The American Academy of Optometry, the Foundation and the Academy 2023 New Orleans annual meeting maintain the following set of branding, communications and social guidelines as well as corresponding repositories for use by all members, attendees, exhibitors, corporate partners and media. If there are any questions outside of the documentation provided, please contact us.

**LOCATION AND DATE**
New Orleans Ernest N. Morial Convention Center
900 Convention Center Blvd, New Orleans, LA 70130
October 11-14, 2023

**LANGUAGE USE GUIDELINES**
- American Academy of Optometry may be shortened as AAO and “the Academy.”
- When referring to the Academy’s annual meeting, please use the full name Academy 2023 New Orleans
- American Academy of Optometry Foundation may be shortened as AAOF and “the Foundation.”

**DO use:**
- Academy 2023 New Orleans
- The American Academy of Optometry annual meeting
  (to be used when the year is not mentioned)

**Do NOT use:**
- AAO meeting
- AAO 23 or AAO 2023

**SOCIAL MEDIA**
The Academy has established channels for social media engagement throughout the year and during Academy 2023 New Orleans.

*Facebook: https://www.facebook.com/AAOPT
*Twitter: https://twitter.com/aaopt
*Instagram: https://www.instagram.com/aaopt/

**LinkedIn: https://www.linkedin.com/company/aaopt/ Youtube: https://youtube.com/optometryTV
Vimeo: https://www.vimeo.com/optometry

Hashtag to use:
- #Academy23

Hashtags NOT to use:
- #AAO23 or #AAO2023
- #Academy2023
- #AAOPT23 or #AAOPT2023

*Tag @aaopt  **Tag American Academy of Optometry

Social Post Examples:
- We’re excited to be attending #Academy23 on October 11-14 in New Orleans. See you there!
- Calling all optometry professionals, we’ll be exhibiting at #Academy23 in New Orleans this fall. Come see us at Booth XXX!
LOGO/FONTS/COLOR PALETTE USAGE
The Academy brand logo and the Academy 2023 New Orleans meeting logo should be used as delivered and should not be altered, cropped, or skewed in any way. All logos should stand alone and not be incorporated into another logo without express permission from the Academy.

LOGOS: simplified logos
(banner logo should be used for street lamp photo only)

TAG: MEET US IN THE BIG EASY!
Presented by AMERICAN ACADEMY of OPTOMETRY

FONTS: OPTICEASAR-LIGHT (headlines and subheads: vertical 90%, track varies)
signpainter semibold (horizontal 75%)
Helvetica Neue Medium Condensed (body copy, track 10)
Helvetica Neue Bold Condensed (body copy, track 10)

CMYK:
- 84-13-100-3
- 74-99-12-2
- 7-10-84-0
- 100% black (spot)

RGB:
- 18-153-72
- 103-45-130
- 241-216-72
- 35-31-32

HEX:
- 129948
- 662e82
- f1d748
- 040000
GRAMMAR GUIDELINES

• FAAO should always appear last in the sequence of degrees after a Fellow’s name (no periods in between letters).
• There should be a max of only three degrees or distinctions listed after a Fellow’s name (including FAAO).
• The word Diplomate should not be truncated or abbreviated in any way. The words “Diplomate, Low Vision” should be spelled out in entirety.
• The words Fellow and Diplomate should always be capitalized.
• Optometry and Vision Science and Clinical Insights in Eyecare should always be italicized. Also, spell out the ‘and’ rather than using the ‘&’ symbol.
• The words Section and Special Interest Group (SIG) should always be capitalized.

BOILER PLATES FOR OVERVIEWS AND RELEASES

American Academy of Optometry:
The American Academy of Optometry (AAO) inspires excellence in optometric practice by fostering research and disseminating knowledge in vision science through its journals, Optometry and Vision Science and Clinical Insights in Eyecare, and the continuing education presented at its annual meeting. Fellows of the Academy are committed to the premise that learning is a lifelong obligation of a professional, as is the commitment to expand the profession’s knowledge base through ongoing fellowship and exchange. For more information, visit the website: http://www.aaopt.org.

Academy 2023 New Orleans:
One of the largest events of its kind in the world, Academy 2023 New Orleans is being held at the New Orleans Ernest N. Morial Convention Center in New Orleans, LA on October 11-14, 2023, and is expected to draw more than 8,000 optometrists, vision scientists, vision care professionals, students, support personnel and media, to discuss the latest optometric developments, trends and strategies. It is designed to provide attendees with an exciting, interactive experience that will give them the clinical and scientific knowledge they need to thrive in the evolving world of optometry. For more information, visit: https://aaopt.org/meetings/annual-meeting.

American Academy of Optometry Foundation:
The American Academy of Optometry Foundation (AAOF) is the 501(c)(3) philanthropic arm of the American Academy of Optometry (AAO) and was founded in 1947 for the “upholding, broadening, fostering, promoting and aiding of optometric education; the profession of optometry and its practitioners.” The organization provides financial support for optometric research and vision and eye health education to improve patient clinical care. For more information, visit the website: https://aaopt.org/about-us/foundation/.

PUBLIC AND MEDIA RELATIONS

In order to better assist our corporate and media partners, we have established a dedicated media person for Academy 2023 New Orleans, and we encourage you to contact them for any communications needs you may have. From interviews with Fellows about the meeting to proper logo usage, we are here to serve your requests for information.

David Harrison
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321-319-4877