The **Aluminum** Association

Brand Guidelines

Brand Standards & Style Guide
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Mission

The Aluminum Association represents aluminum production and jobs in the United States, ranging from primary production to value-added products to recycling, as well as suppliers to the industry.
The association is the industry's leading voice, representing companies that make 70% of the aluminum and aluminum products shipped in North America.

Based in the Washington, D.C. area, the association is the U.S. industry's leading voice — developing global standards, business intelligence, sustainability research and industry expertise for member companies, policymakers and the general public.

Approach & Usage

This document outlines the correct usage of the Aluminum Association brand along with sub–brands Choose Aluminum, Aluminum Nation, Aluminum Caucus and Aluminum PAC. The standards and guidelines featured in this guide should help ensure consistent, concise, and professional messaging across all communications.

Should you have any questions or suggestions for future branding efforts, please contact Katie Rosebrook, Director, External Affairs (krosebrook@aluminum.org).

The **Aluminum** Association

Brand Standards

The Logo

This is the primary logo to be used alongside all The Aluminum Association materials. The typeface is DM Sans, which is an update from previous logos and a nod to legacy branding.

The dot in the A represents the intersection of industry and material, while the color palette is a nod to the resilience and sustainability of aluminum as a miracle metal.

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Logo System

Logo Variations

Primary Logo
Use this logo wherever possible.

Icon
This artwork is to be used when the brand presence is small or needs to be subtle. The best use cases for the icon include image watermarks and lapel pins.

Note: Only use approved digital files and do not attempt to recreate, alter or obscure the any of the provided logo lockups.

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Logo System
Clear Space

It is essential to maintain proper spacing around the logo to avoid overcrowding and illegibility.
Use the letter 'u' from Aluminum as a measuring tool to help ensure enough clear space.

If using the icon use the dot from the icon as the clear space indicator.

Minimum Size
The Aluminum logo begins to lose legibility at height of .75 in. For spaces smaller than .75, try using the full dark green icon mark instead.

.75"

Color Palette

The Aluminum Association brand has a fresh but sophisticated palette, it is important to use color smartly and consistently.

- Color choice should always be simple, bold and not overly complicated.

- When designing for offset printing, please use the listed PMS colors.

- For digital applications, please use the RGB or HEX values.

All 4-color printing that uses process colors should feature the listed CMYK values. Colors shown on a computer screen, tablet or phone are not equivalent to the color reproduced in swatch books, color printers or commercial printing. Tints can be used with all colors. Tints are used in the RBG logo.

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Primary Colors

HEX #8AC640
RGB 138 198 64
CMYK 30 0 68 22
PMS 14-0452

HEX #0B3D33
RGB 11 61 51
CMYK 59 0 20 79
PMS 19-6350

Yellow Green

Aluminum
Dark Green

Secondary Colors

HEX #BDD3CE
RGB 189 211 206
CMYK 10 0 2 17
PMS 12-5403

Ash
Gray

HEX #020C0A
RGB 2 12 10
CMYK 0 31 38 95
PMS 19-5708

Smokey
Black

HEX #F5F5F5
RGB 245 245 245
CMYK 0 0 0 5
PMS 11-4101

White
Smoke

HEX #FCA311
RGB 252 163 17
CMYK 0 36 93 1
PMS 16-1359

Orange
Peel

Color Palette

Color Martrix

Use this color matrix as a guide for which colors contrast well over type and are accessible with one another.

Note: This matrix is only applicable for type and not all elements.

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Logo Do's & Dont's

Please maintain the proportions and visibility
of the logo when in use.

- Do not place the logo over a photo background that does not provide enough contrast

- Do not place the logo over one of the colors that are already used in the primary logo

- Do not place the logo over a photo background that is too busy

- Do not outline the logo

- Do not remove elements from the logo

- Do not distort or rotate the logo

- Do not modify or re-create the provided artwork

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Typography

DM Serif Display – Brand Font Display

The Aluminum Association branding uses the DM Serif font for display.

DM Sans – Brand Font Body

DM Sans can be used as the primary brand font for body copy.

Note: Primary fonts can be downloaded from Adobe Creative Cloud.

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Aa

DM Display Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa

DM Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Typography

Default Fonts

Default fonts can be used when the primary fonts are unavailable. Both default fonts are standard fonts available on Google Fonts.

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Georgia – Default Font Display

Georgia font can be used as a default if DM Serif Display is unavailable.

Arial – Default Body

Arial font can be used as a default if DM Sans is unavailable.

Aa

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ
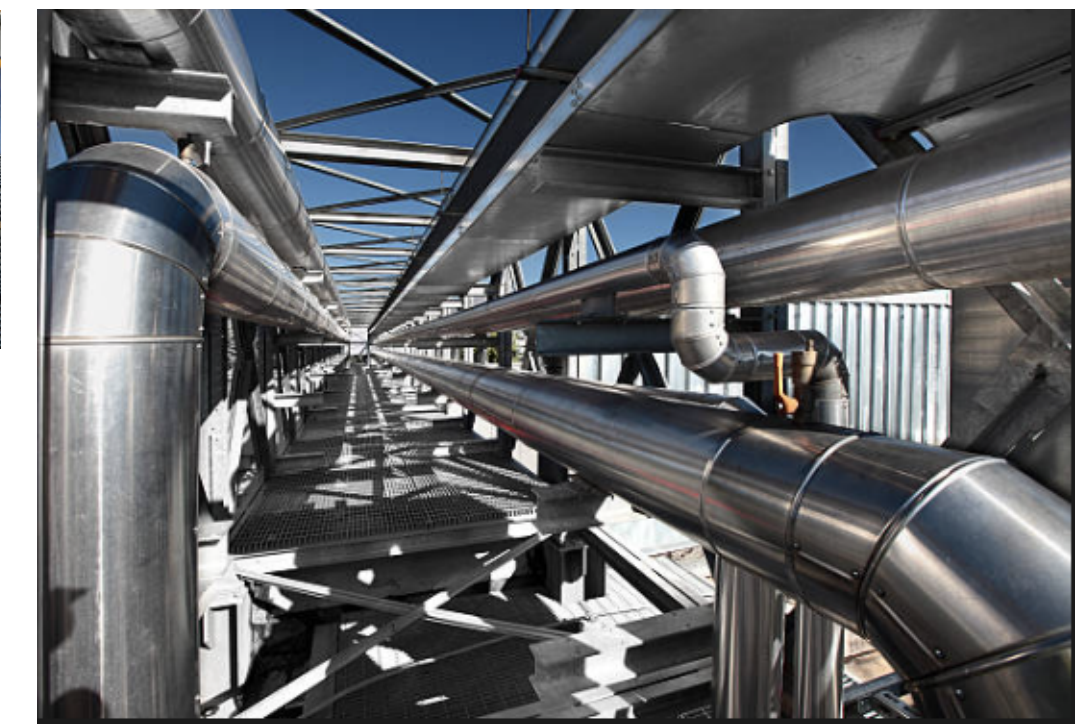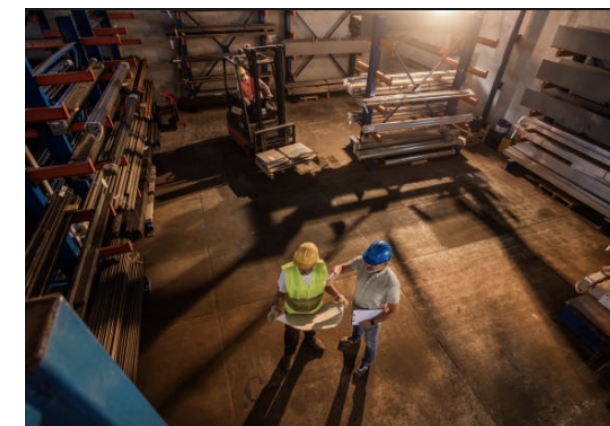abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Imagery

Unique photography is always best. High-quality, well-lit images that showcase the Aluminum industry will be the most illustrative of the brand.

Patterns

This geometric pattern reflects the aluminum industry's balance of structure and flexibility—precisely engineered, modular forms convey strength, while fluid arcs suggest adaptability, innovation, and the seamless integration of aluminum into modern design.

Use the simple dark and light green line work pattern for larger spaces that need to feel less busy (office walls, social graphics, one pagers, printed materials) the other two bolder patterns can be reserved for smaller spaces (business cards, email headers, digital material).

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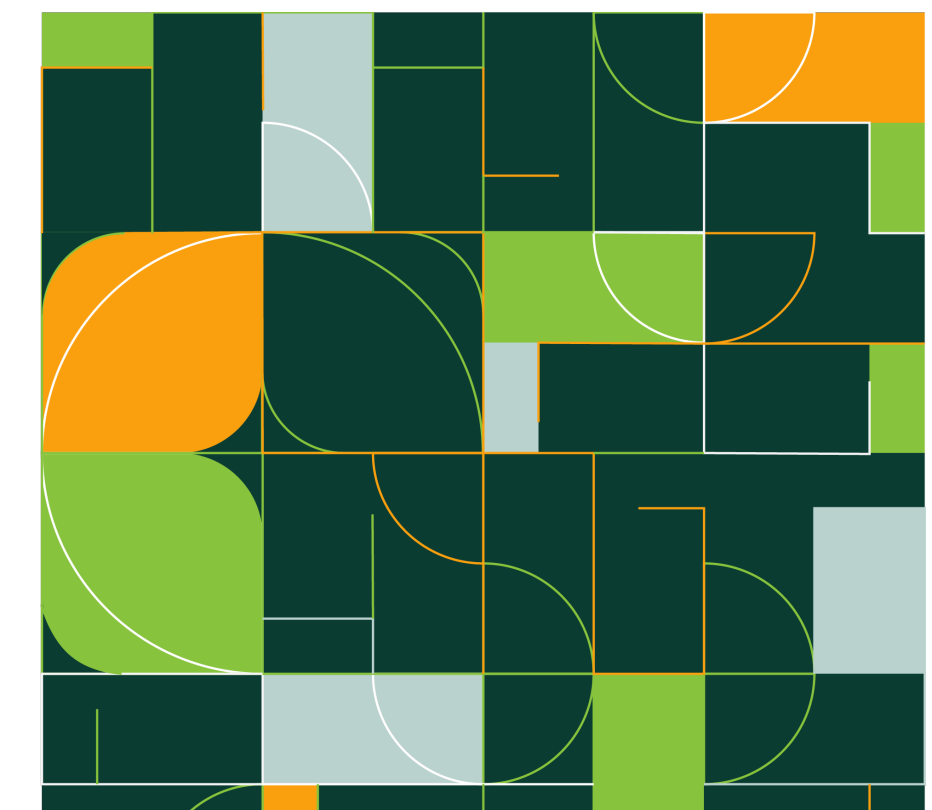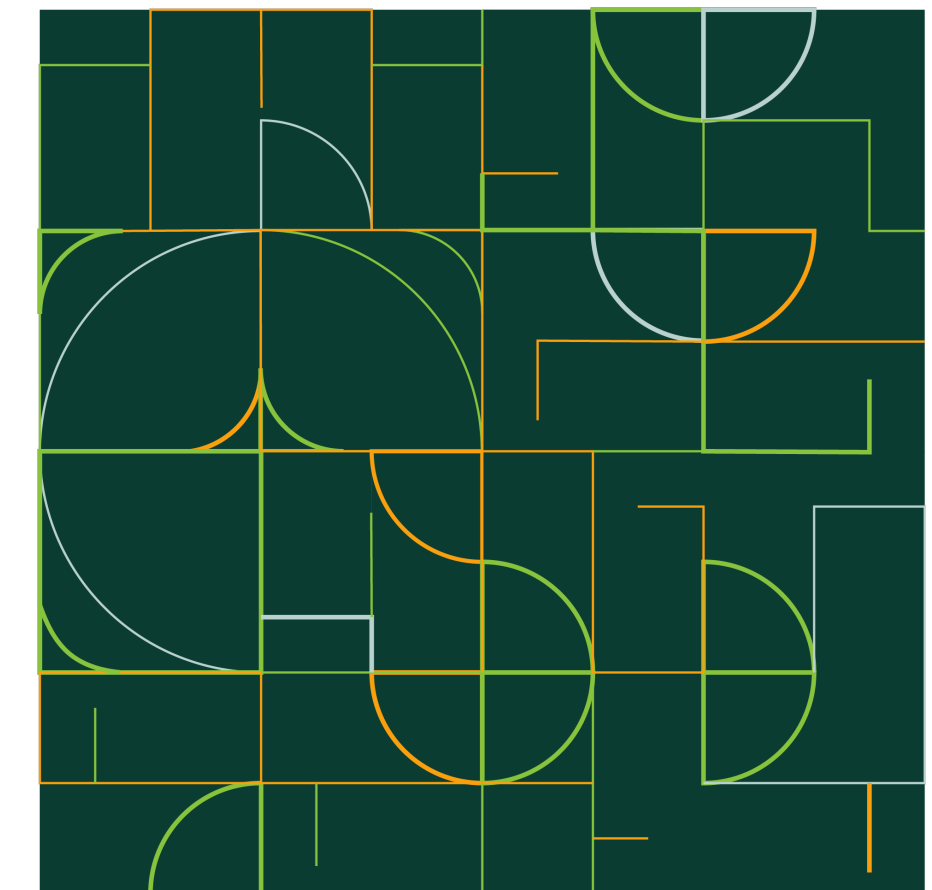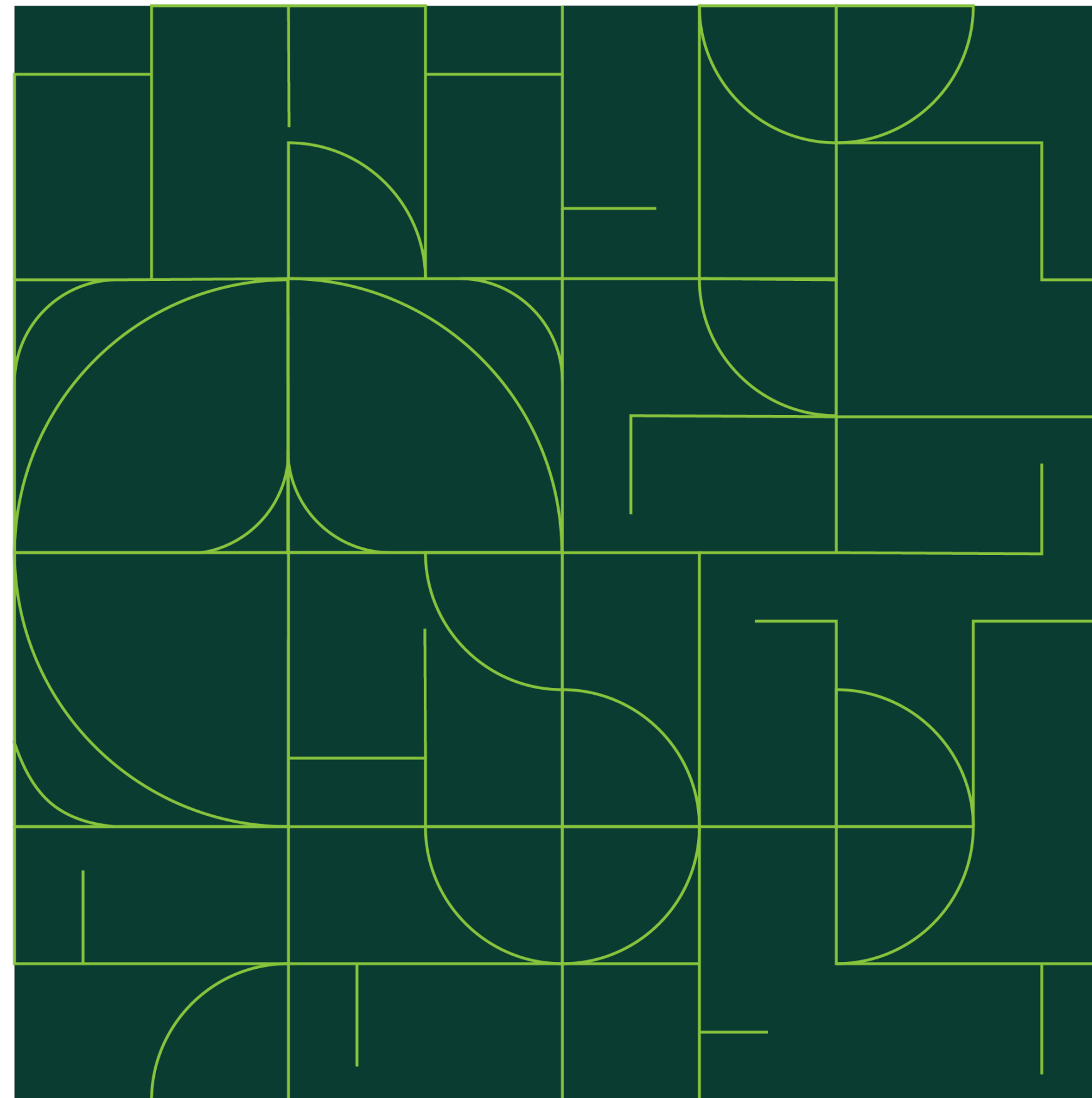
Brand Use

These examples show how the brand comes to life across different applications. From digital designs to print materials, consistent use of the brand's visual elements reinforces recognition and trust. Use these mockups as inspiration and guidance for maintaining brand integrity.

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The **Aluminum** Association

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The **Aluminum** Association

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→ Learn More

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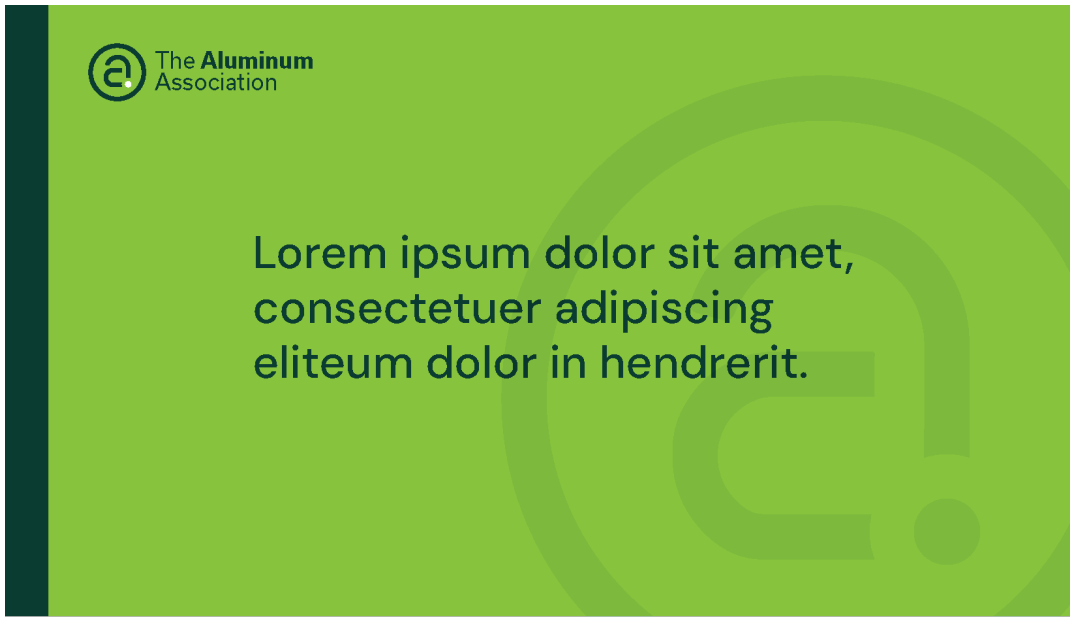
Branded Efforts

Branded Efforts

A branded effort is a distinct initiative or group that carries its own name, purpose, and sometimes visual style, while remaining within the Aluminum Association umbrella. Examples include the Aluminum PAC, Caucus, or a specific campaign, like Choose Aluminum. These efforts often have unique goals, audiences, or messaging needs that justify a tailored brand presence. While they may have their own logos or visual treatments, they should still align with the tone, values, and visual guidelines of the primary brand. Branded efforts are the exception, not the rule.

Branded Efforts

Choose Aluminum

The Choose Aluminum campaign tells the story of how aluminum is providing sustainable solutions in the areas of recycling, automotive production, building and construction, beverage packaging and more. It also tracks how the North American aluminum industry has reduced its carbon footprint by more than half over the last 30 years.

This logo should be used on any materials representing the Choose Aluminum campaign including any Choose Aluminum reports, social graphics, collateral, etc.

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Branded Efforts

Choose Aluminum

When placing the Choose Aluminum logo next to The Aluminum Association logo ensure that there is enough clear space around the two. Use the 'u' in Aluminum to measure out clear space around both logos.

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Branded Efforts

Choose Aluminum

The Choose Aluminum logo should always sit at the top right corner of one-pager collateral. Stick to the full colored logo where possible and use the knockout logo on darker colored backgrounds.

On presentations, the Choose Aluminum logo should be full opacity at the bottom left or bottom left center of the footer.

The Aluminum Association brand footprint should still live on branded collateral. Typically, bottom left with a minimum size of .75" on one-pagers and bottom right or bottom right center at the footer of presentations.

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ONE PAGERS

Lorem Ipsum

Dolar Sit Amit

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus duis convallis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. Iaculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.

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FRONT

BACK

FOR POWERPOINT PRESENTATIONS

Branded Efforts

Aluminum Nation

Aluminum Nation highlights the importance of the aluminum industry to the U.S. economy. For more than a decade, the Aluminum Association has worked with research firm John Dunham & Associates to produce economic impact studies that capture U.S. aluminum jobs, wages, output, and other information on an ongoing basis.

This logo should be used on any materials representing Aluminum Nation, including any Aluminum Association advocacy materials, reports, collateral, etc.

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PRIMARY

SECONDARY

Branded Efforts

Aluminum Nation

When placing the Aluminum Nation logo next to The Aluminum Association logo, ensure that there is enough clear space around the two. Use the 'u' in Aluminum to measure out clear space around both logos.

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Branded Efforts

Aluminum Nation

The primary Aluminum Nation logo should be the preferred logo in use, only use the secondary stacked logo when the Aluminum Nation presence needs to be scaled down for legibility – think watermarks or footers. Stick to the full colored logo where possible and use the knockout logo on darker colored backgrounds.

On presentations, the Aluminum Nation secondary logo should be full opacity at the bottom left or bottom left center of the footer.

The Aluminum Association brand footprint should still live on branded collateral. Typically, bottom left with a minimum size of .75" on one–pagers and bottom right or bottom right center at the footer of presentations.

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ONE PAGERS

FRONT

BACK

FOR POWERPOINT PRESENTATIONS

Branded Efforts

Aluminum Caucus

Created in 2013, the bipartisan Congressional Aluminum Caucus serves as an excellent forum to raise awareness of the U.S. aluminum industry and every aspect of the metal's production and use – from mining to manufacture to recycling.

A caucus is a forum formed by members of Congress so they can discuss specific issues or agenda items. There are many types of caucuses, ranging from political party to specific interest. The Congressional Aluminum Caucus is an interest group caucus where members discuss issues facing the aluminum industry.

This logo should be used on any materials representing the caucus including any Aluminum Caucus documents, pins, collateral, etc.

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Branded Efforts

Aluminum Caucus

When placing the Aluminum Caucus logo next to The Aluminum Association logo ensure that there is enough clear space around the two. Use the 'u' in Aluminum to measure out clear space around both logos.

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Branded Efforts

Aluminum Caucus

The Aluminum Caucus logo should always sit at the top right corner of one-pager collateral. Stick to the full colored logo where possible and use the knockout logo on darker colored backgrounds.

On presentations, the Aluminum Caucus logo should be full opacity at the bottom left or bottom left center of the footer.

The Aluminum Association brand footprint should still live on branded collateral. Typically, bottom left with a minimum size of .75" on one-pagers and bottom right or bottom right center at the footer of presentations.
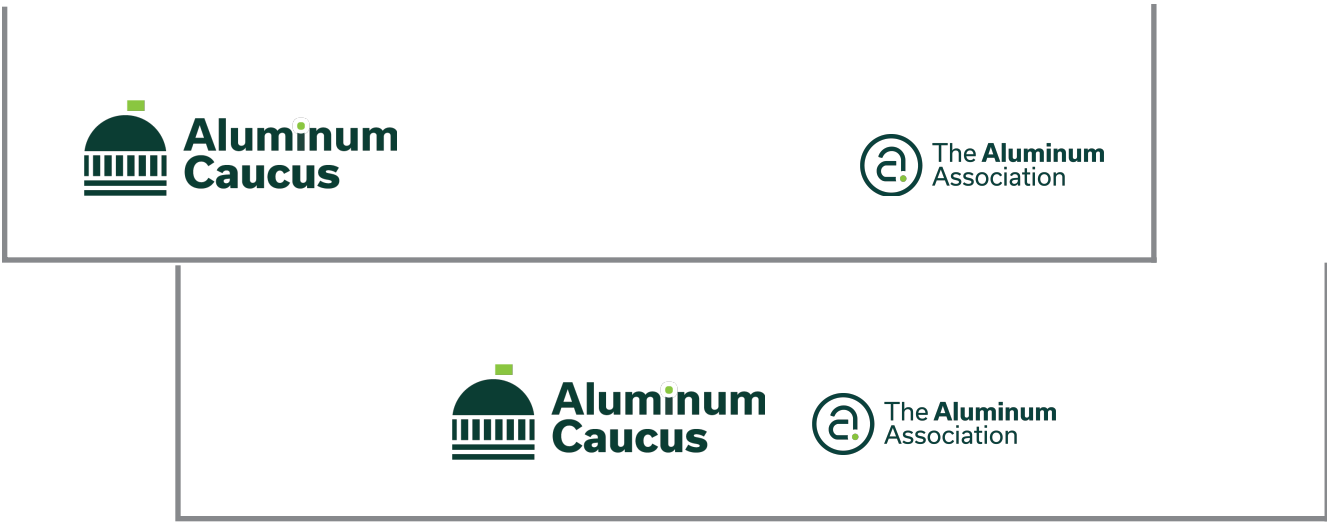
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ONE PAGERS

FRONT

BACK

FOR POWERPOINT PRESENTATIONS

Branded Efforts
Aluminum PAC

The Aluminum Association political action committee – Aluminum PAC – was created to support federal officeholders whose interests align with the aluminum industry. The PAC is a key tool in the Association's advocacy toolbox to increase the industry's profile, build credibility and develop long-term relationships with lawmakers.

This logo should be used on any materials representing the PAC including any Aluminum PAC documents, pins, collateral, etc.

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Branded Efforts

Aluminum PAC

When placing the Aluminum PAC logo next to The Aluminum Association logo, ensure that there is enough clear space around the two. Use the 'u' in Aluminum to measure out clear space around both logos.

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Branded Efforts

Aluminum PAC

The Aluminum PAC logo should always sit at the top right corner of one-pager collateral. Stick to the full colored logo where possible and use the knockout logo on darker colored backgrounds.

On presentations, the Aluminum PAC logo should be full opacity at the bottom left or bottom left center of the footer.

The Aluminum Association brand footprint should still live on branded collateral. Typically, bottom left with a minimum size of .75" on one-pagers and bottom right or bottom right center at the footer of presentations.

ONE PAGERS

FRONT

BACK

FOR POWERPOINT PRESENTATIONS

30
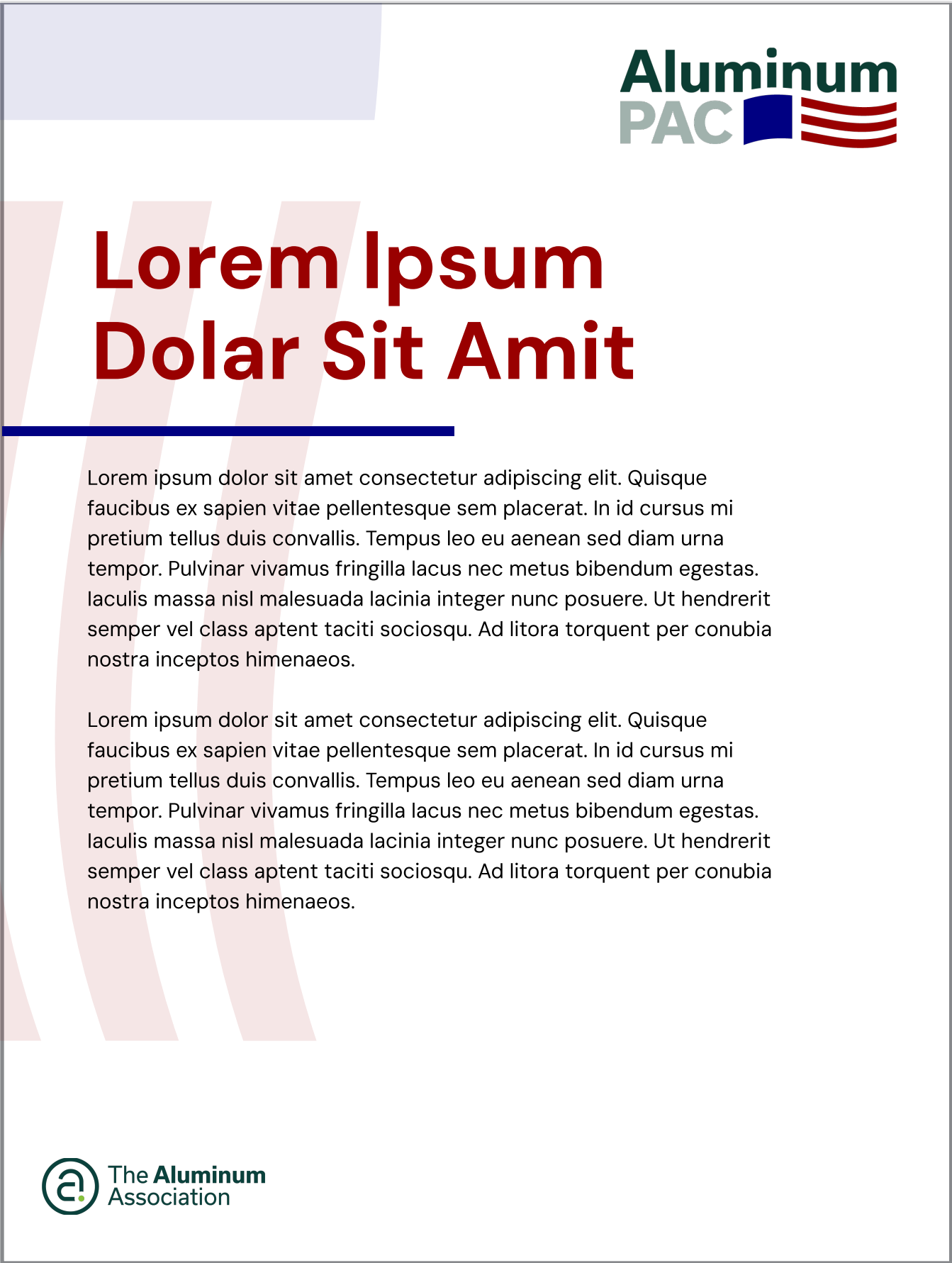
Contact

For more information please contact:

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