



ALUMINUM

recyclable sustainable versatile

Today's Material of Choice

ALUMINUM IS GREEN LOGO USAGE GUIDELINES

In order to protect the trademark rights of AEC and maintain the logo's significance, specific guidelines have been established so that anyone using the Aluminum is Green (AIG) logo will display it in a similar fashion. The AIG logo is intended to be used by members of the Aluminum Extruders Council (AEC) and others in a manner consistent with the mission of the Council. AEC reserves the right to make changes to these guidelines at any time and solely at its discretion. You acknowledge that the AEC owns the AIG logo, that your company's use of the mark inures solely to AEC's benefit, and that your use of the AIG logo does not and will not create any rights in your favor, other than the right to use the AIG logo consistent with these guidelines. You may not transfer your right to use the logo to any other person or company. Your use of the AIG logo indicates your company's acceptance of and agreement with these guidelines and instructions.

Usage

- The AIG logo will be provided to AEC members in electronic and print formats to be used in their original state complete with specified colors, font, layout, and trademark symbol.
- The logo is a graphical representation to promote aluminum and its benefits and is not to be treated as an endorsement or indication of sponsorship.
- The logo should be used in and of itself and not incorporated into any other logo or graphical representation.

Artwork: The AIG logo is available only through AEC and may not be altered in any manner as to change the content, color, or look. Static print-ready and animated Web-ready formats are available on the CD: the high resolution static version may be used in print; both the low resolution static and animated versions of the logo may be used in electronic media, such as PowerPoint presentations (animation will only be active in the actual presentation, not preview) and on websites.

Colors: The colors of the AIG logo are specifically chosen to reflect an environmentally friendly image and may not be altered.

Size: The AIG logo may be used in any size desired with proper proportion and legibility maintained. In *Word* documents, the static logo may be resized by clicking on one of the **corners** and dragging it inward to maintain its proper proportion. (Attempts to resize from the sides will result in a distorted logo.) In *Photoshop*, the static logo may be resized by changing one of the dimensions (height or width) and the other dimension will follow. The animated version has been provided in a variety of standard Internet banner ad sizes.

Positioning: The AIG logo must be positioned independently of any other logos or company identification, including the AEC member logo. The AIG logo is not to imply endorsement of any kind and should not be used in conjunction with any certification or warranty program.

Logos on CD: Simply load the CD into the appropriate drive on your computer; open My Computer to view files in the CD-ROM. To view animated logo files, right click on file and open with Internet Explorer.

- Static logos are saved as .jpeg files and should open without any supporting software program.
- Animated logo is saved as a .gif file and will need to be opened in your Internet browser for viewing. For example, if you use Internet Explorer, right click the file, choose open with Internet Explorer.



Identify your product with quality.

The Aluminum Extruders Council is dedicated to advancing the role of aluminum extrusion worldwide.