



REGIONAL
*Branch
signage*
CATALOG

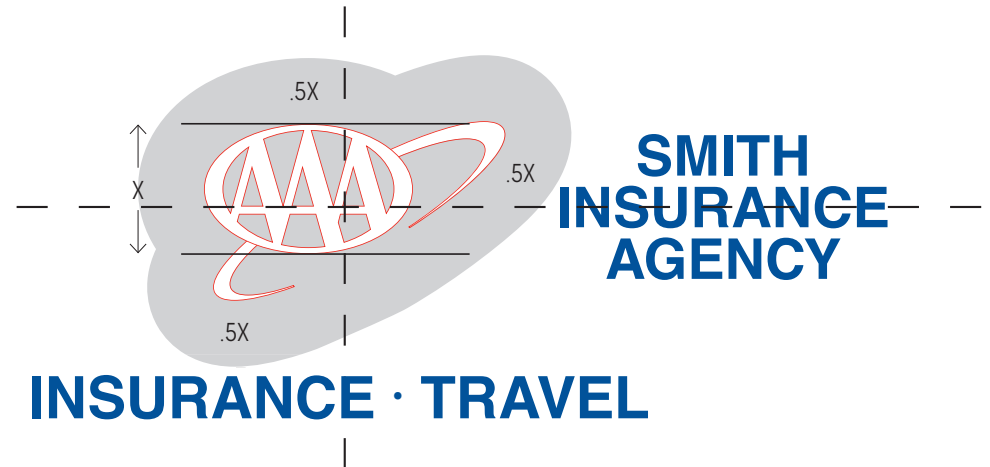
EFFECTIVE JANUARY 2024

Table of contents

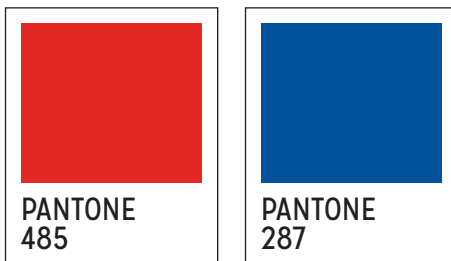
AAA Logo and Color Usage	2	Channel lettering Guidelines	23
Branch Signage	3	Main Office Signage:	
Section A: AAA Branch Exterior, Door,		Back-Lit lettering Guidelines	24
Window and Building Signage	4	Door Graphics Guidelines: Double Doors	25
Exterior Door Example	5	AAA & Meemic Co-Branding	26
Agent Name Example	6	Single and Employee Doors	27
Special Event/Promo Example	6	Secondary Office Signage:	
Fleet Operations Door and Naming Example	7	Vertical Ground Signs	28
Additional Door and Employee Door Example	8	Horizontal Ground Signs	29
Storefront Example with Car Care Centered.....	9	Vertical Post Signs	30
Storefront Example with Car Care Off-Center	10	Horizontal Post Signs	31
Stacked Insurance and Travel Storefront Example.....	11	Section C: Standard Branch	
Insurance and Travel Horizontal Example	12	Graphic Packages	32
Small Branch Signage Examples	13	Overview	33
Square Roadside Sign Examples	14	Large Wall Graphics	34
Horizontal Roadside Sign Examples.....	15	Line of Business Posters 23 x 35	
Raised Square Roadside Sign Examples	16	Vertical Banners 32 x 70	35
Raised Horizontal Roadside Sign Examples	17	Extra Small Branch Floor Plan	36
Multi-Tenant Monument Examples	18	Small Size Branch Floor Plan	37
Branch Signage		Medium Size Branch	38
Section B: AAA Entrepreneurial Agent		Large Size Branch Floor Plan	39
(E.A.) Location Exterior Signage Guide	19	Extra Large Branch Floor Plan	40
Ordering Signage	20	Walmart Signage	41
Exterior Signage Planning Form	21	Jacksonville, FL AAA/Walmart Branch	42
Outdoor Signage (required)	22	Petoskey, MI AAA/Walmart Branch	43
Main Office Signage:			

AAA Logo and Color Usage

- Logo clear space: Lettering should be positioned at a distance as indicated at right.
- Visual center line: The dotted lines at right indicate where we consider the visual center of the AAA logo.



- Font: Uppercase type should use the Helvetica Bold font. Cap-height of type should not exceed 75%, nor be less than 20% of the height (“X Height”) of the oval encircling “AAA” in the AAA logo.
- E.A. signage only: When space and signage guidelines allow, you have the option of adding your main phone number and/or your three core lines of business, “Auto • Home • Life.”
- Color: AAA Red is PMS-485, AAA Blue is PMS-287.



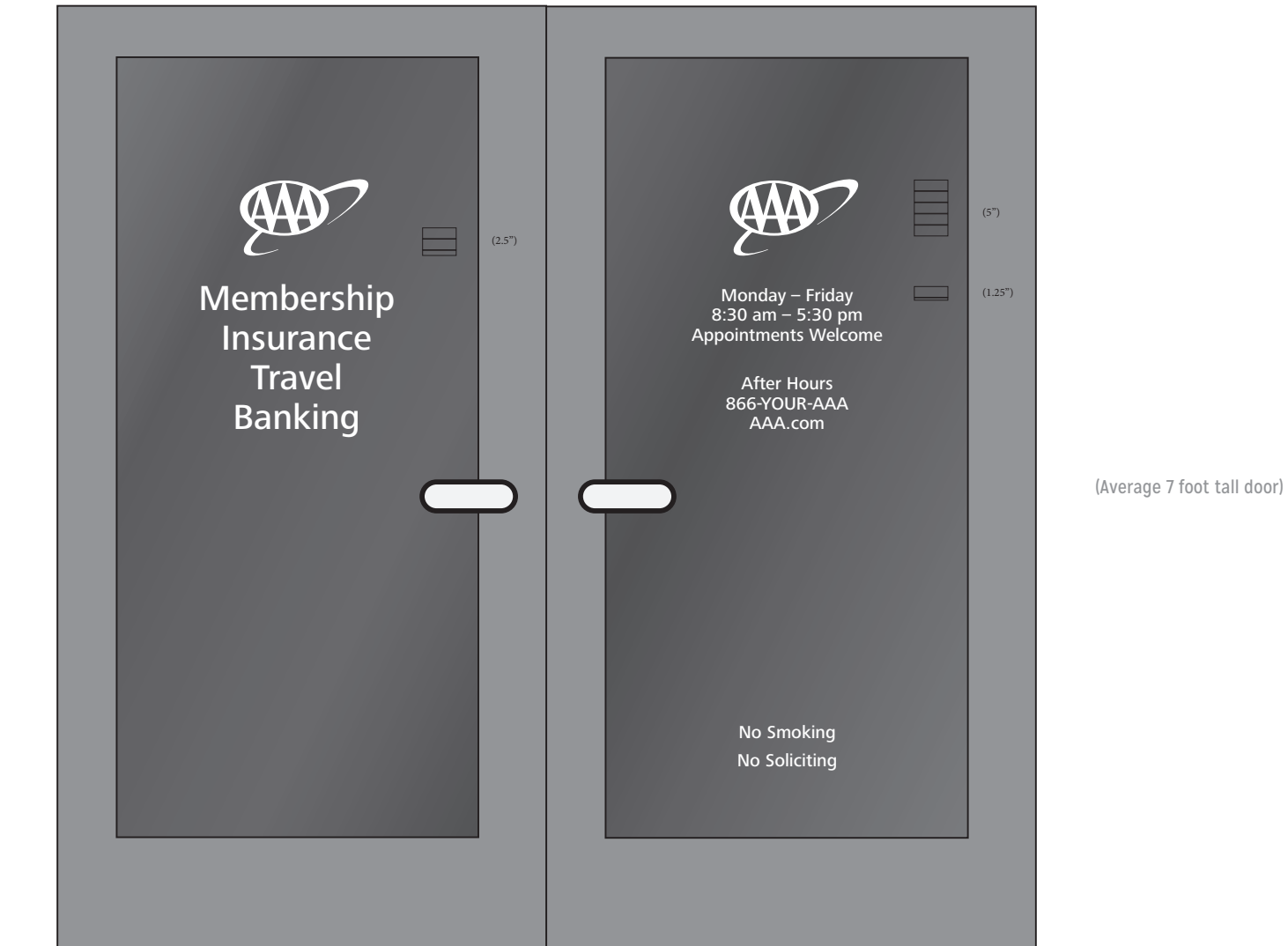


Branch **SIGNAGE**



Section A: **AAA Branch Exterior, Door,
Window and Building Signage Guide**

Exterior Door Example



Agent Name Example



AGENT NAME EXAMPLE

SPECIAL EVENT/PROMO
EXAMPLE (18" X18")

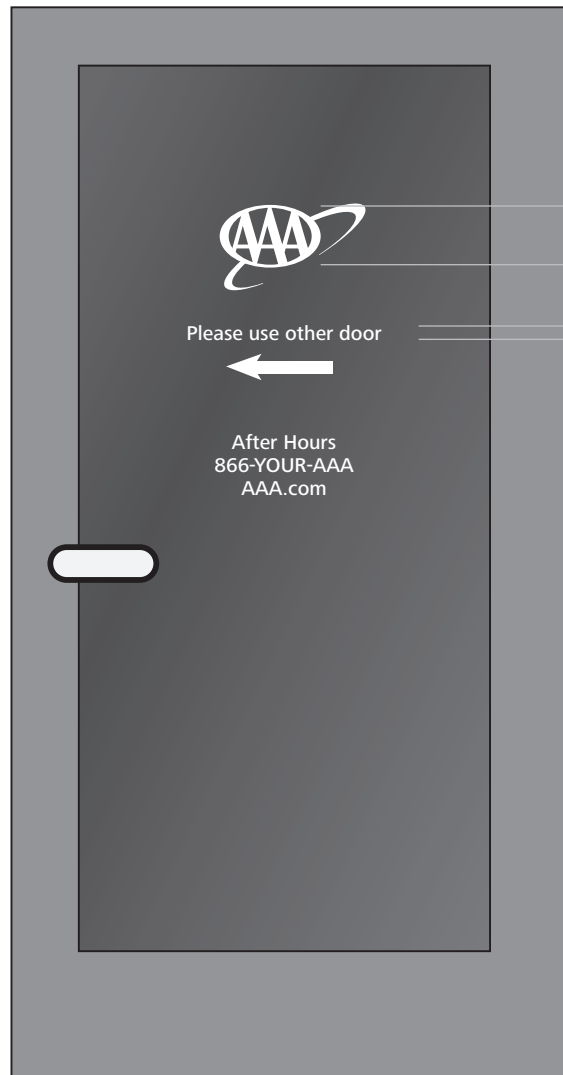
Fleet Operations Door and Naming Example



Additional Door and Employee Door Example

ADDITIONAL DOOR

With special instructions



5 inch tall center oval

Please use other door

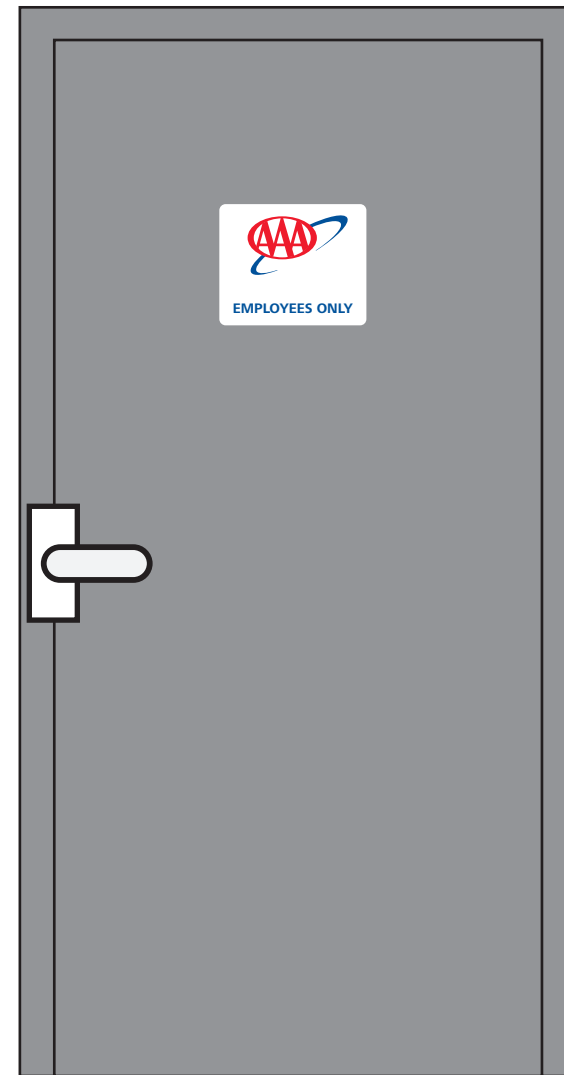


After Hours
866-YOUR-AAA
AAA.com

1.25 inch tall Cap height
Font- Fruitger Next Pro
Medium

EMPLOYEE DOOR

Place as shown below



Storefront Example with Car Care Centered

Clear space around the AAA logo must be at least half the height of the center oval of the logo.



Storefront Example with Car Care Off-Center



Stacked Insurance and Travel Storefront Example



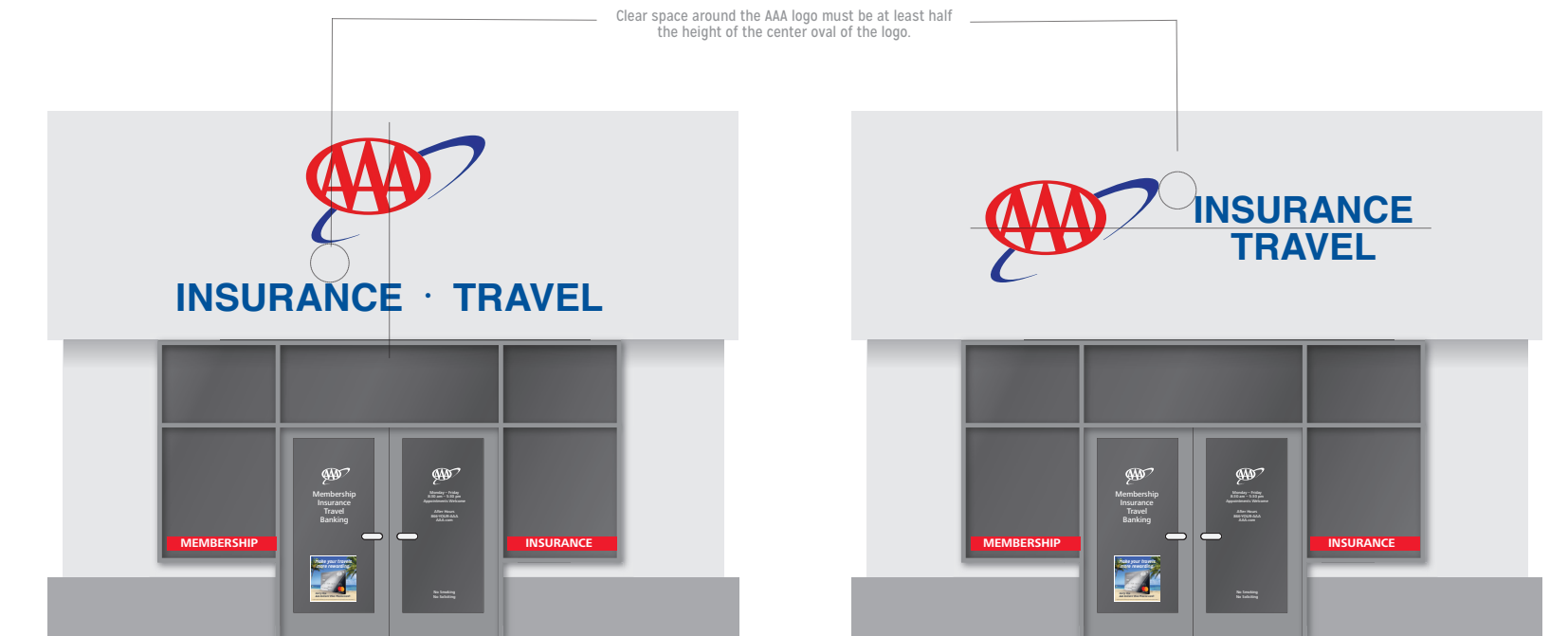
Insurance and Travel Horizontal Example

Clear space around the AAA logo must be at least half the height of the center oval of the logo.

5 inch tall red stripe minimum, with 3 inch tall type



Small Branch Signage Examples



Square Roadside Sign Examples

Clear space around the
AAA logo must be at least
half the height of the center
oval of the logo.



Blue box designed preferred.

Horizontal Roadside Sign Examples

Clear space around the AAA logo must be at least half the height of the center oval of the logo.



(Note: The logo clear-space rule on the "AAA logo and color usage" page does not apply when logo or type is on its own background)

Blue box designed preferred.

Raised Square Roadside Sign Examples

Clear space around
the AAA logo must be
at least half
the height of the
center oval of the logo.



Blue box designed preferred.

Raised Horizontal Roadside Sign Examples

Clear space around the AAA logo must be at least half the height of the center oval of the logo.



Blue box designed preferred.

Multi-Tenant Monument Examples





Section B: **AAA Entrepreneurial Agent
(E.A.) Location Exterior Signage Guide**

JANUARY 2022

Ordering Signage

Let's expedite the fabrication and delivery of your new signage. Just complete the information on the following pages and forward to EASupport@acg.aaa.com to approve your order for the signage vendor you've chosen.



Entrepreneurial Agents are independent contractors and are bound by the Entrepreneurial Agent Agreement, the EA Operations Manual and the EA program materials.



Exterior Signage Planning Form

Below, please identify the signage you would like to order, including signs you would like designed by your chosen vendor.

Store/Company Name: _____ “INSURANCE AGENCY” or simply “AGENCY.” (Please circle your preference)

City _____ State _____

SIGN STYLES: Channel lettering



Back-lit box



I WOULD LIKE:

Office sign (required) Sizes: _____ Style: _____

Secondary signage (circle preference) YES NO Sizes: _____ Style: _____

Roadside signage (circle preference) YES NO Sizes: _____ Style: _____

Monument (circle preference) YES NO Sizes: _____ Style: _____

Multi-tenant (circle preference) YES NO Sizes: _____ Style: _____

Do you have photos you can send showing your storefront, including neighboring storefronts? YES NO

Are there any landlord restrictions, color restrictions or square footage limits? _____

Are there additional specific requests your chosen signage vendor should know? _____

Any other information that may be helpful for your chosen signage vendor to meet your needs? _____

Please contact: EASupport@acg.aaa.com

Outdoor Signage (required)

Each AAA Insurance office requires brand-guidelines-spec outdoor signage. The AAA-approved signage vendor you've chosen will work with our Auto Club Group design department to be sure AAA national signage requirements are followed. This guarantees continuity between all AAA locations, establishing a strong, consistent and clear brand identity.



Main Office Signage: Channel Lettering Guidelines

If you are to employ channel lettering signage, the following window logos and service branding guidelines apply.



Main Office Signage: BackLit Lettering Guidelines

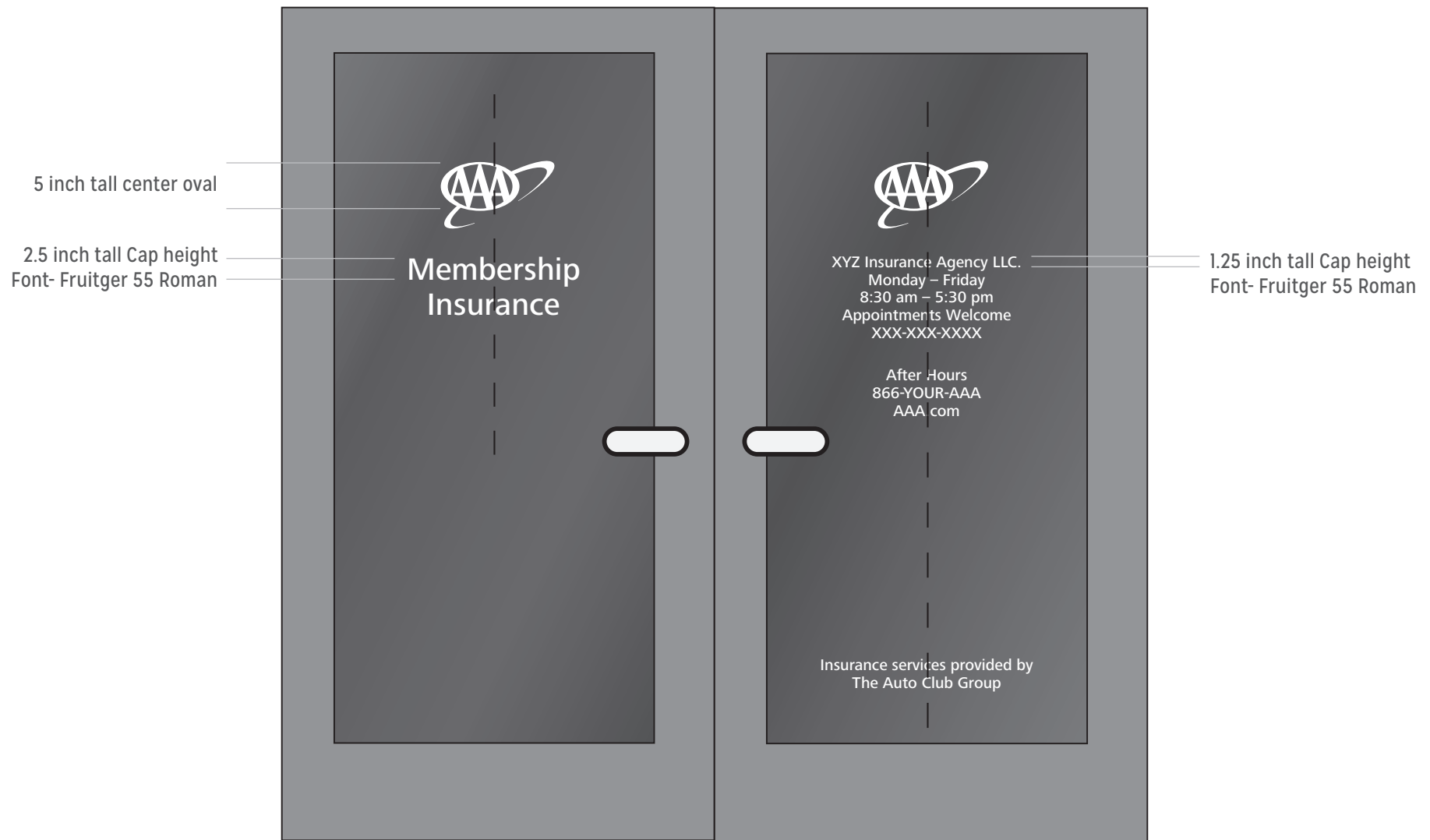
If you are to employ Backlit lettering signage, the following window logos and service branding guidelines apply.

(Note: The logo clear-space rule on the “AAA logo and color usage” page does not apply when logo or type is on its own background)



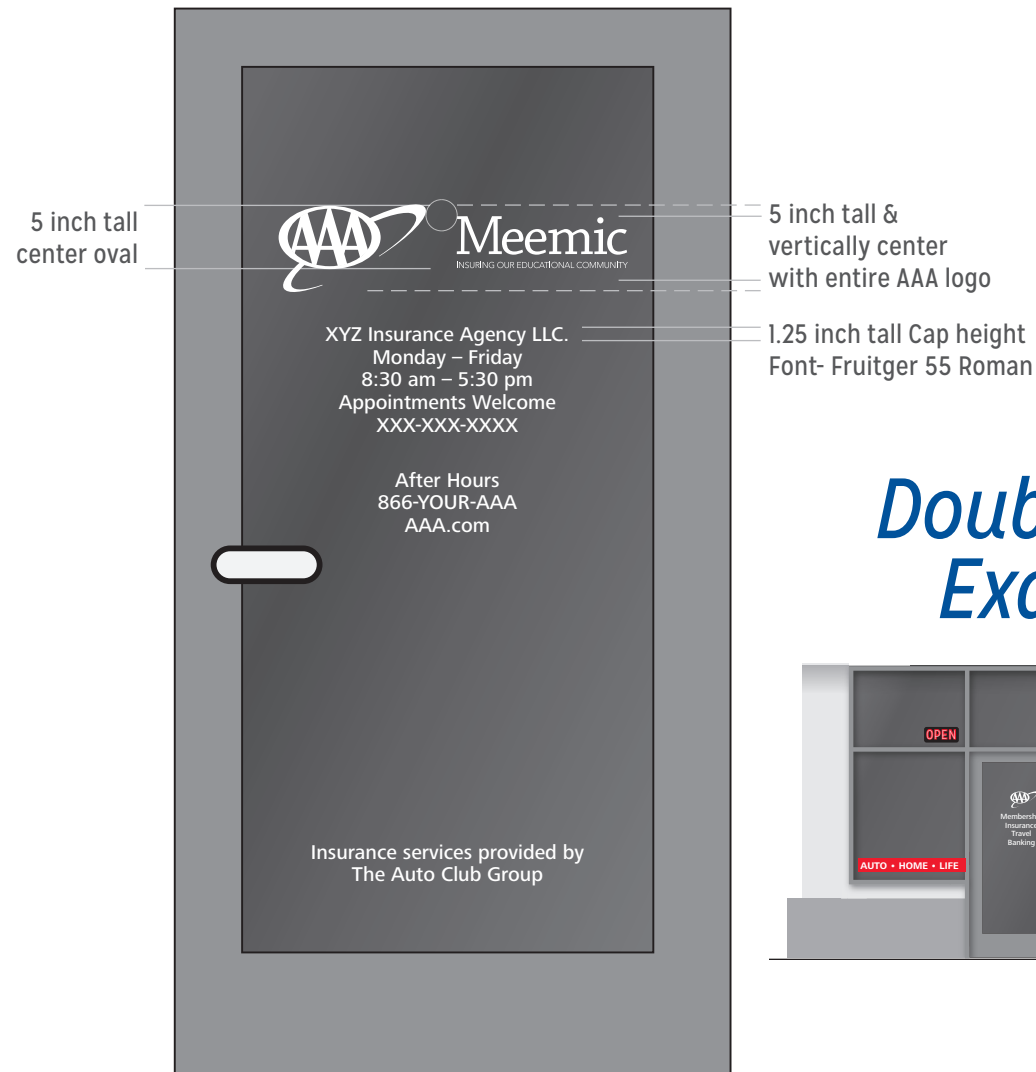
Door Graphics Guidelines: Double Doors

Below are guidelines for the placement of decals on glass front and rear doors, including positioning for the approved AAA logo, business name, hours and other information.



Door Graphics Guidelines: AAA & Meemic Co-branding

Below are guidelines for the placement of decals on glass front doors, including positioning for the approved AAA logo and Meemic Logo for the state of Michigan co-branding.

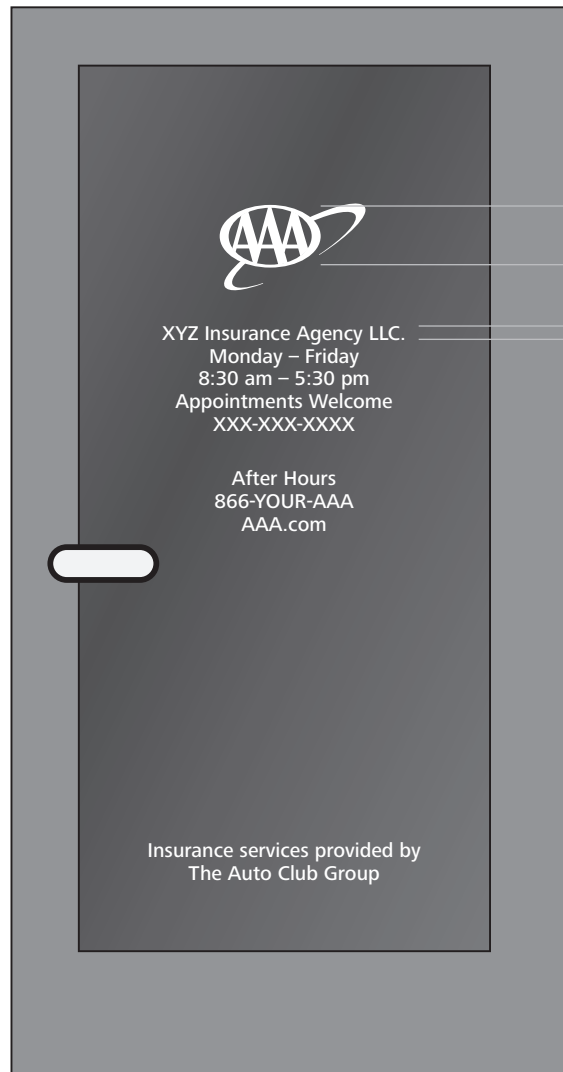


Double Door Example



Door Graphic Guidelines: Single and Employee Doors

FRONT DOOR

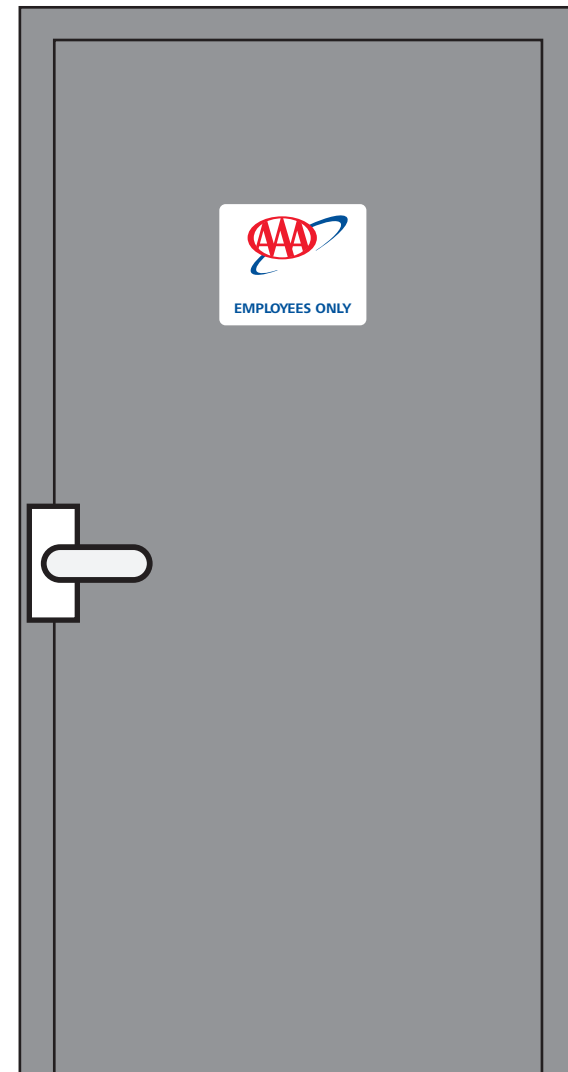


5 inch tall center oval

1.25 inch tall Cap height
Font- Fruitger 55 Roman

EMPLOYEE DOOR

Place as shown below



Secondary Office Signage: Vertical Ground Signs

For signage space of
75 square feet or more



**SMITH
INSURANCE
AGENCY**



**SMITH
INSURANCE
AGENCY**

**Auto · Home · Life
313-555-1212**



**SMITH
INSURANCE
AGENCY**

313-555-1212

Secondary Office Signage: Horizontal Ground Signs



For signage space of
75 square feet or more



Secondary Office Signage: Vertical Post Signs

For signage space of
75 square feet or more



Secondary Office Signage: Horizontal Post Signs



For signage space of
75 square feet or more





Section C: **Standard Branch Graphic Packages**

JANUARY 2022

OVERVIEW

We have established guidelines for in-store signage that promotes our membership benefits. The signage is intended to be generic to a line of business and is not designed to promote a specific campaign.

On the following pages, you will find our latest posters, retractors and wall graphics that are available for our locations. Please select graphics that represent the services members can access at that location.

LARGE WALL GRAPHICS EXAMPLES



3-SIDED BANK RACK



"MEMBERS RESCUED" BEACON



SOFFIT LETTERING - ESM

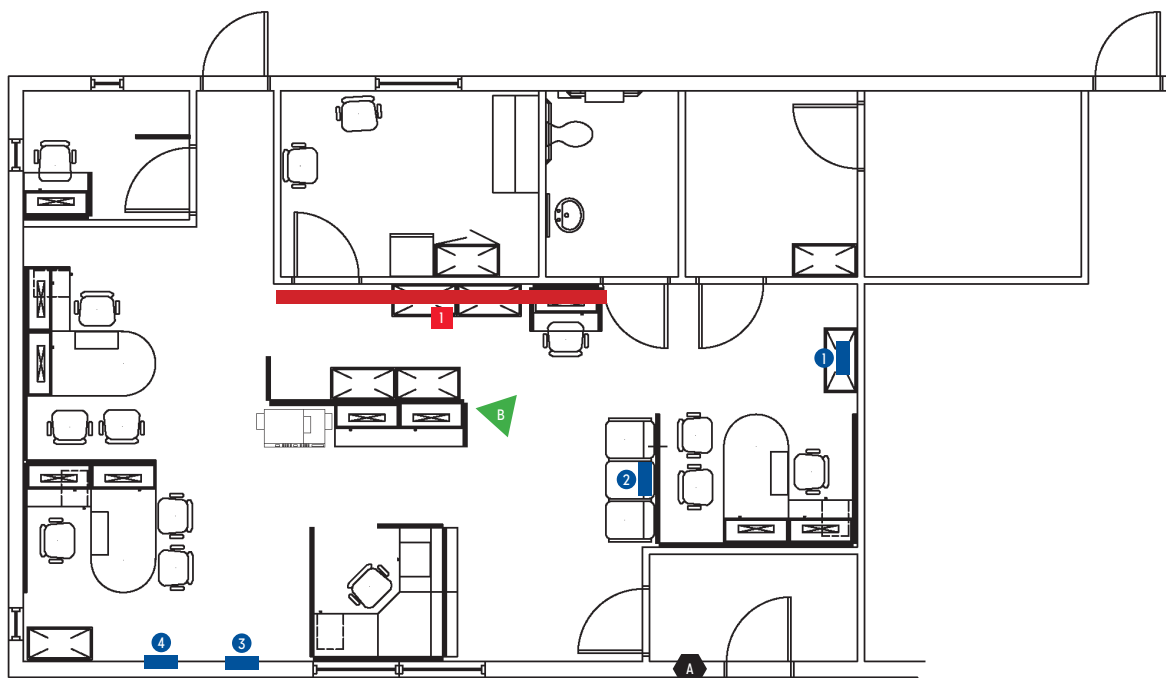


Line of Business Posters 23 x 35



Line of Business Retractable Vertical Banners 32 x 70



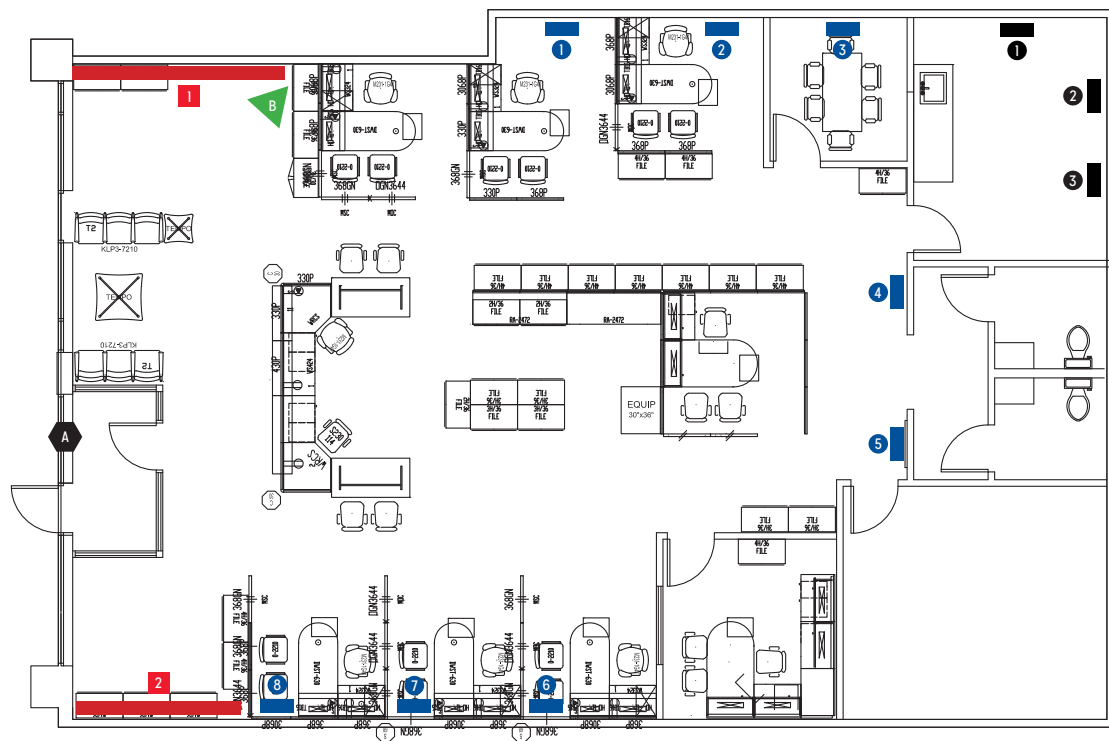


EXTRA-SMALL BRANCH

1,200 sq. ft.

Full Service: Membership,
Insurance, Travel & Banking

- 1 - LARGE WALL GRAPHICS
- 4 - LOB POSTERS 23" x 35"
- ▲ 1 - 3-SIDED BANK RACK
- ⬢ 1 - "RESCUED" BEACON

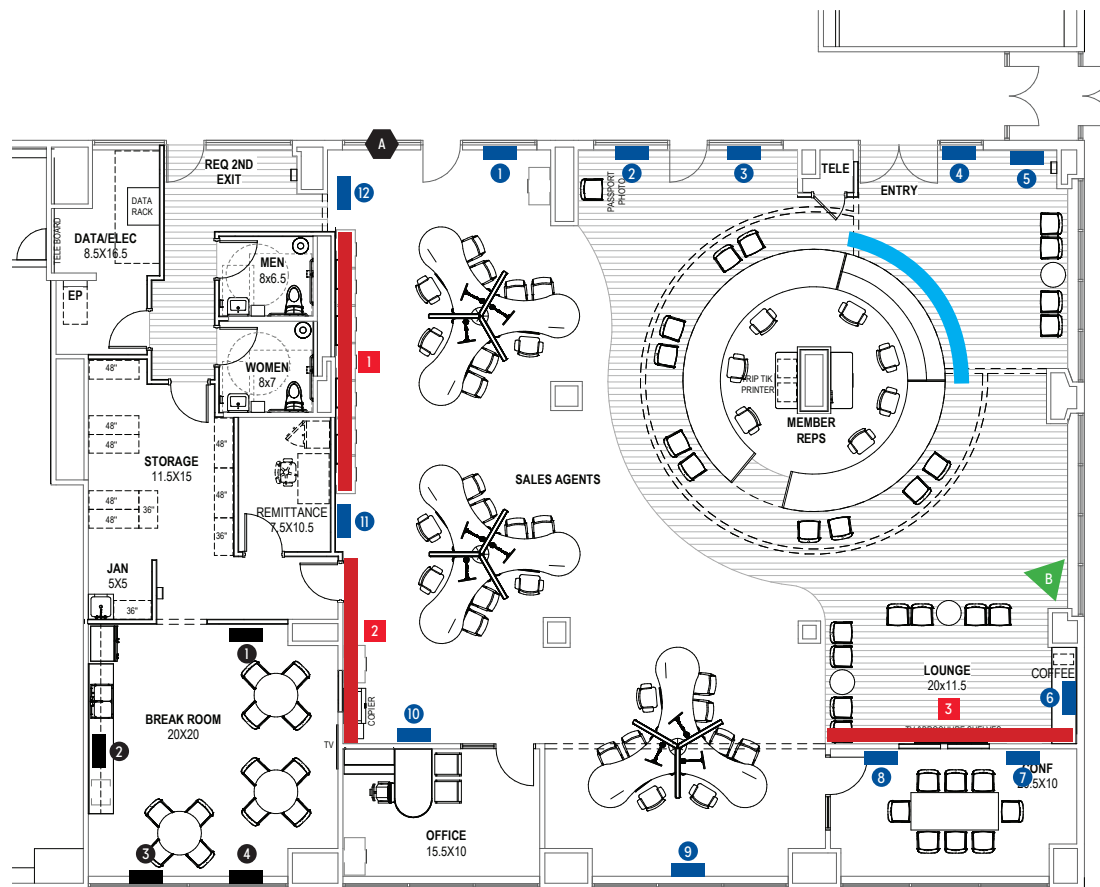


SMALL SIZE BRANCH

3,055 sq. ft.

Full Service: Membership,
Insurance, Travel & Banking

- 2 - LARGE WALL GRAPHICS
- 8 - LOB POSTERS 23" x 35"
- 3 - EMP. AREA POSTERS
(optional) 23" x 35"
- ▲ 1 - 3-SIDED BANK RACK
- ⬢ 1 - "RESCUED" BEACON

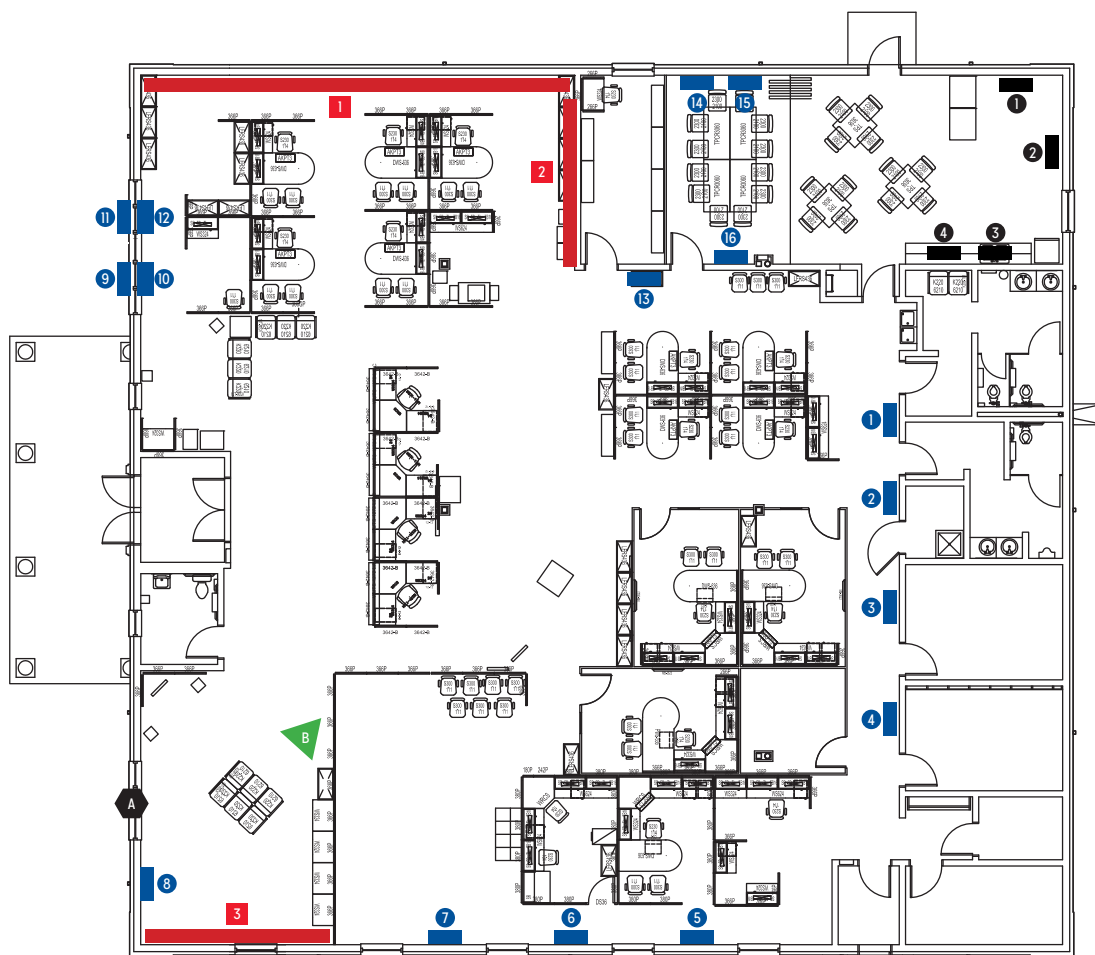


MEDIUM SIZE BRANCH

4,994 sq. ft.

Full Service: Membership,
Insurance, Travel & Banking

- 3 - LARGE WALL GRAPHICS
- 12 - LOB POSTERS 23" x 35"
- 4 - EMP. AREA POSTERS (optional) 23" x 35"
- ▲ 1 - 3-SIDED BANK RACK
- ⬢ 1 - "RESCUED" BEACON
- 1 - SOFFIT LETTERING "EXPECT SOMETHING MORE"



LARGE SIZE BRANCH

7,298 sq. ft.

Full Service: Membership,
Insurance, Travel & Banking

- 3 - LARGE WALL GRAPHICS
- 16 - LOB POSTERS 23" x 35"
- 4 - EMP. AREA POSTERS
(optional) 23" x 35"
- ▲ 1 - 3-SIDED BANK RACK
- 1 - "RESCUED" BEACON



EXTRA LARGE BRANCH

12,879 sq. ft.

Full Service: Membership,
Insurance, Travel & Banking

- 4 - LARGE WALL GRAPHICS
- 17 - LOB POSTERS 23" x 35"
- 4 - EMP. AREA POSTERS (optional) 23" x 35"
- ▲ 1 - 3-SIDED BANK RACK
- ⬡ 1 - "RESCUED" BEACON
- 1 - 2-SIDED POSTER FLOOR STAND

AAA Trust, WALMART CONVENIENCE



JACKSONVILLE, FL - AAA/WALMART BRANCH

