

# AAOS Launchpad **Brand Identity & Style Guide**



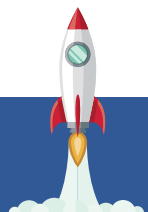
# Theme and Tagline

## Prepare for Takeoff

The tagline “Prepare for Takeoff” highlights how AAOS equips individuals for their practice journey. The AAOS Launchpad theme adopts a sleek, modern design aimed at appealing to a younger audience. This is the signature look for the campaign, see the following pages for various iterations of the creative.



If you need more icons, photos, illustrations, or have questions, please don't hesitate contact to Hollie Muir at [muir@aaos.org](mailto:muir@aaos.org)



# Logo

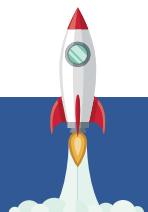
When using the name of the program, it should always be AAOS Launchpad. The word Launchpad should be in all caps.



The Launchpad timeline serves as a visual tool to highlight the program's components.



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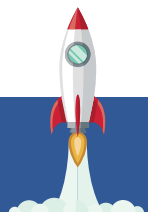


# AAOS Logo Usage

The AAOS Launchpad is a product/program of the American Association of Orthopaedic Surgeons and should therefore always be connected with the Association branding. The Association (blue) logo should always be used on the Launchpad platform. The preferable logo is the two-line Association logo in color, all black or all white.

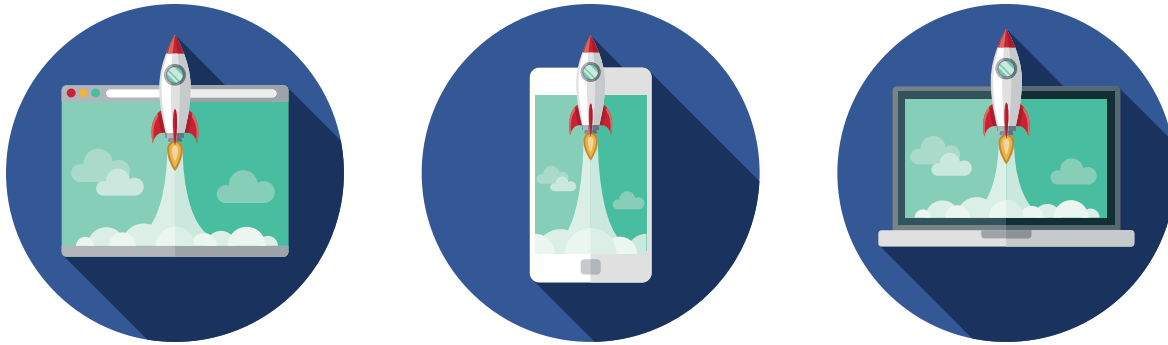


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# Theme Artwork Guidelines

The various rockets and devices can be based on promotional/digital piece.

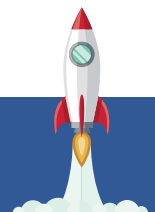


Incorporate people illustrations to highlight the human aspect of the program, showcasing diversity and appealing to a younger demographic. Skin tones can be customized to reflect inclusivity. Please contact us for more residents as you need them.

**PART I**  
**BOARDS**

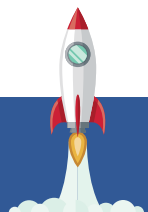


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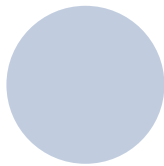
# Theme Artwork Guidelines cont.

The rocket can be a stand alone illustration (no device) and without the blue background.



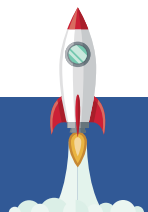
# Theme Artwork Guidelines cont.

Photography can be used to complement text and illustrations, providing visual balance, showcasing diversity and appealing to a younger demographic. The rocket graphic can be layered over photos, which should feature a 30% Launchpad blue overlay to incorporate the primary blue into the imagery.



**C90 M71 Y13 K1**  
**R49 G89 B150**  
**#315996**  
**Opacity 30%**

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# Theme Artwork Guidelines cont.

Icons should feature a clean white stroke placed over an approved Launchpad color, either primary or secondary. Ensure the icons are simple, modern, and consistent in style, aligning with the overall design theme. Use a balanced size and spacing to maintain visual harmony and readability. To maintain cohesion, we recommend using the same icons utilized in the full membership branding. AAOS can provide those icons.



Articles



Podcasts



Videos



Webinars



Profile Avatar



Profile Avatar



Notifications



Crew Members

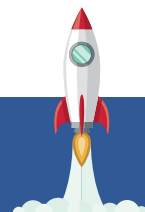


General  
Resources



Recently Added  
Content

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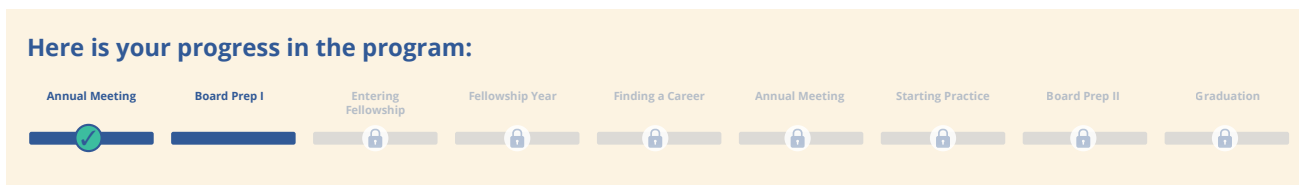


# Theme Artwork Guidelines cont.

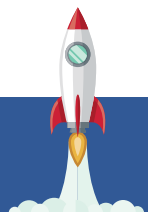
Platform footer



Stepper



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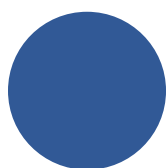


# Color Palette

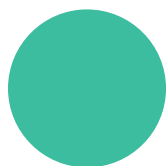
This pre-selected color palette has been designed to convey the themes and tone of the AAOS Launchpad. These colors should be used in visual representations of the AAOS Launchpad including web and print materials.

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## Primary Colors



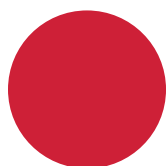
**C90 M71 Y13 K1**  
**R49 G89 B150**  
**#315996**



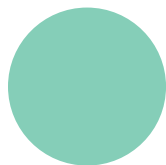
**C69 M0 Y49 K0**  
**R60 G189 B159**  
**#3cbd9f**

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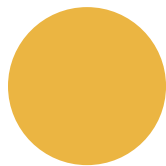
## Secondary Colors



**C13 M100 Y84 K3**  
**R207 G32 B55**  
**#cf2037**



**C47 M0 Y34 K0**  
**R133 G206 B184**  
**#85ceb8**



**C8 M29 Y87 K0**  
**R235 G181 B66**  
**#ebb542**

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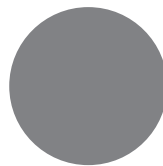
## Extra Dashboard Colors



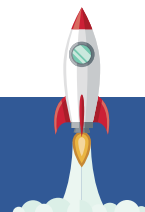
**C3 M2 Y2 K1**  
**R240 G241 B241**  
**#f0f0f0**



**C8 M29 Y87 K0**  
**R235 G181 B66**  
**#ebb542**  
Opacity: 15%

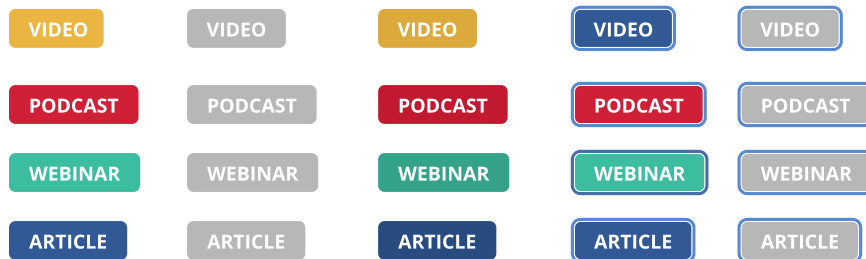


**C0 M0 Y0 K60**  
**R129 G130 B133**  
**#818285**

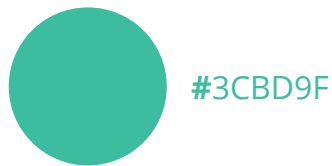
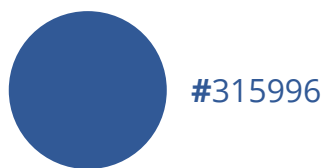


# Color Palette cont.

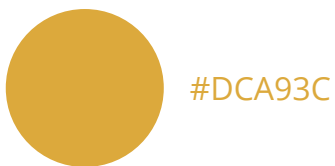
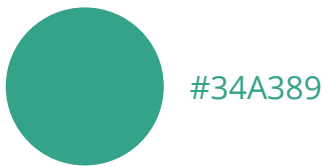
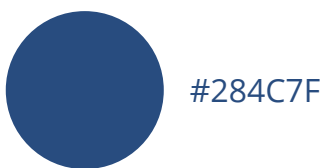
This pre-selected color palette for the media chips on the Launchpad platform.



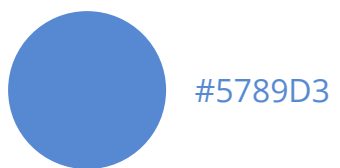
## Media Chip Colors



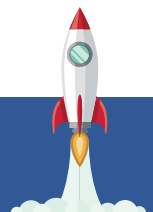
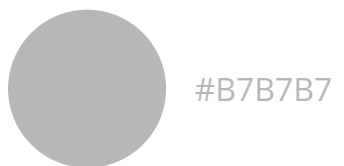
## Hover State



## Focus



## Inactive



# Fonts

There are two core fonts used in the campaign, but they can be and should be used in a variety of sizes. Headlines should be big, bold, and lively. No other fonts should be used in creating materials for AAOS Launchpad. When words are used graphically they should be all caps.

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Main Headline Font: Open Sans

**OPEN SANS BOLD**

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Main Sub headline Font: Open Sans

**Open Sans Bold**

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Body Copy Font: Open Sans

Open Sans Regular

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Additional Font: Open Sans

**Open Sans Semibold**

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