

## AIM North America Logo Guidelines

The AIM logo comprises the AIM graphic and the AIM tagline “Association for Automatic Identification and Mobility”. Do not separate or recreate the elements at any time. Always reproduce the complete logo from the electronic artwork provided.

1. All parts of the logo must be used at all times
2. Only proportional manipulation of the logo is permitted
3. No other typeface is to be substituted for the tagline
4. The AIM logo is not trademarked at this time. Legal action is pending

### Logo Colors

Blue PMS 286



Green PMS 361



### Versions

There is two versions of the AIM North America logo.



### Member of AIM North America Logo

If your company is a member of AIM North America, you are encouraged to use the following image on printed or electronic material such as letterhead, business cards, electronic communications and web pages. AIM does not permit the use of the AIM Member Logo to suggest that AIM endorses a specific product or service.



### Questions?

Contact the AIM North America office at +1 724 934 5688 or [info@aim-na.org](mailto:info@aim-na.org).