type is easy to recognize.

A5 sponsorship brochure
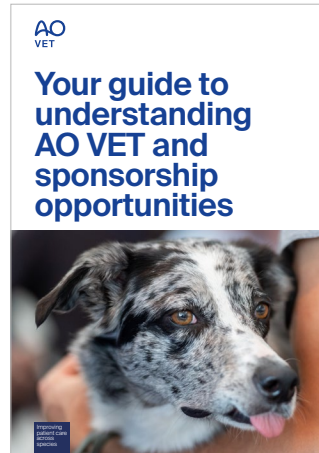
Classic use of basic elements
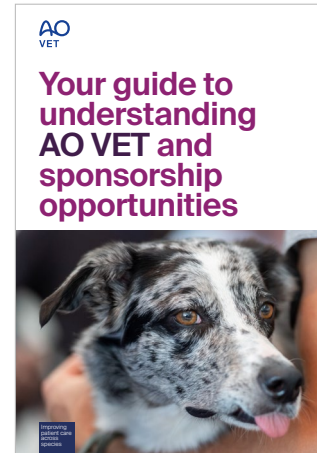
Accentuated use of secondary colors
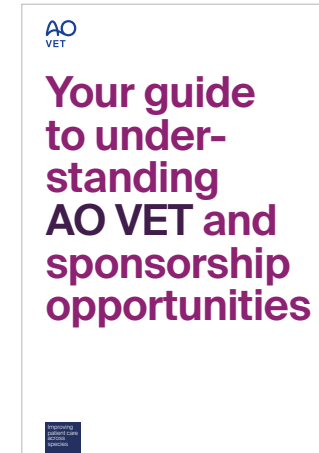
No need for images and focus on typography and secondary colors

Brochures
Content pages, examples A5

Set accents

Make sure small brochures contain easy to understand content sections. Use the following to guide the reader:

– clearly accentuated headlines
– structuring background colors
– prominently placed data.

Leaflet A5, front

Leaflet A5, back

Within the front leaflet:

Sponsoring opportunities
As a nonprofit organization, our success and outreach is dependent upon financial and product support of corporations and private sponsors. Consequently, an opportunity now exists for new Manufacturers and Service Providers, related directly or indirectly with the veterinary profession, to partner with AOVET as Education Sponsors for our educational events and aid in our mission of improving patient care across species.

Education Sponsors may choose to provide non-specific financial or in-kind support for events, or they may elect to provide material goods (e.g. prosthesis, screws, and implants) of an appropriate design to satisfactorily teach the AO methods and deliver the educational content during one or more of our courses. For our sponsors, this is an outstanding opportunity to showcase your products, services, and latest innovations to an international, precisely targeted audience of skilled, knowledgeable professionals at AOVET educational events. Additionally, you will receive positive media attention from your association with the AO Foundation.

Founded in 1958 by
13 visionary surgeons

Educational events with
huge audience

Global network

Showcase to an
precisely targeted audience

Over **100** countries

More than
16,000 surgeons, operating room personnel, and scientists

AO VET

Your guide to understanding AO VET and sponsorship opportunities

Improving patient care across species

Within the back leaflet:

Who we are
AO VET is an independent nonprofit organization that represents a global network of surgeons, scientists, and other professionals highly specialized in the field of veterinary surgery of the musculoskeletal system.

Community
Education
Research & Development
Technical Commission

Alongside its strong focus on education, AO VET key activities lie in the areas of community development, research and development, and the Technical Commission (TK system).

AO VET is one of the four Clinical Divisions of the AO Foundation, the world's pre-eminent educator in orthopedics. Founded in 1958 by 13 visionary surgeons, AO today fosters one of the most extensive networks of currently more than 16,000 surgeons, operating room personnel, and scientists in over 100 countries.

What we do
AO VET's mission is to advance the practice of veterinary surgery to improve patient outcomes. This is accomplished by building a network of professionals with this common goal and a love of orthopedics and teaching, to share their experiences, their knowledge, and their expertise in a more collegial and collaborative way.

AO VET has the following objectives:

Friendly exchange of experiences in the field of trauma and orthopedics, in close cooperation with colleagues working in the field of human medicine

Establishment of principles for the operative and non-operative treatment of musculoskeletal disorders in animals

The worldwide promotion of, and assistance with, courses and other training, based on the principles and practice of the AO methods for veterinarians, veterinary students and nursing staff

Experimental and clinical research in the entire field of disorders of the musculoskeletal system

Maintenance of accurate case records for the purpose of studying outcomes

These are privileges for sponsors for educational events:

Privileges	Individual selection	bronze package	silver package	gold package	diamond package
Recognized as an official partner in the AO VET program brochure	x	x	x	x	x
Booth space in course exhibition area	x	x	x	x	x
Insert in the course bag	x	x	x	x	x
Advertisement in the course program (half page)	x	x	x		
Advertisement in the course program (full page)	x			x	x
Promotional video exhibited during the event (in breaks)	x		x	x	x
Company logo on printed / digital course materials (hand out)	x		x	x	x
Lanyards for name badges	x			x	x
Sponsored coffee break	x		x		x
Sponsored lunch	x				x
Sponsored course dinner	x				x

Please see separate leaflet for price indications for sponsoring privileges or contact us: info@aovet.org or under +41 81 414 25 55

3.3
Print ads

Print ads
Introduction

Targeted communication

Print ads are used in medical magazines or in course programs to promote a variety of AO benefits, such as a membership or a key service offering.

There are two main types of ads:

Membership ads
Membership ads refer to the advantages and benefits of being a member of the respective clinical division/unit.
The strict grid defines the frame for the layout. The contents and key messages are adapted to target audiences.

Alternative promotions
Alternative promotion ads are used to clearly and concisely promote other benefits offered by the AO, such as courses, tools, and services. The strict grid defines the frame for the layout. The grid and the footer are predefined, the layout depends on the individual content.

Membership ads

Standard version

Variation of layout

Alternative promotion category ads

Alternative promotion ads for events such as courses and seminars

Print ads
Basic structure

Flexible structure

The layout is based on a simple three-part grid and consists of a fixed and a variable part.

Fixed part
The fixed part includes all sender information. The structure and placement are always the same. Depending on the usage, the social media icons can be adapted or supplemented.

Variable part
The variable part covers all messaging needs. In addition to the central image window and the headline placed on the top, a copy text or call to action (CTA) button can be added (variable placement).

Membership ad

Variable elements (depends on intention and purpose)

Fixed elements (modular)

Headline
First line with topic "membership"
Accents in semibold and light fonts

CTA button (optional)
Individual visual expression based on the AO color range

Imagery window
Picture or illustration

Copy text
Option for accents in semibold and light fonts

Social media icons
Individual selection of icons

QR-code

Address

URL

Power brand logo
The placement of the logo in the lower right corner underscores the viewing habits on an ad format

AO Trauma membership
Driving excellence and empowering the next generation

Apply
for membership
www.aotrauma.org

Discover the advantages of joining the leading global trauma and orthopedic community, providing its members with education, research and networking opportunities worldwide. **Join us and share your passion.**

AO Trauma | Clavadelerstrasse 8 | CH-7270 Davos
Phone +41 81 414 21 11 | Fax +41 81 414 22 80 | info@aotrauma.org

www.aotrauma.org

AO
TRAUMA

⅓

⅓

⅓

Print ads
Layout principle

To the point

The clear grid creates a tidy and competent overall appearance.

The layout relies on clear content that is quickly comprehensible. It is therefore particularly important that the headline is kept short and crisp, that the image or illustration is carefully selected and that the copy contains a clear statement with a call-to-action.

Templates
For ready-made templates including grid and other specifications, please contact:
communications@aofoundation.org

Membership ad

Variable elements (depends on intention and purpose)

Fixed elements (modular)

Headline
The headline builds from the bottom up to the top. It comprises a maximum of four lines, including top line "membership"

CTA button
The call-to-action button is a flexible element that can be used optionally. The colors can be freely selected from the secondary color palette but should always visually refer to the imagery window. The maximum size is 34 mm.

Copy text
The copy runs over a maximum of four lines and contains a maximum of 250 characters. Accents or claims are possible.

Protected area
This area is reserved for fixed elements as well as for CTA buttons.

AO Trauma membership
Driving excellence and empowering the next generation
11 mm

Apply
for membership
www.aotrauma.org

Discover the advantages of joining the leading global trauma and orthopedic community, providing its members with education, research and networking opportunities worldwide. **Join us and share your passion.**

AO Trauma | Clavadelerstrasse 8 | CH-7270 Davos
Phone +41 81 414 21 11 | Fax +41 81 414 22 80 | info@aotrauma.org
www.aotrauma.org

AO
TRAUMA

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⅓

Print ads
Membership examples

AO
brand design
documentation
Version 2.0
101

Same but different

The basic grid leaves plenty of scope but also creates a high degree of coherence in perception.

Illustrations can be used instead of pictures. The meaning of illustrations must be easy to comprehend, comply with the basic visual principles of AO and adhere to the AO colour range.

AO Trauma

Version with picture, copy and CTA

AO CMF

Version with illustration and CTA

AO VET

Version with picture and CTA

Print ads
Membership examples, layout variations

AO
brand design
documentation

Version 2.0
102

Same but different

Depending on the context and use of the print ads, the three-part grid can also be used to move the image window up or to extend an area to two-thirds.

Always make sure that the typography and the AO color range are used carefully.

AO Trauma

AO CMF

AO VET

Version with picture, copy and CTA

Version with illustration and CTA

Version with picture and CTA

Print ads
Alternative promotion ads, events

Be prepared

The alternative promotion ads for events such as courses and seminars are based on the same primary grid as the membership ads, using the same typographical principles and the AO color range.

The course contents are listed on a light gray color field and can be supplemented with an illustration.

The CTA button is a variable element and is adapted in color and typography according to the context.

AO Trauma

Version with picture, copy and CTA

AO Recon

Version with illustration and CTA

3.4
Books

Books
Cover principles

Uniform appearance

The key to our corporate design is the correct combination of graphic elements to create a consistent yet flexible design system.

The basic structure is clear and easy: Position the logo on the top left, set semi-bold headlines, place pictures in the grid and add other content carefully.

Accurate, deliberate design plays with the white space and creates clear and convincing communication. The layout principle is simple; apply it consistently.

Templates
For ready-made templates including grid and other specifications, please contact:
communications@aofoundation.org

Logo
Always on the top left

Top line "authors"
Above the headline, always in the AO blue

Headlines
Bold headlines and subtitles, always in AO blue

Specific information
Additional text elements, always in AO blue

Pictures
Documentary pictures show the AO community at work in a direct and honest manner

Labels and claims
Additional graphic elements or contents

Grid
Flexible grid system

AO
CMF

Michael Ehrenfeld | Neal D Futran | Paul N Manson | Joachim Prein

Advanced Craniomaxillofacial Surgery
Tumor, Corrective Bone Surgery and Trauma

Includes a complementary ebook.

Book cover design

Books
Cover principles

To the point

The clear grid creates a tidy and professional overall appearance.

The layout should ensure the topic is quickly accessed, with image and text coordinated harmoniously. The layout comes to life through a clear headline and carefully chosen image.

Example AO CMF book cover

AO
CMF

46 mm

Thieme

Michael Ehrenfeld | Neal D Futran | Paul N Manson | Joachim Prein

Advanced Craniomaxillofacial Surgery
Tumor, Corrective Bone Surgery and Trauma

Includes a
complimentary ebook.

½

½

Title
The headline builds from the top down to the bottom. It comprises a maximum of six lines, including top line "authors"

Image area
This area is reserved for fixed picture elements as well as for notice buttons
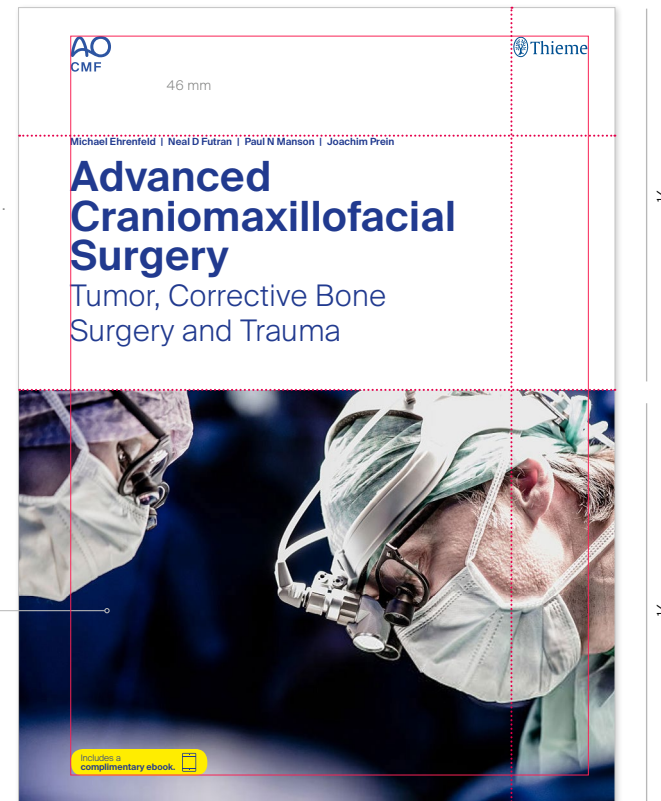
Templates
For ready-made templates including grid and other specifications, please contact:
communications@aofoundation.org

Books
Cover examples

Educating for excellence

AO book design offers you the option of using Suisse Works serif typeface in combination with the primary corporate typeface Suisse Int'l.

This helps achieve an effortless but unmistakably scientific and literary feel.

The layout of the cover is clean and user-oriented and adapts easily and intuitively to different types of content.
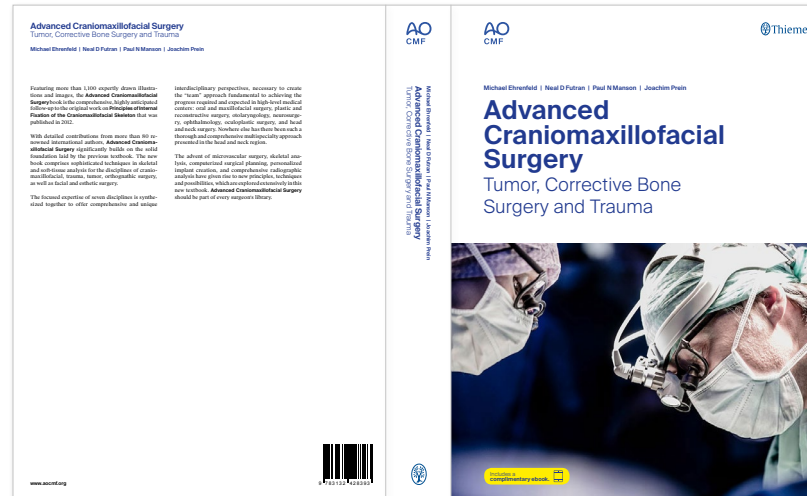
Standard version with picture: front, back, and spine
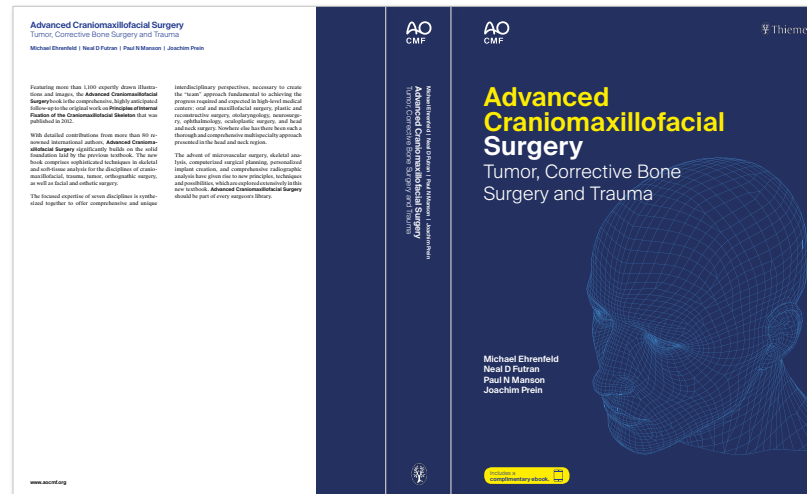
Alternative version with illustration

Books
Text pages, grid A4

Flexible

A simple, six-column grid serves as an invisible structure for all text page designs.

The grid can be applied in a variety of ways, responding to text type, overall length and pictures.

Successful layout exploits the tension between bold headlines and calmly presented body text.

six-column standard grid
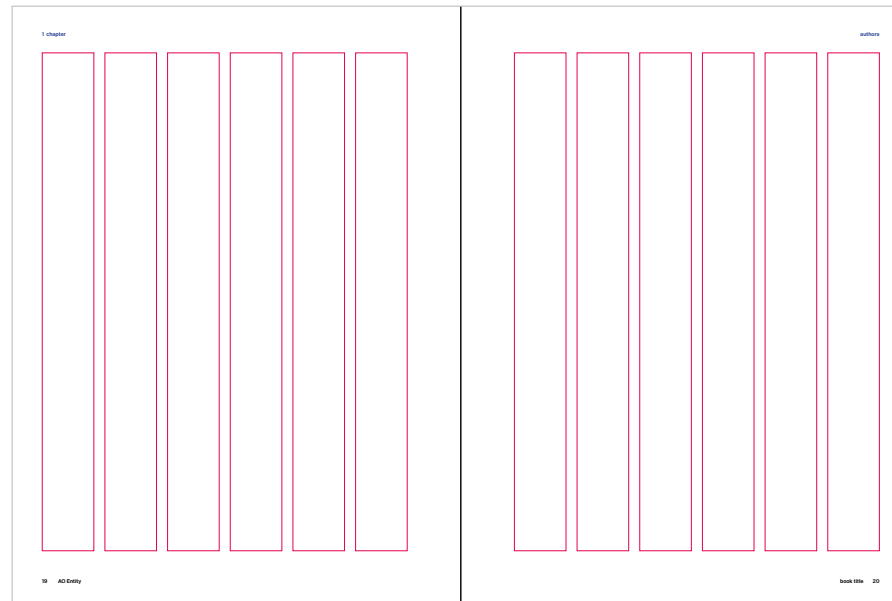
Variations
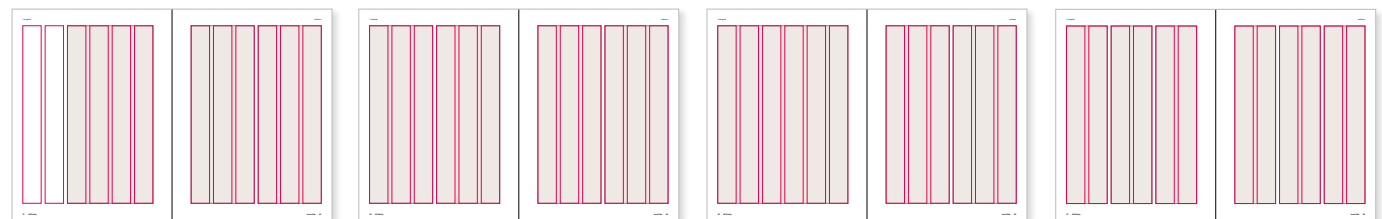
Books
Text pages, examples

Educating for excellence

The flexible, six-column grid organizes
the page composition and allows
various layout options for all needs.
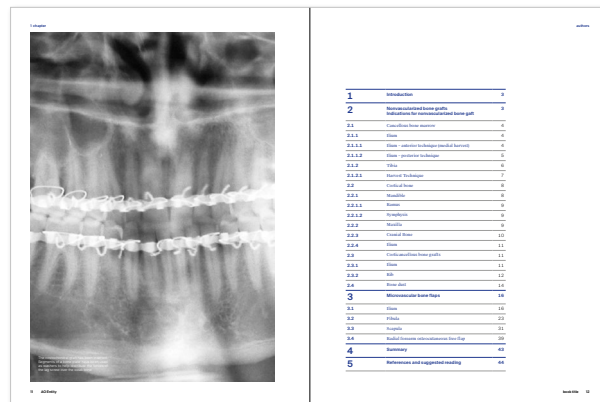
Opener page, table of contents page

Chapter introduction page and following pages

Content page with images and illustrations

List of References / Bibliography

Books
Text pages, details

It's in the details

The layout of the content pages is clean and user-oriented so that different types of content can easily and intuitively be adapted.

As you can see here, special content such as references or figures are made recognizable by a differentiated use of typography.

The introduction to each chapter is also designed differently. Its concept is inviting, allowing for a faster, more intuitive capture of the content.

Book layout in detail

Example of how to layout captions

Example of how to layout figures

Introduction layout

Example of how to show sources

Fig 1.1-1 Approach to the ante

Books
Text pages, text hierarchy

One after another

Scientific texts need a clear structure so that readers can quickly navigate way between the individual chapters.

Templates
For ready-made templates including grid and other specifications, please contact:
communications@aofoundation.org

Text hierarchy

---

2   Lorem ipsum

Headline first level: Suisse Int'l semibold, 12 pt

2.1   Lorem ipsum dolor

Headline second level: Suisse Int'l semibold, 10 pt

2.1.1   Lorem ipsum dolor sit

Headline third level: Suisse Int'l semibold, 10 pt

2.1.1.1   Lorem ipsum dolor sit amet

Headline fourth level: Suisse Int'l semibold, 8.75 pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. **Aenean massa.** Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. **Nulla consequat massa quis enim.** Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

Indications for nonvascularized bone grafts
In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

Bodytext with accentuations and subheadline
Bodytext: Suisse Works regular, 8 pt
Accentuations: Suisse Int'l semibold, 8 pt
Subheadline: Suisse Int'l semibold, 8.75 pt

Books
Text pages, text hierarchy

AO
brand design
documentation
Version 2.0
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One after another

Scientific texts need a clear structure so that readers can quickly navigate way between the individual chapters.

Text hierarchy

2 Lorem ipsum

Headline first level: Suisse Int'l semibold, 12 pt

2.1 Lorem ipsum dolor

Headline second level: Suisse Int'l semibold, 10 pt

2.1.1 Lorem ipsum dolor sit

Headline third level: Suisse Int'l semibold, 10 pt

2.1.1.1 Lorem ipsum dolor sit amet

Headline fourth level: Suisse Int'l semibold, 8.75 pt

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. **Aenean massa.** Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. **Nulla consequat massa quis enim.** Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

Indications for nonvascularized bone grafts
In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus.

Bodytext with accentuations and subheadline
Bodytext: Suisse Works regular, 8 pt
Accentuations: Suisse Int'l semibold, 8 pt
Subheadline: Suisse Int'l semibold, 8.75 pt

Templates
For ready-made templates including grid and other specifications, please contact:
communications@aofoundation.org

3.5
Booth design

AO booth design
Principle

A clear hierarchy

Booths must follow the hierarchy of the brand architecture. If more than one clinical division appears on the booth, the divisions have to be clearly subordinate to the master brand. Each division should take up about the same amount of space and the same number of graphic designs.

Images
All images and claims are examples and must be determined individually and matching each other for each booth.

AO booth design
Backwalls

A uniform design on all large formats

The design of the backwalls is based on a layout subdivided into seven parts. It's a system which is also used for other large-size items (eg, roll-up banners) to achieve a consistent visual presentation on large formats.

The background can be an image or the AO supersign. The arrangement of images and claims should only be used on walls without doors or other elements that could potentially cover or interrupt parts of the typography or images. The vertically-flipped AO supersign can be used on such walls. It should also be noted that the text should not be placed too high up on walls of large booths, so that reada-bility is ensured at all times.

Images
All images and claims are exam-ples and must be determined individually and matching each other for each booth.

Master brand walls

Sector for logos

Variable sector for pictures and headlines

Option 1: wall-covering AO supersign

AO

Transforming Surgery— Changing Lives.

Option 2: wall-covering images

AO

Transforming Surgery— Changing Lives.

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Power brand and other walls

Sector for logos

Variable sector for pictures and headlines

Power brand walls: wall-covering images.
Text placement depending on the wall height

AO SPINE

Discover our global spine care community

AO SPINE

Join the leading global community of spine surgeons
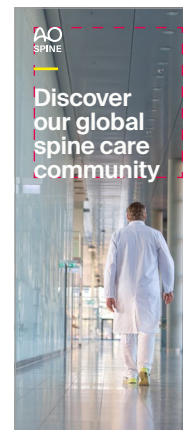
Other walls: wall-covering AO supersign.
Text placement depending on the wall height and obstacles
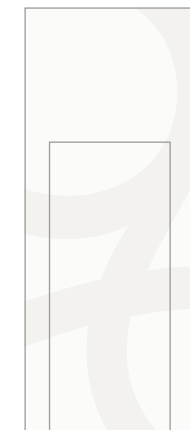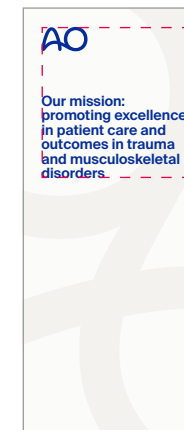
AO

Our mission: promoting excellence in patient care and outcomes in trauma and musculoskeletal disorders

AO

Follow us on Twitter @AOFoundation #AODavosCourses2020

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AO booth design
98m²

A good balance between eye-catchers and white space

Up to three power brands can be presented on large format walls at 98m² booths. There should always be enough white space left between these visuals. Large furniture, showcase displays, screens, posters, etc, can be placed on or in front of these white walls.

At large booths, there should always be several networking areas. In addition, room dividers can be used between different power brands or usage areas.

Images
All images and claims are examples and must be determined individually and matching each other for each booth.

Example of a 98m² booth

Arrangement of walls
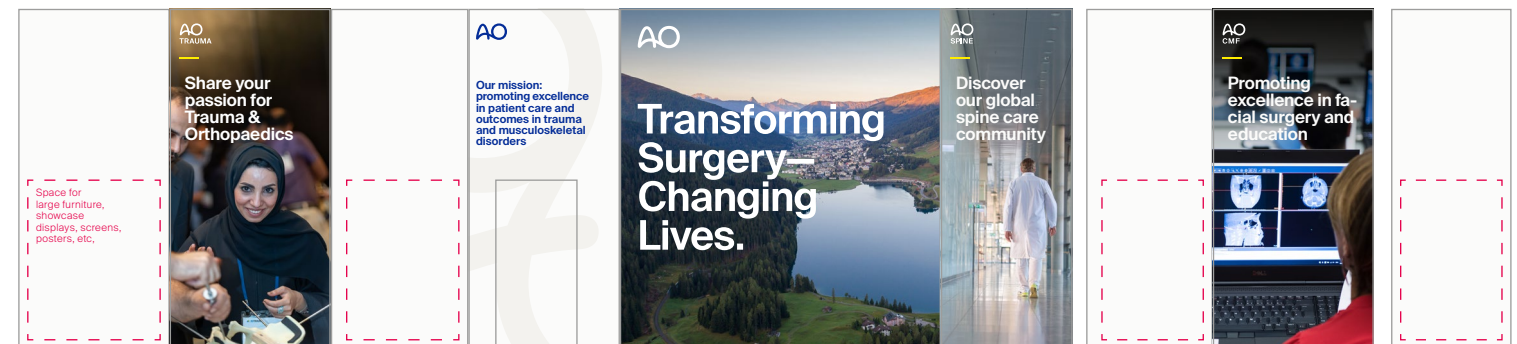
AO booth design
18m²

The ideal use of limited space

Small, more simply constructed boo-
ths offer less space for the large-scale
presentation of the power brands.
Therefore, other items such as show-
case displays can also be used.

Example of an 18m² booth

Arrangement of walls
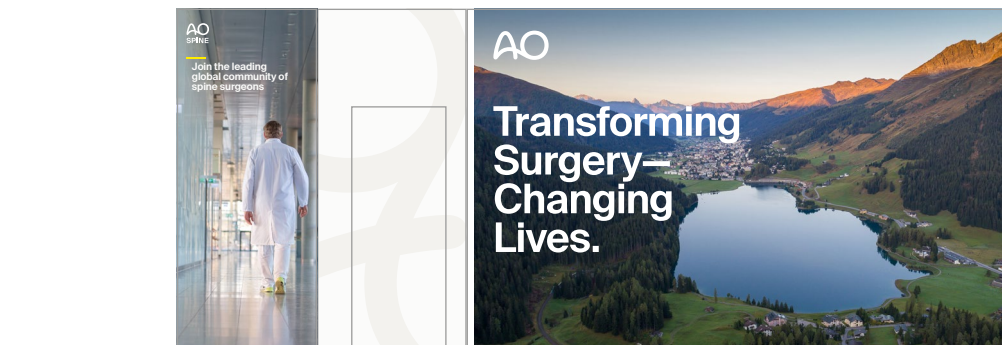
Images
All images and claims are exam-
ples and must be determined
individually and matching each
other for each booth.

AO booth design
9m²

Do not overload

As with large booths, there should always be enough white walls where large furniture, showcase displays, screens, posters, etc, can be placed.

Two examples of 9m² booths

Arrangement of walls
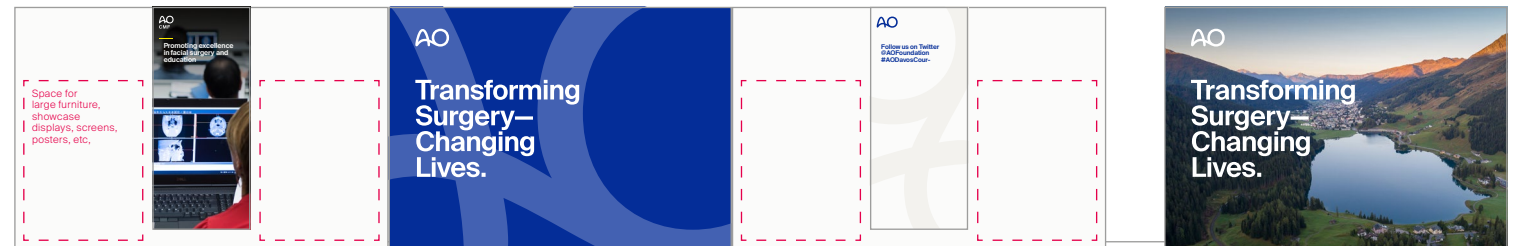
Space for large furniture, showcase displays, screens, posters, etc,

Transforming Surgery— Changing Lives.

Transforming Surgery— Changing Lives.

AO booth design
Furniture

Meet and network

Every booth should provide enough display space for flyers, brochures, books, etc, and contain a networking area (eg, a corner with sofas, a couple of standing tables) for surgeons to meet at the booth, network and get to know each other.

The design of booth furniture such as tables, standing tables, tablecloths, etc, has to follow the known design guidelines. Depending on the application, it's possible to display only a logo, to use the seven-part layout with images and text or to use the AO-supersign for wide format areas.

Images
All images and claims are examples and must be determined individually and matching each other for each booth.

Tablecloths

Logos are to be placed centered at the front. The AO blue makes the flyers, brochures and books, etc, stand out more.
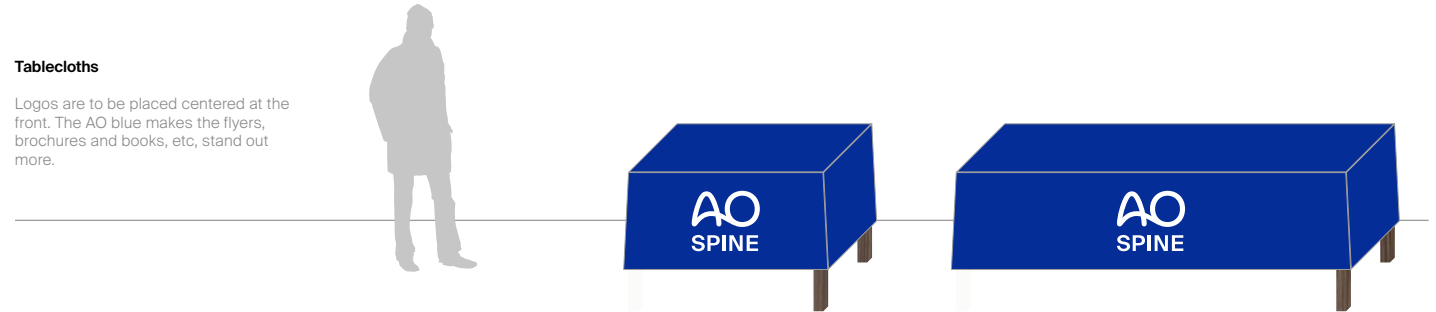
Tables and standing tables

Logos are to be placed centered at the front.
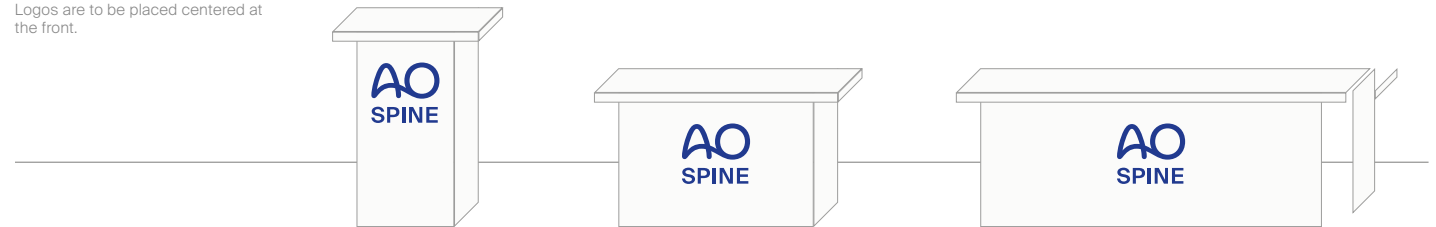
Standing tables with text and images or with AO supersign

Such applications must follow the known design guidelines.
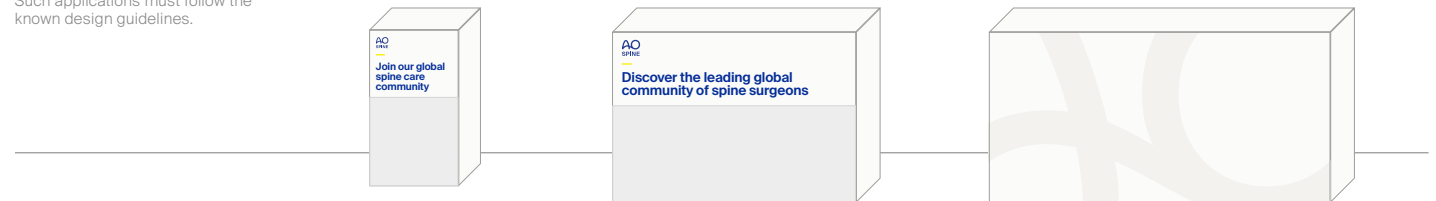
3.6
Course material

Course material
Overview

Well prepared

AO course material plays an important role in supporting the quality of AO educational activities.

AO core values are immediately on view at the well-prepared courses and events (eg, AO Davos Courses).
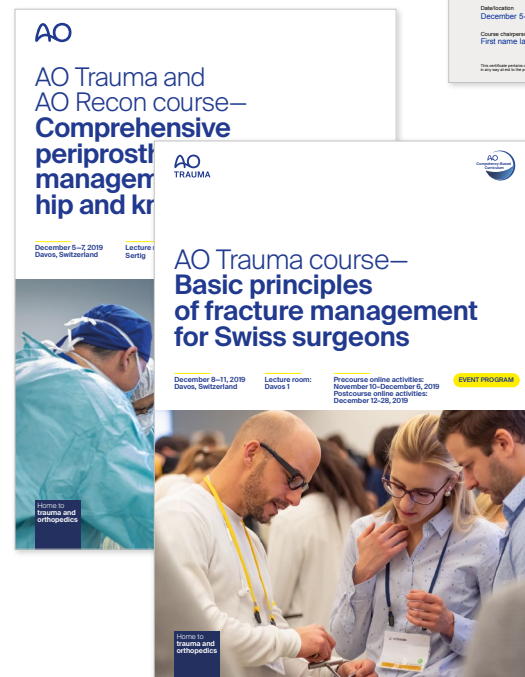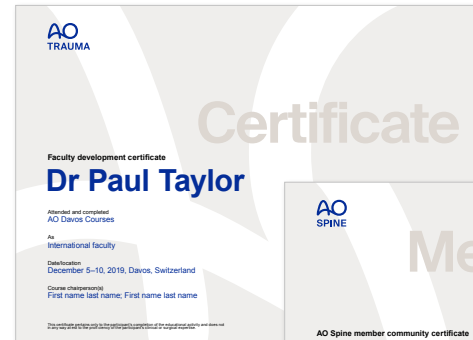
Contact
For detailed information please contact Communications & Events:
communications@aofoundation.org

Course material
Certificates, production workflow

AO
brand design
documentation
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Easy to handle

Two types of certificates are available for educational courses and membership.

Pre-printed forms and templates simplify the three-step-workflow. Depending on the type of certificate and sender, the workflow can be adapted.

Download additional content:
– Course material

brand.aofoundation.org

Templates
For ready-made templates including grid and other specifications, please contact:
communications@aofoundation.org

3. Personalized template
– The individual and personalized contents are generated from a database

2. Overarching PDF (optional)
– AO, clinical divisions, unit, and institutes will create PDF with individual logo and signatures
– Depending on the situation, you can omit this step and integrate the information directly into the IT system (CMM).

1. Pre-printed
– Two versions of certificates will be pre-printed (course certificate and membership certificate)
– Color: Pantone®
– Paper: High quality paper (300gm²)

AO member community certificate
Dr Paul Taylor

Attended and completed
AO Davos Courses

As
International faculty

Date/location
December 5–10, 2019, Davos, Switzerland

Course chairperson(s)
First name last name, First name last name

This certificate pertains only to the participant's completion of the educational activity and does not in any way as well to the profit-bearing of the participant's clinical or surgical expertise.

First name last name
Chairperson

Robert A. McGuire
AO Foundation President

Example standard certificate version AO

Course material
Certificates, examples

AO
brand design
documentation

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Course certificates, types

AO

Certificate

AO member community certificate
Dr Paul Taylor

Attended and completed
AO Davos Courses

As
International faculty

Date/location
December 5–10, 2019, Davos, Switzerland

Course chairperson(s)
First name last name; First name last name

First name last name
Chairperson

Robert A. McGuire
Robert McGuire
AO Foundation President

This certificate pertains only to the participant's completion of the educational activity and does not in any way at est to the profi ciency of the participant's clinical or surgical expertise.

AO
SPINE

Membership
certificate

AO Spine member community certificate
Dr Eve Miller

Attended and completed
AO Davos Courses

As
International faculty

Date/location
December 5–10, 2019, Davos, Switzerland

Course chairperson(s)
First name last name; First name last name

Manabu Ito
Chairperson, AO Spine Asia Pacific

Shanmuganathan Rajasekaran
Chairperson, AO Spine International

Robert A. McGuire
Robert McGuire
AO Foundation President

This certificate pertains only to the participant's completion of the educational activity and does not in any way at est to the profi ciency of the participant's clinical or surgical expertise.

Standard version AO, clinical divisions, unit, and institutes
Content variable

Membership version (example AO Spine)
Fixed content

Course certificates, example AO Trauma

AO
TRAUMA

Certificate

Contributors course certificate
Sergei Taggesell Fischer

Attended and completed
2018 AO Trauma Course – Basic Principles of Fracture Management, Davos, Switzerland

As
Chairperson

Date/location
December 5–10, 2019, Davos, Switzerland

First name last name
Chairperson

Robert A. McGuire
Robert McGuire
AO Foundation President

This certificate pertains only to the participant's completion of the educational activity and does not in any way at est to the profi ciency of the participant's clinical or surgical expertise.

AO
TRAUMA

Certificate

Contributors course certificate
Alexandre Leme Godoy-Santos

Attended and completed
2019 AO Trauma Masters Course – Foot and Ankle, Davos, Switzerland

As
International faculty

Date/location
December 5–10, 2019, Davos, Switzerland

Course chairperson(s)
Marcos Sakaki – Michael Swords

First name last name
Chairperson

Robert A. McGuire
Robert McGuire
AO Foundation President

This certificate pertains only to the participant's completion of the educational activity and does not in any way at est to the profi ciency of the participant's clinical or surgical expertise.

AO
TRAUMA

Certificate

Course participant certificate
曾参军 Zeng Canjun

Attended and completed
AO Trauma Masters Course – Foot and Ankle, Davos, Switzerland

Date/location
December 5–10, 2019, Davos, Switzerland

Course chairperson(s)
Marcos Sakaki – Michael Swords

First name last name
Chairperson

Robert A. McGuire
Robert McGuire
AO Foundation President

This certificate pertains only to the participant's completion of the educational activity and does not in any way at est to the profi ciency of the participant's clinical or surgical expertise.

Contributers course certificate

Contributers course certificate
Long participant name

Course participant certificate
Example with no latin font

Course material
Badges, production workflow

Easy to handle

Badges are produced individually for all types of courses and seminars. Most badges are used within the AO Davos Courses and have the appropriate sender. These badges are produced in a two-step workflow: A high-quality pre-printed with a template generated from a database.

For courses or seminars held directly by AO, the clinical divisions, unit, and institutes, templates are also available (without pre-print).

1. Personalized template (Office)
– The individual and personalized contents are generated from a database

2. Pre-printed
– Color: Pantone®
– Paper: Special paper adjusted to printing process (on rolls)

3. Final result
The final print is torn off the roll, folded, and clipped to the lanyard

Example standard badge for AO Davos Courses

Contact
For detailed information please contact Communications & Events:
communications@aofoundation.org

Course material
Badges, examples

AO
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AO Davos Courses badges

Example AO VET

Example AO Spine
Special version with schedule on back

AO badges for master brand and power brands (templates)
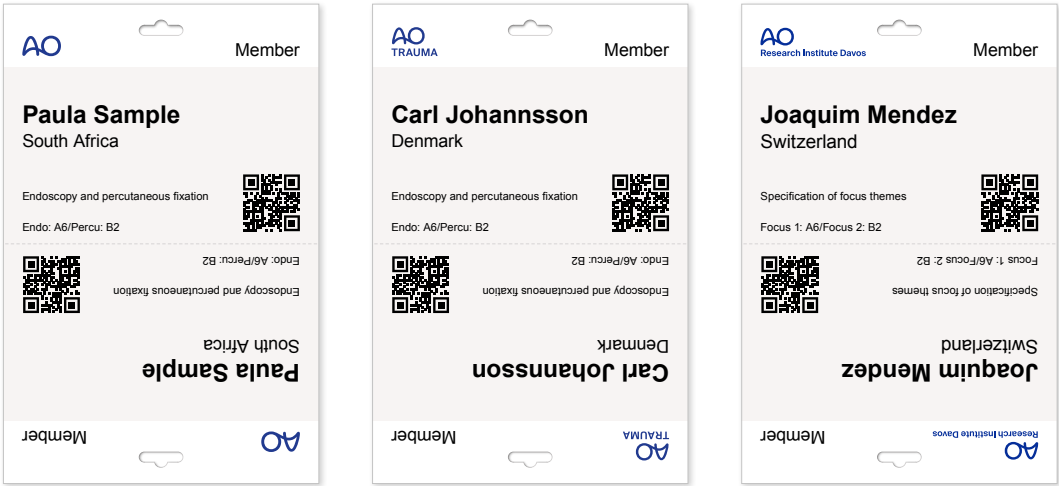
Example AO master brand

Clinical divisions and unit

Example institutes

3.7
Giveaways

Giveaways
Principles

Responsibility matters

Giveaway and merchandise articles reflect the AO's social engagement and its attitude.

By consciously selecting appropriate items as giveaways or for sales in the shop, the AO shows its sense of responsibility.

To improve the impact of the master brand and to reduce the number of articles, it is recommended to use the master brand only. Giveaways are only available for the master brand, the foundation brand, flagship brands or power brands.

All items are functional, with appropriate quality and provide real added value to the user.

Contact
For detailed information please contact Communications & Events:
communications@aofoundation.org

3.8
Workwear

Workwear
Principles

Representing the AO brand

Branded wear such as uniforms and corporate clothing are the physical representation of our organization. The workwear creates a impression of the AO brand and what it stands for: our values.

Size (height)

Master brand	15 mm
Power brand	12 mm

Contact
For detailed information please contact Communications & Events:
communications@aofoundation.org

Basic application (AO master brand)

Power brand example: AO Research Institute Davos

Front: Power brand logo

Back: Only key message

Fellow 2019

3.9
Event material

Event material
Flags and roll-ups: Overview

Large-format brand representation

Events bring the new AO brand to life and allow visitors to experience the brand in person. The combination of different flags and roll-ups used at events always has to be coherent and exciting.

A versatile and adaptable system is necessary to respond to differing requirements and a need for temporary solutions. Modular, flexible and scalable, the system enables event teams to find quick and appropriate solutions.

Examples

Flags

Wingflags
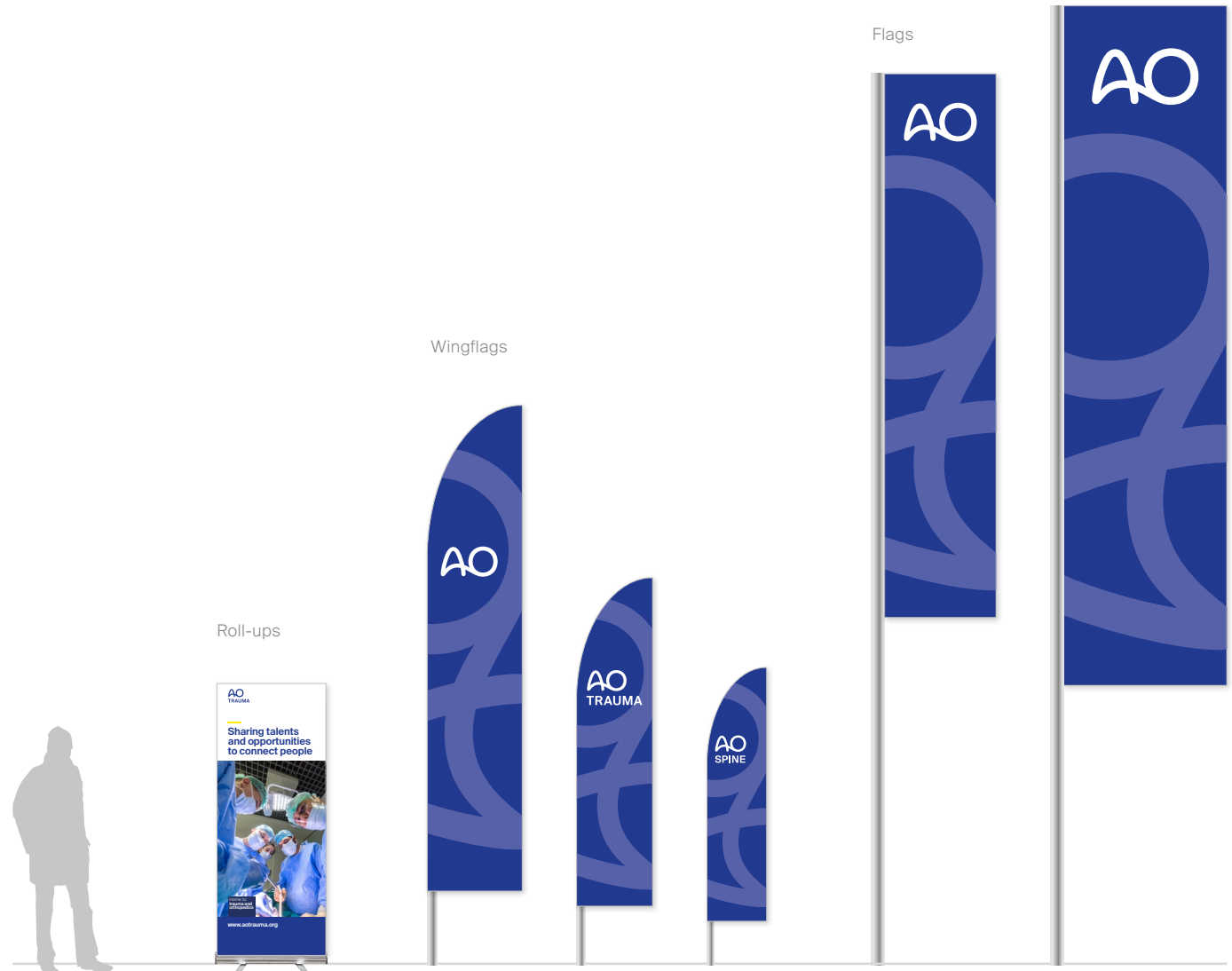
Roll-ups

Event material
Roll-ups: Principles

A variable layout

The AO roll-ups' flexible seven-part design grid allow for the use of different image formats and text lengths. This ensures that the effect desired according to the event and purpose can be achieved.

The use of the claim box (example AO Trauma) at the bottom (above the URL field) is optional.

Templates
For ready-made templates including grid and other specifications, please contact:
communications@aofoundation.org

Download additional guidelines:
– Roll-ups guidelines
brand.aofoundation.org

Principles

Variation 1
Suitable for small landscape format pictures and a few lines of text

Variation 2
Suitable for small landscape format pictures and several lines of text

Variation 3
Suitable for small portrait format pictures and a few lines of text

Variation 4
Suitable for large portrait format pictures and a few lines of text

Fixed sector

Variable sector for pictures and headlines

Fixed sector

AO 7.5 cm

Sharing your passion for quality education

www.aofoundation.org

AO TRAUMA 6 cm

Sharing talents and opportunities to connect people

Accum repel idellor ectemquam ut as num, soluptat.

Home to trauma and orthopedics

www.aotrauma.org

AO SPINE

Sharing talents and opportunities to connect people

www.aospine.org

AO Research Institute Davos

Sharing your passion for quality education

www.aofoundation.org

1/7
1/7
1/7
1/7
1/7
1/7
1/7
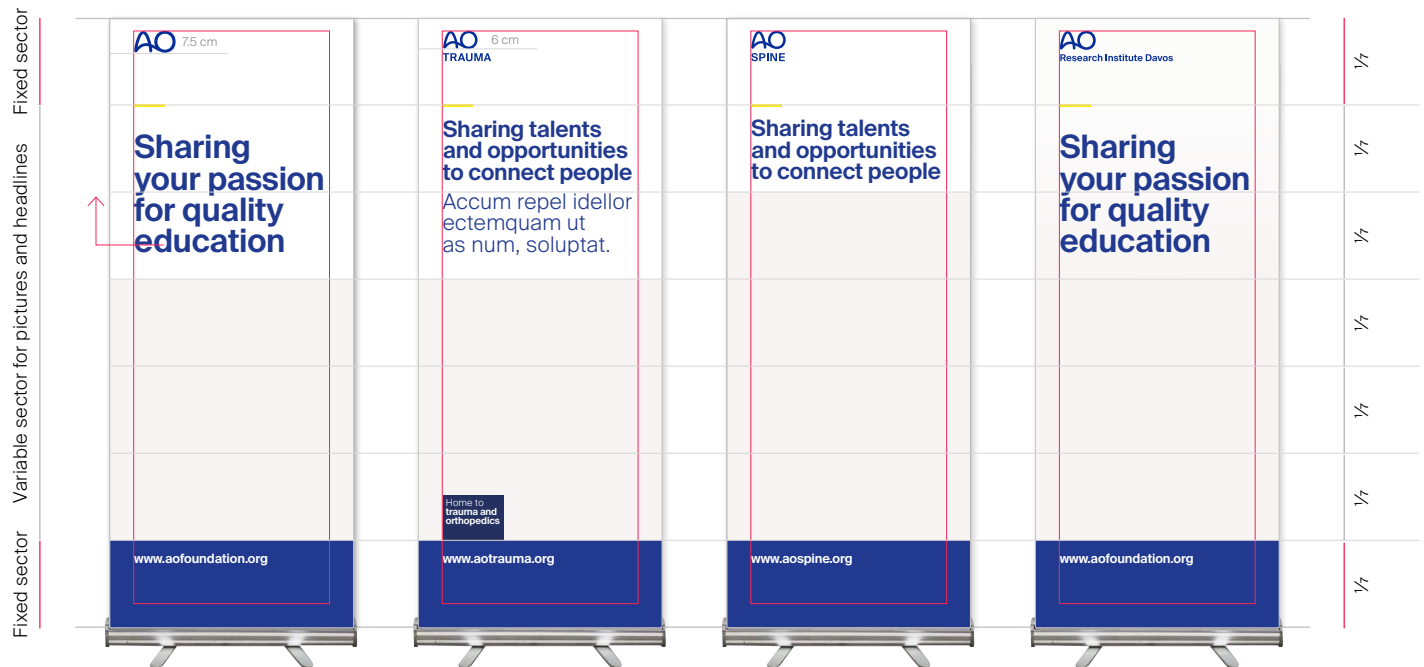
Event material
Roll-ups: Examples

Use of images

If images are used that cover the entire surface, be sure to guarantee the readability of the headlines and logos.

Examples AO Trauma

Variation 1
Suitable for small landscape format pictures and a few lines of text

Variation 2
Suitable for small landscape format pictures and several lines of text

Variation 3
Suitable for small portrait format pictures and a few lines of text

Variation 4
Suitable for large portrait format pictures and a few lines of text

ca. 160 cm

AO TRAUMA

Sharing your passion for quality education

Home to trauma and orthopedics

www.aotrauma.org

AO TRAUMA

Sharing talents and opportunities to connect people

Accum repel idellor ectemquam ut as num, soluptat.

Home to trauma and orthopedics

www.aotrauma.org

AO TRAUMA

Sharing talents and opportunities to connect people

Home to trauma and orthopedics

www.aotrauma.org

AO TRAUMA

Sharing your passion for quality education

Home to trauma and orthopedics

www.aotrauma.org
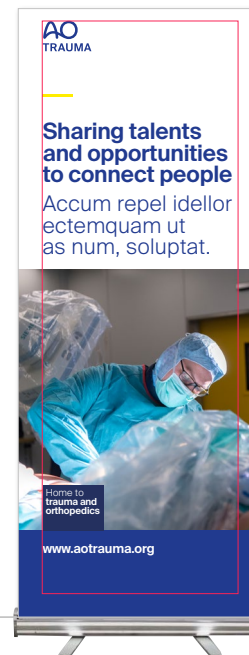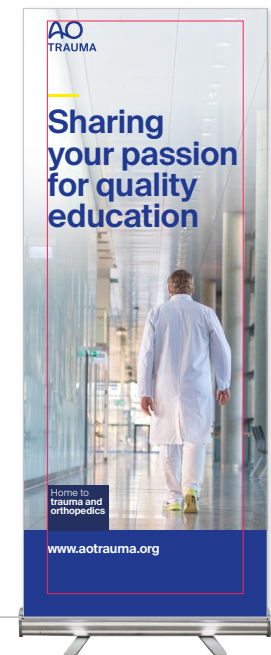
Event material
Roll-ups: Examples

Blue backgrounds

When using blue backgrounds, make sure that the images are bright and have sufficient contrast.

On blue backgrounds, single words in the headlines can be marked in yellow.

Examples AO

Variation 1
Suitable for small landscape format pictures and a few lines of text

Variation 2
Suitable for small landscape format pictures and several lines of text

Variation 3
Suitable for small portrait format pictures and a few lines of text

ca. 160 cm

AO

Sharing your passion for quality education

www.aofoundation.org

AO

Sharing talents and opportunities to connect people

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www.aofoundation.org

AO

Sharing talents and opportunities to connect people

www.aofoundation.org
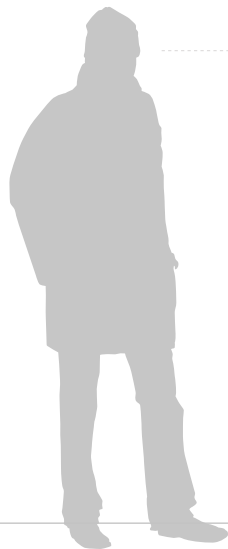
Event material
Wingflags

AO
brand design
documentation

Version 2.0
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The first choice for events

The attention-grabbing wingflag can be used everywhere, whether indoors or outdoors. WIngflags are the primary choice for events with high customer traffic and are easy to install, remove and reuse.

Wingflags with the AO master brand logo and all clinical divisions' logos are available in three sizes.

Templates
For ready-made templates including grid and other specifications, please contact:
communications@aofoundation.org

Examples

Principle for logo placement and cropping

Event material
Flags

AO
brand design
documentation

Version 2.0
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A real eye-catcher

Large format flags provide a dynamic and effective branding solution. They are used at events or in front of AO buildings and enable the new AO brand to literally stand out from the crowd.
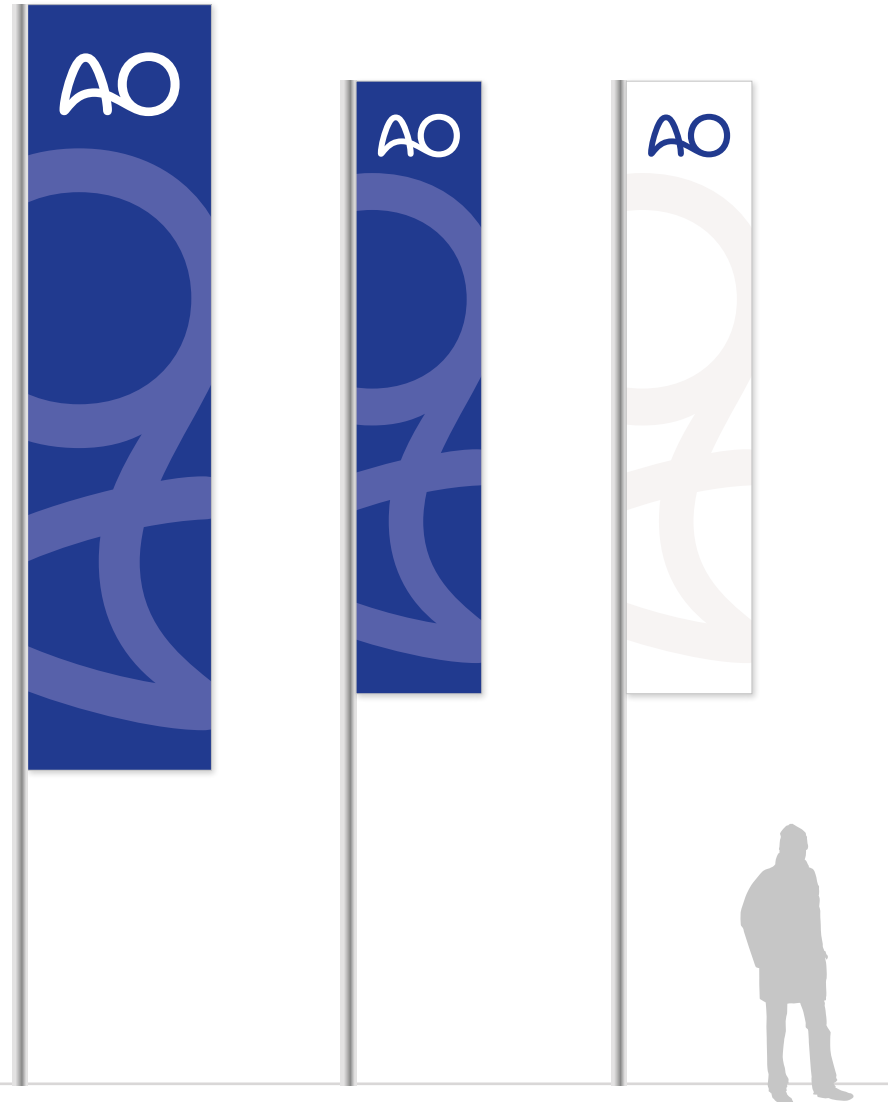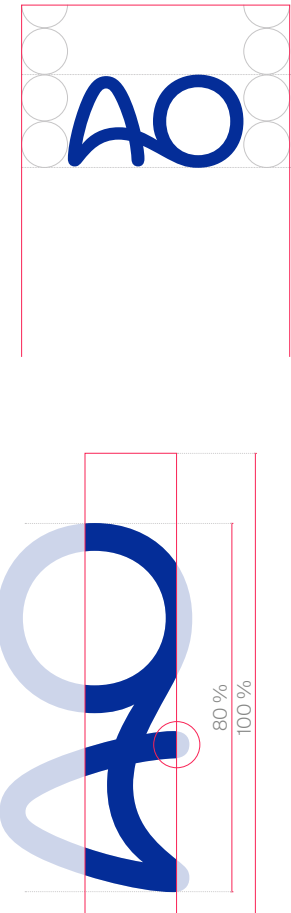
Templates
For ready-made templates including grid and other specifications, please contact:
communications@aofoundation.org

Examples

Principle for logo placement and cropping

80 %
100 %

3.10
Facility branding

Facility branding
Overall experience

AO
brand design
documentation
Version 2.0
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Immediate brand presence

Facility branding includes the entire range of three-dimensional brand presence: From outdoor signage, including flags and orientation systems to close-range signage and indoor wayfinding systems.

The outdoor signage is directly linked to the building and the location. These local conditions, in terms of perception and appropriateness, are taken into account during planning. When planning the signage elements, it is essential to ensure that the local legal regulations are observed.

In the case of close-range and indoor signage, the design principles (including the AO supersign for backgrounds and walls) can be transferred to all locations.

AO center Davos

Templates
For ready-made templates for flags, please contact:
communications@aofoundation.org

Facility branding
Outdoor

Entrance

Illuminated signage
Illuminated AO logo on top
(long-distance view).

Check the condition of the
facade (weathering and quality
of the wood).

Check building permit
clarifications.

Entrance doors
AO logo on glass, white, foiled.

Opening hours: Letters on
glass, white, foiled.

Specifications entrance doors

upper edge of the window

28.7

8.2   30,6   8.2

AO center — 210 pt

Öffnungszeiten:
Montag – Freitag
08.00 – 12.00
13.00 – 17.00

Opening hours:
Monday – Friday
08.00 – 12.00
13.00 – 17.00

— 100 pt

135   122   6   35   6

lower edge of the
window

47   47

Left door   Right door

White: 3M™ Scotchcal™
Series 100 SC 100-10
White Opaque

All measurements in cm

Facility branding
Indoor
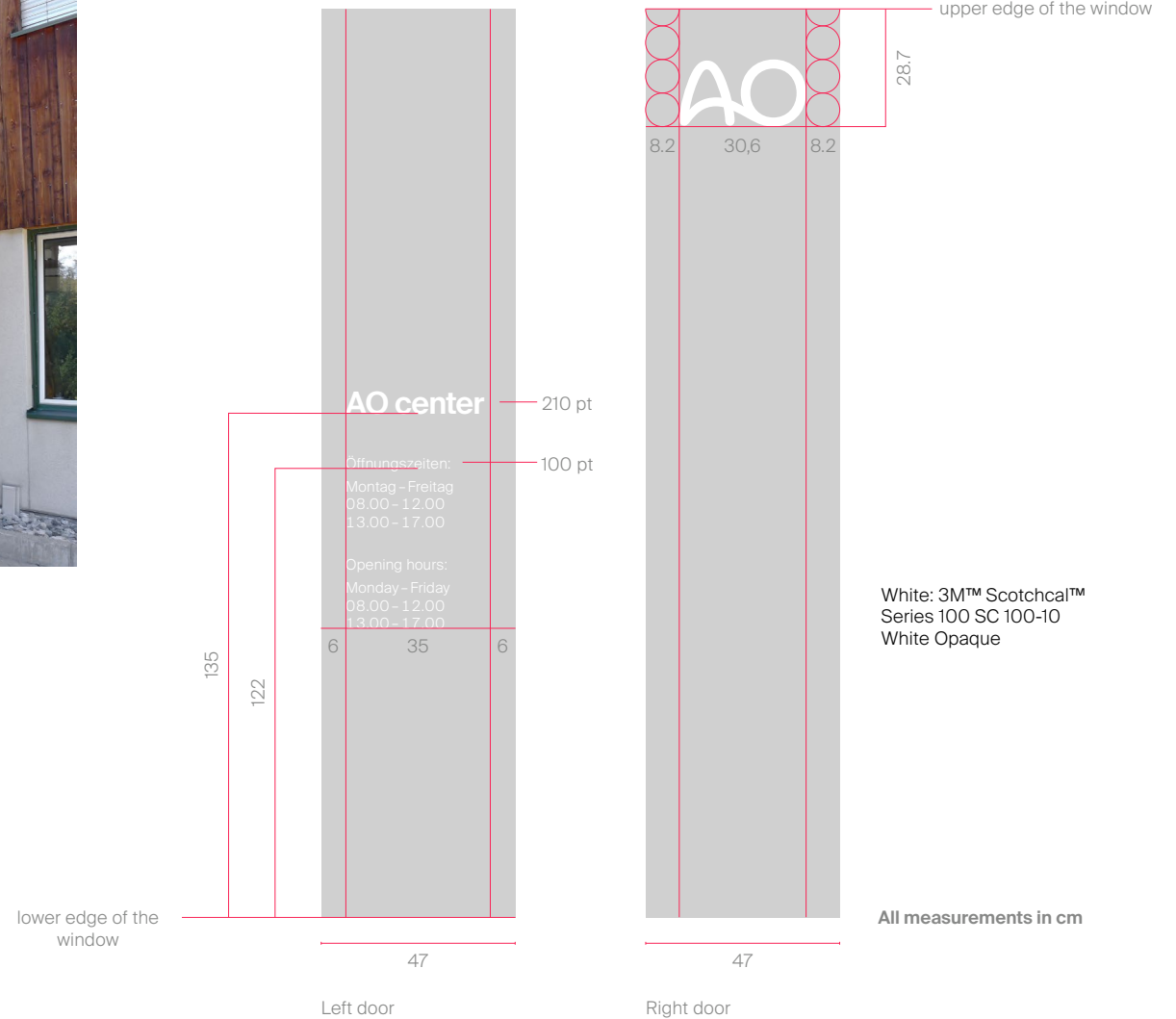
Reception

Reception
AO logo on the counter, white, foiled.

The logo is placed asymmetrically to support the overall dynamic impression.

Specifications reception (example USM Haller)

34 cm

15 cm   29 cm   30 cm

11.3 cm   11.3 cm

74 cm
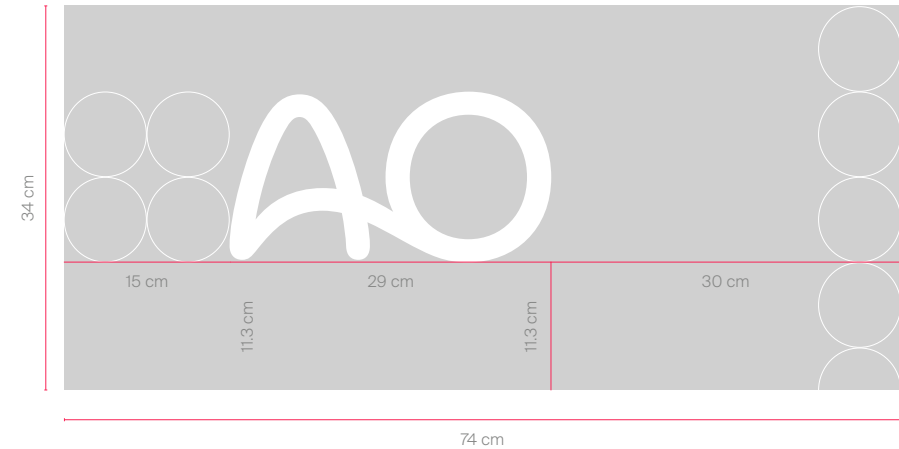
4
Digital experience

4.1   E-blasts

4.1
E-blasts

E-blasts
Layout principles

Digital consistency

The e-blast harmonizes with the corporate design and the right combination of graphic elements to create a consistent yet flexible design system.

The structure is modular and flexible. Various header possibilities allow the search for a suitable visual teaser to implement.

The different sections can be adapted as needed, however, an easily comprehensible combination should be chosen, eg, avoid starting the body contents with a list.

Always close the e-blast with a footer section.

The font sizes follow the rules in the "Digital style guide", which can be downloaded separately.

Download additional guidelines:
– E-blast guidelines

brand.aofoundation.org

Header
Choose between a regular header, alternative header, or a plain header depending on your needs

Images
All images follow standard ratios

Body
Modular sections for multiple subjects

Call to actions
Inviting buttons for more information

Footer
A clear and consistent conclusion

AO
SPINE

Hyperlink

Lorem ipsum title
News, tools, and projects from AO Spine

Lorem ipsum dolor sit amet, con sectetur adipiscing elit. Lorem ipsum dolor sit amt amet, cadon sectt ipsum, con sectet.
Donec commodo quis mas sa condi mentum faucibus. Praesent vitae lu ctus metus. Cras nibh mi, pellen tes que ut egestas. Donec commodo quis …
Read more ›

Title comes here

Lorem ipsum dolor sit amet, conse ctetur adipiscing elit. Lorem ipsu sit amet consecta.
Donec commodo quis mas sa con dimentum faucibus. Praesent vitae luctus metus. Cras pellen tesque ut egestas. Donec commodo quis mas sa condimentum…
Read more ›

Lorem ipsum dolor sit amet, cons ectetur adipiscing elit. Lorem ips um dolor sit amet.
Donec commodo quis mas sa con dimentum faucibus. Praesent vitae luctus metus. Cras nibh mi, pellen tesque ut egestas. Donec commodo quis mas sa condimentum…
Read more ›

Title comes here
Upcoming events   Date

Event 1 lorem ipusm dolor metus   Oct 30, 2019

Event 2 lorem ipusm dolor metus   Nov 25, 2019

Event 3 lorem ipusm dolor metus   Dec 14, 2019

Event 4 lorem ipusm dolor metus   Jan 07, 2020

See all events

We want to connect you with the happenings at AOSpine. Topic suggestions and feedback are encouraged. Please write to **info@aospine.org** with your input.

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www.aospine.com | **info@aospine.org**

If you'd like to, you can **unsubscribe now** but you'll miss our future updates!

AO Spine, Clavadelerstrasse 8, CH-7270 Davos, Switzerland

E-blast
Body content guidance

One family

The modular sections allow different layouts while remaining consistent in design. This:
– reduces complexity;
– is user-centered;
– proves coherent yet flexible.

This is achieved through a consistent approach to typography, color, opening and completion.

Templates
For ready-made templates including grid and other specifications, please contact:
communications@aofoundation.org

Download additional guidelines:
– E-blast guidelines

brand.aofoundation.org

Examples of different e-blast options

4.2
Digital style guide

Digital style guide
Introduction

AO
brand design
documentation
Version 2.0
146
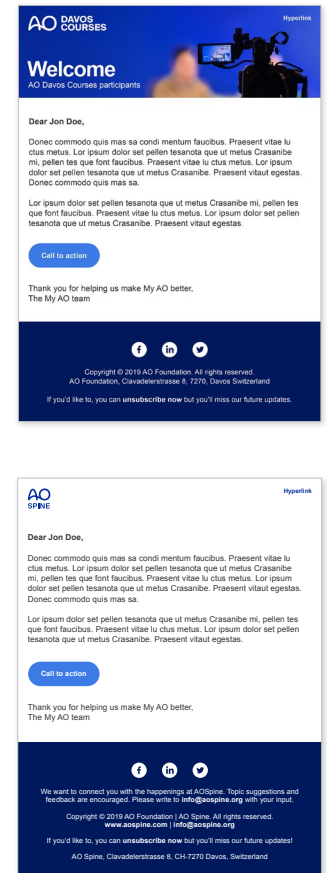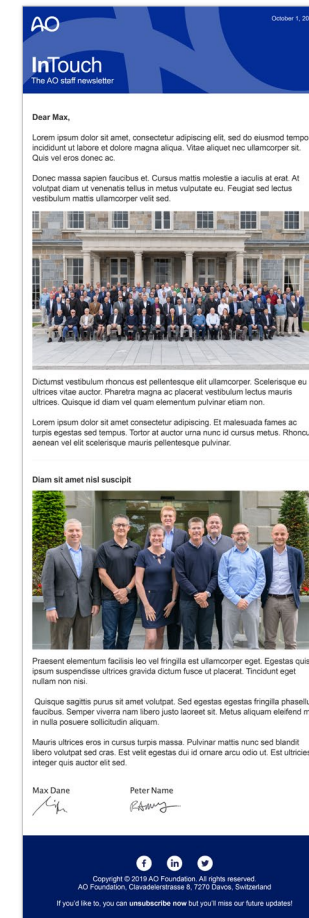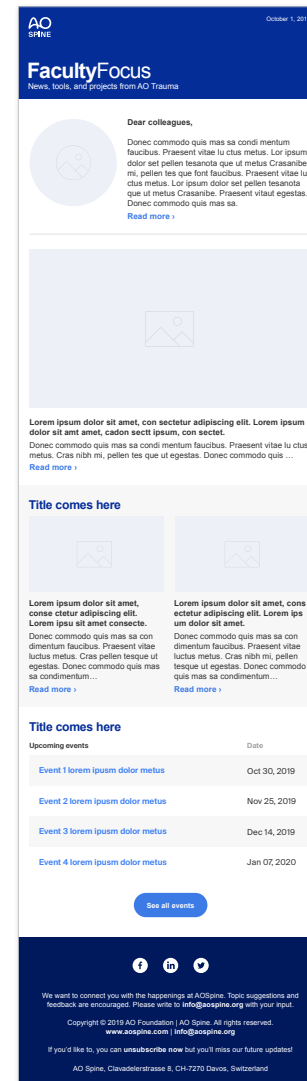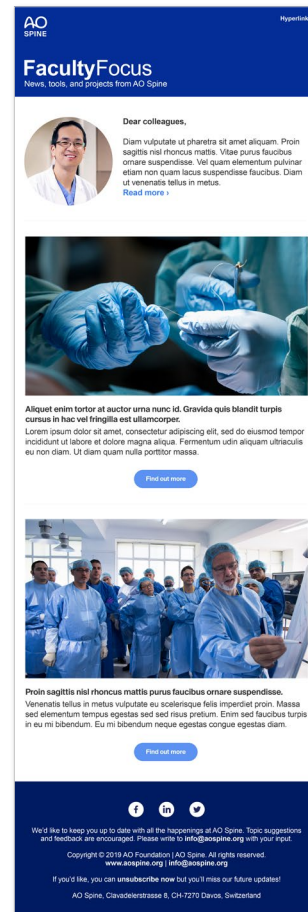
Create a holistic digital ecosystem

As a basic reference for all interactive AO channels, it will advance brand stability and visibility through consistency and ease of use.

In particular, this digital style guide explains the basis for all digital AO channels. It documents AO corporate design and design elements, the visual language of the AO brand, the user interface language and key applications.

This guide includes several defined rules, templates and design elements that should be used, reused, and recycled across all digital touch points.

Download additional guidelines:
– Digital style guidelines

brand.aofoundation.org

5
Video

| 5.1 | Video guidelines |

5.1
Video guidelines

Introduction
Media and applications

AO
brand design
documentation

Version 2.0
149

Every video production is unique. We respect and encourage creativity with room for flexibility. Our goal: To achieve a unified brand experience, including in video.

Whether creating short videos for social media or longer videos for use on the AO platform, you can refer to these guidelines for the appropriate design framework.

Included here are also best practices for filming educational videos, interviews, or speeches.

Introduction
Tone of voice

AO
brand design
documentation
Version 2.0
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Transforming Surgery—Changing Lives.
This is the key message connecting everything we do, think, and say.

For further information please download additional guidelines:
– Tone of voice guides
– Editorial style
– Hints and tips for writers
– AO scientific terms
– Writing for the web
– Photography guidelines
– Illustrations guidelines

https://brand.aofoundation.org/

The AO tone of voice reflects the expertise and professionalism of AO people, communicating information in a spirit of camaraderie.

Inspiring, diverse, and inclusive, the AO community works together to enhance their surgical skills and advance the treatment of trauma and musculoskeletal disorders.

Authentic video footage and information provided in an understandable way captures our community and relays this message.

Logo animation
Master brand

All motion patterns are expressed in the animation of the master brand logo.

1. Three strong pulses start the animation in the middle of the screen.

2. After the third pulse the line emerges from the dot.

3. The 3D transforming process ends by showing the AO logo, evoking a solid brand.

4. The line of the AO logo gradually decreases and disappears while giving the impression of a continuous movement. This concludes the transformation.

5. Towards the last second of the transformation the AO slogan begins to fade in.

6. The animation concludes with the AO slogan.

View the animation:

https://brand.aofoundation.org/

Video structure
General structure

Video opening

Transforming the pulse into the AO logo makes for a strong opening with high branding impact.

1. AO master brand fading in film
All promotional videos open with the AO logo animation (eg, AO Spine congress highlights).

2. Separate AO master brand animation
If you want to separate the logo animation from the film, you can use a distinct file, eg, for a logo animation used to open a symposium presentation.
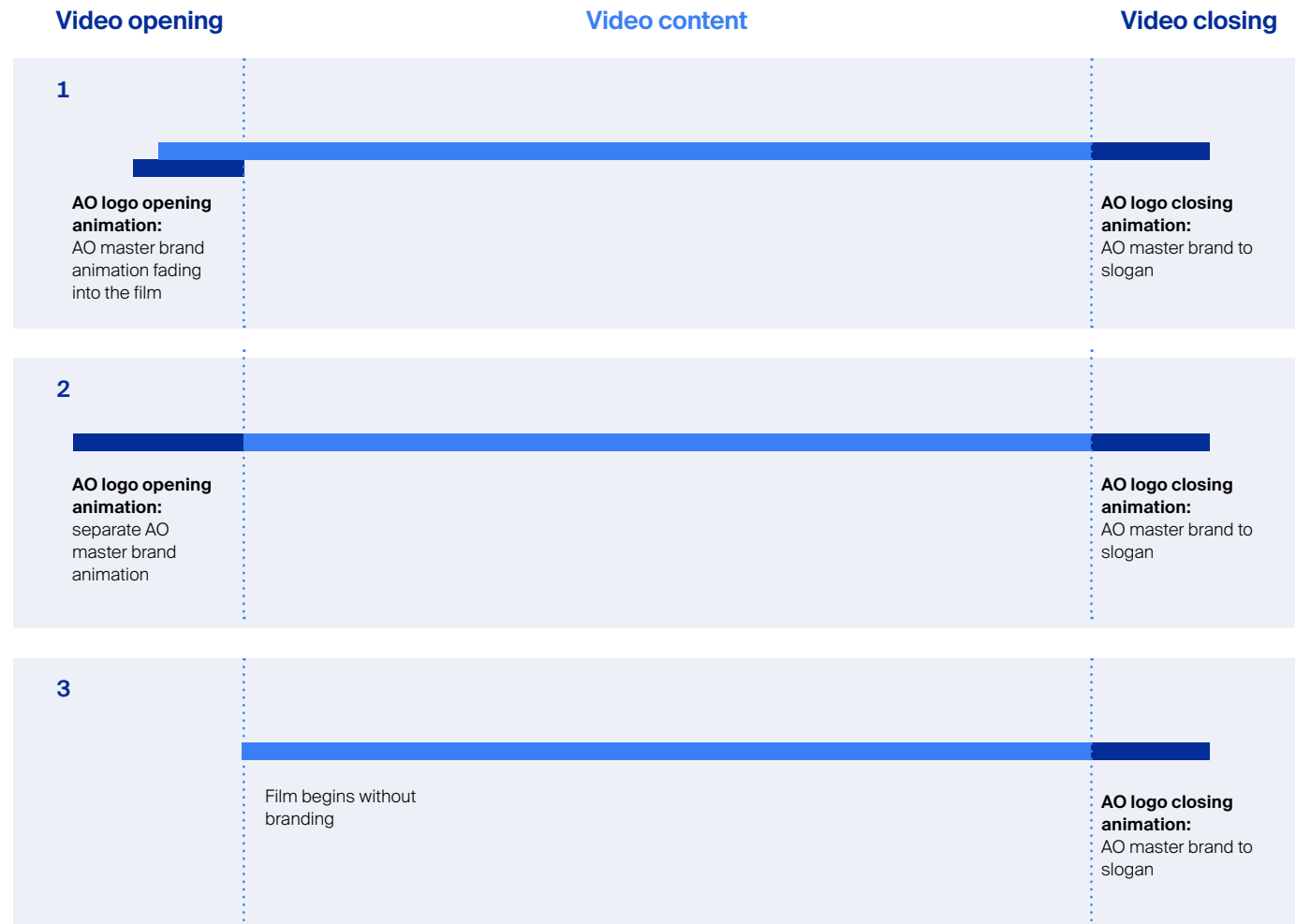
3. No branding
Only in short social media videos and educational videos may the AO master brand animation be skipped.

Video closing

The second part of the AO logo animation is used to conclude all videos, offering solid branding and clearly identifying the producer.

Each video ends with the AO logo and slogan.

Video opening	Video content	Video closing

1

AO logo opening animation: AO master brand animation fading into the film

AO logo closing animation: AO master brand to slogan

2

AO logo opening animation: separate AO master brand animation

AO logo closing animation: AO master brand to slogan

3

Film begins without branding

AO logo closing animation: AO master brand to slogan

Note on timing: The length of the bars shows only a rough temporal indication. The timing is explained in detail in each chapter.

Video opening and closing
Version one: AO master brand fading into a film

Video opening

1. Three pulses start the film: The first two on the AO blue background.

2. The third pulse opens the viewfinder. The AO logo begins to evolve from the middle of the second pulse, along with the film's content. The video content in the initial frames should be as calm as possible in order to make the logo stand out.
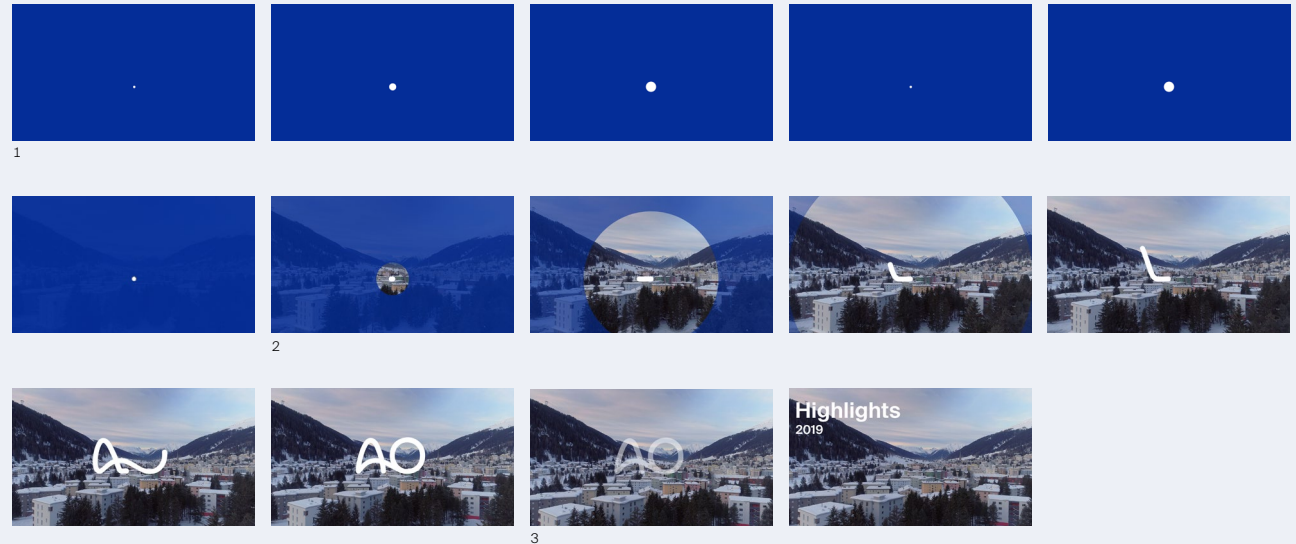
3. The AO logo fades out.

Video closing

4. As the video content dissolves, the AO logo fades in, staying on screen for two seconds (equalling two heartbeats).

5. The line of the AO logo contracts again.

6. The video concludes with the AO slogan.

View the animation:

https://brand.aofoundation.org/video

Video opening

1

2

3

Highlights
2019

Video closing

Learn more at:
AODavosCourses.org

Learn more at:
AODavosCourses.org

4

5

Transforming Surgery–
Changing Lives

Transforming Surgery–
Changing Lives

6

Video opening and closing
Version two: separate AO logo animation

Video opening

1. The AO logo is building up completely on the AO blue background.

2. The video content will be displayed by a smooth dissolving transition of roughly 300ms.

Video closing

3. Video content is dissolving. The AO logo is fading in over a length of 300ms. The AO logo stays on screen for two seconds.

4. The line of the AO logo gradually decreases and disappears while giving the impression of a continuous movement. This concludes the transformation.
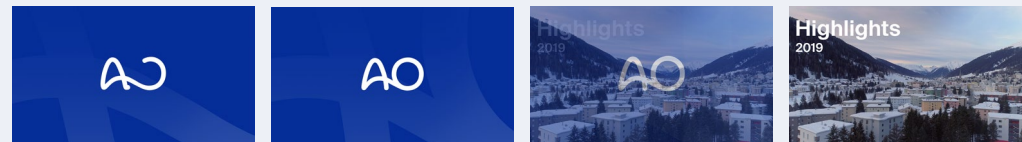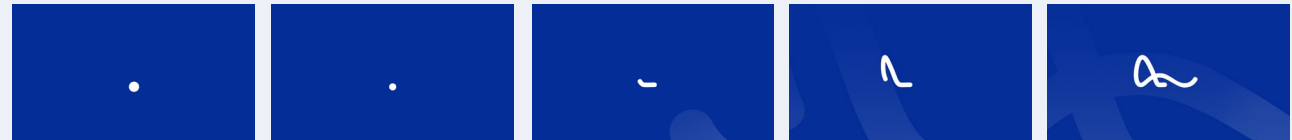
5. The video concludes with the AO slogan.

View the animation:
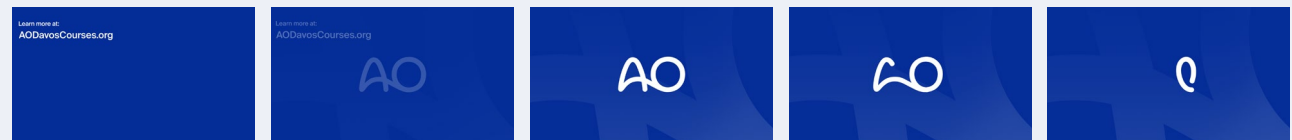
https://brand.aofoundation.org/

Video opening

Video closing

For any questions or requests about
the production of marketing videos
please contact:

Christian Stark
Video Producer,
Digital Marketing Communications

AO Foundation
Communications & Events

Phone: +41 81 414 21 11
Mobile: +41 81 414 24 08
christian.stark@aofoundation.org

Logo:
Master brand regions

Logo
Master brand regions

Regional extensions

All applications of master brand
regions are built according to the
same visual construction principle.

The regional extensions are docked
to the right of the master brand logo.
Depending on the length of the region,
one or two lines of text are used.

**All regional descriptor logos are
available to download from the brand
portal.**

Structure

Fixed
Master brand
logo

AO Europe and
Southern Africa

Variable
Two fixed lines are available for the names of the regions.
If the names are short, they only run over the base line.

Examples

AO Asia Pacific

AO Middle East and
Northern Africa

AO Europe and
Southern Africa

AO North America

AO Latin America

Download brand assets
brand.aofoundation.org

Logo
Master brand regions, examples

Regional extensions

The rules for the logo sizes, the placement and the clear space correspond to those of the power brands.
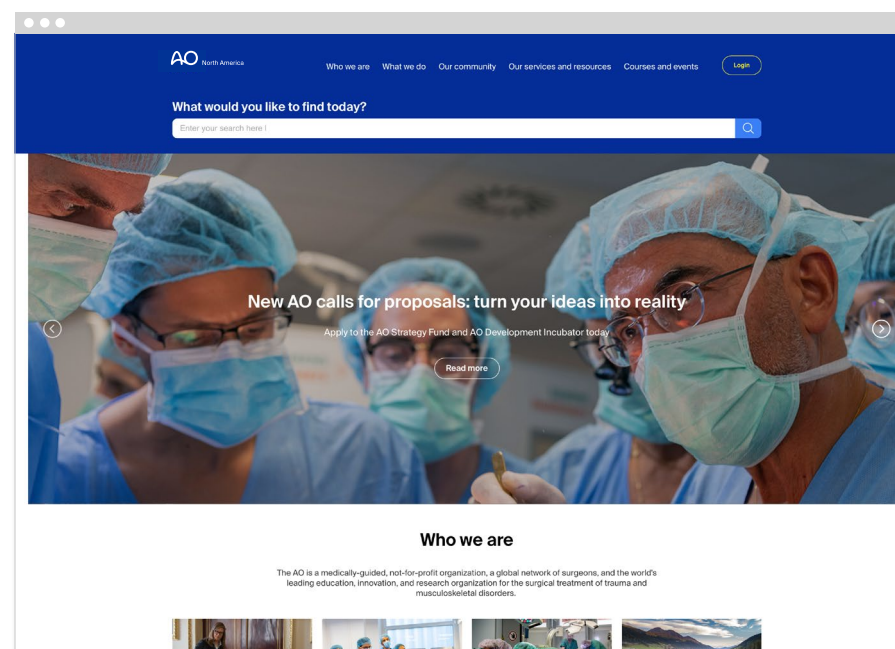
Examples AO North America

AO North America

Prof Paul Sample
Director
paul.sample@aona.org

AO North America
435 Devon Park Drive | Building 800
Suite 820 | Wayne, PA 19087
Mobile: +1 610-993-5100 | Phone: +1 610-695-2420
aona.org

Download brand assets
brand.aofoundation.org

Download additional guidelines:
– Brochure guidelines

brand.aofoundation.org

To request a toolkit of illustrations,
please contact
communications@aofoundation.org

Download additional guidelines:
– Illustrations and inforgraphic guidelines

brand.aofoundation.org

Contact
For detailed information please
contact Communications &
Events:
communications@aofoundation.org

Download brand assets
brand.aofoundation.org

Where to find:
– Tone of voice
– Editorial style guide
– Hints and tips for writers
– AO scientific terms
– Writing for the web

communications@aofoundation.org

Thank you
for bringing the AO
to life.