

Co-Branding

In circumstances where materials are created with partners, the N/S AAA logo can be used with a partner logo using a “logo lockup.” In a logo lockup, the N/S AAA logo should be displayed to the left of the partner logo, separated by a thin, Navy Blue vertical dividing line. The partner logo should not exceed the height of the dividing line in the lockup. If multiple partner logos are used, add them to the right of the first partner logo with another dividing line. Logo clearspace rules apply to logo lockups.

Equal Distance



Partner
Logo Does
Not Exceed
Height of
Dividing
Line



Co-Branding Examples

Examples of proper co-branding for various scenarios are below.

Horizontal Orientation



AREA AGENCY ON AGING
assistance > advocacy > answers



Collabria Care

Multiple Partner Logos



Senior
Advocacy
Services

Ombudsman Program
HICAP-Medicare
Elder Justice Initiative



INNOVATIVE
HEALTH
SOLUTIONS

