

ACADEMY 2024 INDIANAPOLIS

presented by the American Academy of Optometry

NOVEMBER 6-9



**ACADEMY BRANDING,
COMMUNICATIONS, & SOCIAL
MEDIA GUIDELINES**

The American Academy of Optometry, the Foundation and the Academy 2024 Indianapolis 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:

Indiana Convention Center
100 S. Capitol Ave, Indianapolis, IN 46225
November 6-9, 2024

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 Academy2024 Indianapolis or Academy 2024 Indy.
- American Academy of Optometry Foundation may be shortened as AAOF and “the Foundation”.

DO USE:

- Academy 2024 Indianapolis
- Academy 2024 Indy
- The American Academy of Optometry annual meeting
(to be used when the year is not mentioned)
- The meeting app is called: Academy.24
(available fall 2024)

DO NOT USE:

- AAO meeting
- AAO 24 or AAO 2024
- The meeting app should not be called: AAO app, Academy app, Academy2024 app

SOCIAL MEDIA:

The Academy has established channels for social media engagement throughout the year and during Academy 2024 Indianapolis.

- | | |
|---|--|
| • Facebook: www.facebook.com/AAOPT | • **LinkedIn: www.linkedin.com/company/aaopt/ |
| • X/Twitter: www.twitter.com/AAOPT | • Youtube: www.youtube.com/@aaopt |
| • Instagram: www.instagram.com/aaopt/ | • Threads: www.threads.com/aaopt |

HASHTAGS TO USE:

#Academy24
*Tag @aaopt
**Tag @American Academy of Optometry

HASHTAGS NOT TO USE:

#AAO24 or #AAO2024
#Academy2024
#AAOPT24 or #AAOPT2024

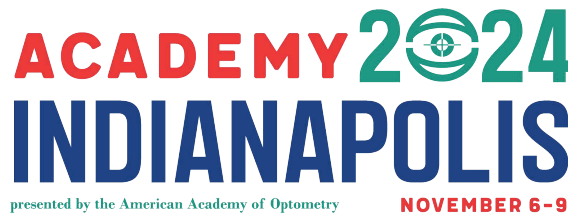
SOCIAL MEDIA POST EXAMPLES:

- We’re excited to be attending #Academy24 on November 6-9 in Indianapolis. See you there!
- Calling all optometry professionals, we’ll be exhibiting at #Academy24 in Indianapolis this fall. Come see us at Booth XXX!

LOGO/FONTS/COLOR PALETTE USAGE


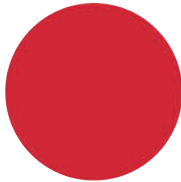
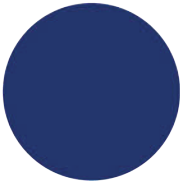

The Academy brand logo and the Academy 2024 Indianapolis meeting logo should be used as delivered and should not be altered, cropped, or skewed in any way. All logos should stand alone and not be incorporated into another logo without express permission from the Academy.

STANDARD LOGOS:



FONTS:



   			
CMYK:	C - 0% M - 96% Y - 90% K - 2%	C - 100% M - 88% Y - 0% K - 20%	C - 100% M - 0% Y - 60% K - 3%
HEX:	#CD202C	#001D77	#00A289
RGB:	R - 205 G - 32 B - 44	R - 0 G - 29 B - 119	R - 0 G - 162 B - 137
Pantone:	1795C	662 C	PMS 334

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).
- Diplomate designation should be written as Dipl AAO. The Diplomate may include a byline to specify the Section beneath it. Please abide by your state's compliance regulations.

Example:

- First Name Last Name, OD, PhD, FAAO, Dipl AAO
- Diplomate, Cornea, Contact Lenses, and Refractive Technologies

- 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: www.aaopt.org.

ACADEMY 2024 INDIANAPOLIS:

Academy 2024 Indianapolis is being held at the Indiana Convention Center in Indianapolis, IN on November 6-9, 2024. The American Academy of Optometry's annual meeting will welcome optometrists, vision scientists, vision care professionals, students, residents, support personnel, and media from around the world to explore the forefront of optometric education and advancements while enjoying the vibrant city of Indianapolis. For more information, visit www.aaopt.org/2024.

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: www.aaopt.org/aaof.

PUBLIC AND MEDIA RELATIONS:

Please contact our team below for your communication needs and questions. From interviews with Fellows about the annual meeting to proper logo usage, we are here to serve your requests for information.