

# Asian American Organizing Project (AAOP) Style Guide

---



# INTRO

## **AAOP Mission**

Asian American Organizing Project's (AAOP) mission is to advance Asian American and Pacific Islander participation in our democracy toward a more equitable and just society.

## **AAOP Vision**

Asian American Organizing Project's (AAOP)'s vision is that Asian American and Pacific Islander individuals, families, organizations, and communities in Minnesota will affect long-term social change and civic engagement through grassroots, neighborhood organizing efforts.

# NAME

Asian American Organizing Project (AAOP)  
should be referred to as:

- Asian American Organizing Project
- Asian American Organizing Project (AAOP)
- AAOP

Please do not refer to AAOP as:

- the AAOP
- the Asian American Organizing Project
- Asian American Organization
- Asian American Organization Project
- the Asian American Organization
- Asian-American Organizing Project
- Asian-American Organization

or other derivatives.

# LOGO



The AAOP logo exists as a jpg image and includes the white border and background.



The AAOP logo must have breathing room around it. When used on a background other than white, make sure that the breathing room is half the width of the "A." When used on a white background, include half the white border of the padding as part of the "A" breathing room.



AAOP is also part of the Ignite Minnesota Asian Power (IMAP) coalition. When logos are used for collateral, ensure that they are side by side or on top of each other.

## Please do not:



skew the logo



rotate the logo



change the color of the logo

AAOP

Asian American  
Organizing Project

use the old logo

# COLOR

## Primary Palette

### AAOP-Blue

cymk: 71, 18, 0, 0  
r,g,b: 40, 165, 222  
#28a5de



The primary palette is used for the majority of administrative and internal collateral. It consists of AAOP-Blue, Standard Black, and Paper.

The secondary palette is used for campaigns but can also add accents and highlights to the primary palette. It consists of: Basil, Mushrooms, Kaffir, Cilantro, Eggplant, Dragonfruit, Lychee, and Pomegranate.

## Secondary Palette

### Basil

cymk: 70, 12, 54, 0  
r,g,b: 76, 170, 143  
#4caa8f

### Mushrooms

cymk: 62, 0, 18, 0  
r,g,b: 76, 196, 211  
#cc4d3

### Kaffir

cymk: 45, 0, 28, 0  
r,g,b: 138, 208, 195  
#ad0c3

### Cilantro

cymk: 30, 0, 20, 0  
r,g,b: 177, 222, 211  
#b1ded3

### Eggplant

cymk: 48, 99, 40, 25  
r,g,b: 120, 29, 83  
#781d53

### Dragonfruit

cymk: 29, 100, 50, 13  
r,g,b: 163, 29, 83  
#a31d53

### Lychee

cymk: 5, 91, 64, 0  
r,g,b: 228, 62, 82  
#e43e52

### Pomegranate

cymk: 7, 60, 30, 0  
r,g,b: 228, 130, 142  
#e4828e

## Additional Colors

#f0d1ca

#f7b5cf

#f9c9db

# TYPE

## DISPLAY FONT

### MONTSERRAT

Playfair Display

## BODY COPY

MONTSERRAT

ARIAL

## NOTES

For the most part, Montserrat is used as both display and body copy for the majority of AAOP collateral. Montserrat is a versatile, open-sourced font available in 18 weights and 3 different styles. It is also used on canva, an open-source and free layout and editing software.

When creating slide shows and documents through Google Suite, Playfair Display can be also used as the Display font with a body copy font of Arial. However, use of Montserrat is encouraged.

# IMAGERY

AAOP utilizes images of real people in real situations for the majority of our content. The images of real people can be used as a cut out, creating an interesting look where the people pop out of from the background.

These images are often action shots to show what the people behind the scenes do and aims to humanize the organizers behind the work.

Images can also be used in a boxed setting as seen below.



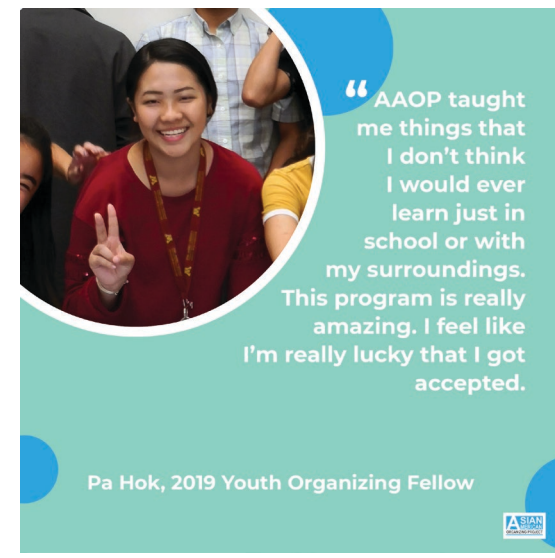
Examples of other photography can be seen below.





# USE

On the right are some examples of past social media posts that incorporate the color scheme and imagery.





# TEMPLATES

AAOP has several templates for staff to use in their work. Staff are encouraged to use these templates to ensure that AAOP has a consistent look throughout our work.

The follow templates are available:

- letterhead
- business card
- powerpoint/slideshow
- email signature
- one-pager

## **EMAIL**

All AAOP staff should use the following template for their email signatures or something similar. Please make sure to include the below:

name  
pronouns  
title  
organization  
city, state  
social media

The letterhead and powerpoint templates are available in the [Administration](#) folder >> [Forms & Templates](#) folder.

Business card templates are created through Avery.com. Find the PDFs in [Administration](#) >> [Business Cards](#).

One-pagers are helpful to use to provide quick information. Use this link to access the template: [bit.ly/2019AAOPOnePageTemp](https://bit.ly/2019AAOPOnePageTemp)