

# Logo guidelines

January 2019



**Simply**Miles™

Logo

Logo lockup

Minimum width of the logo lockup is 525 pixels/points



American Airlines smartphone App icon  
with SimplyMiles App descriptor



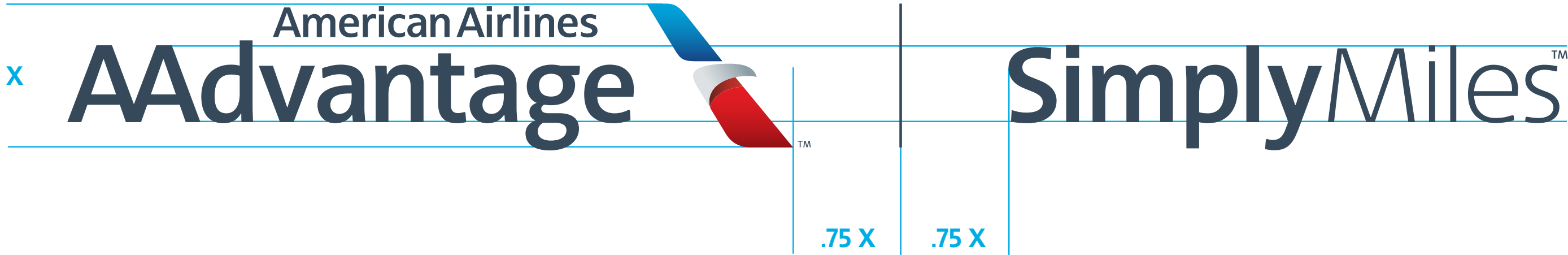
AA SimplyMiles

Freestanding logo



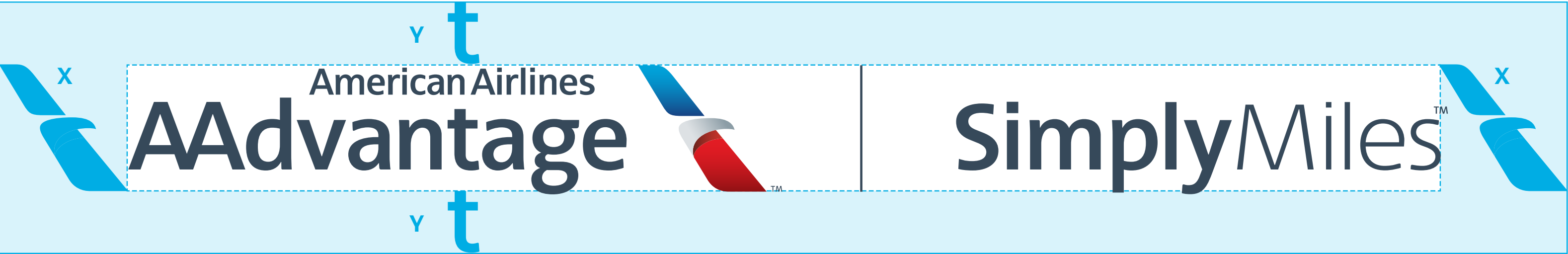
Logo lockup relationship

Logo lockup

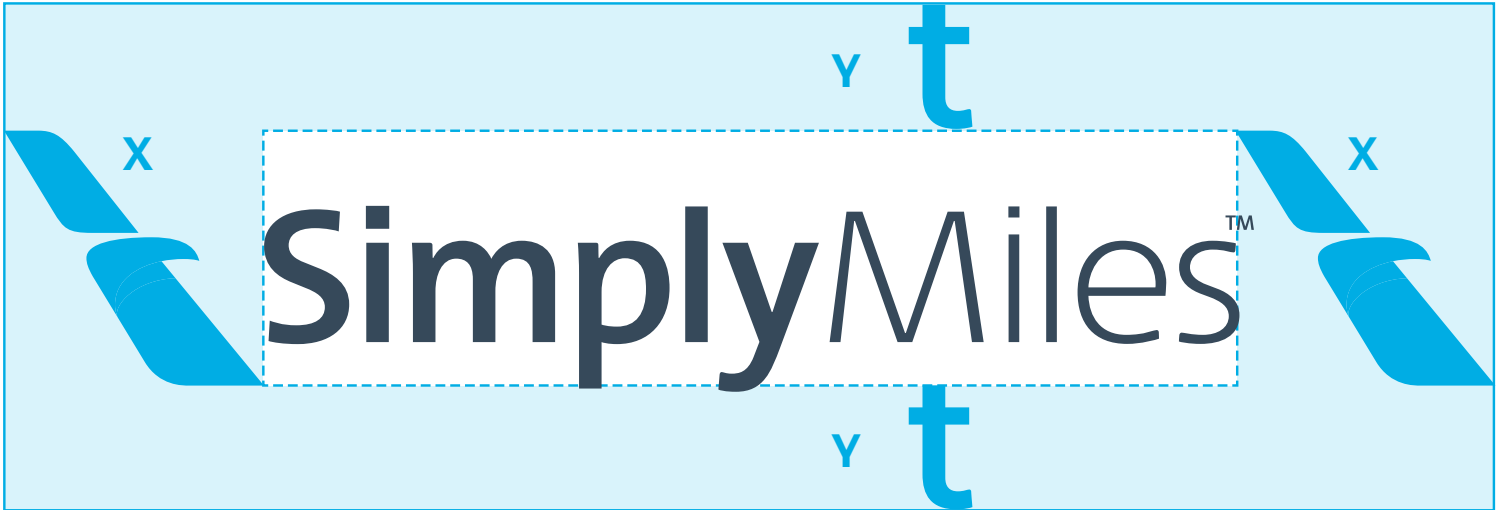


Logo clear space

Logo lockup

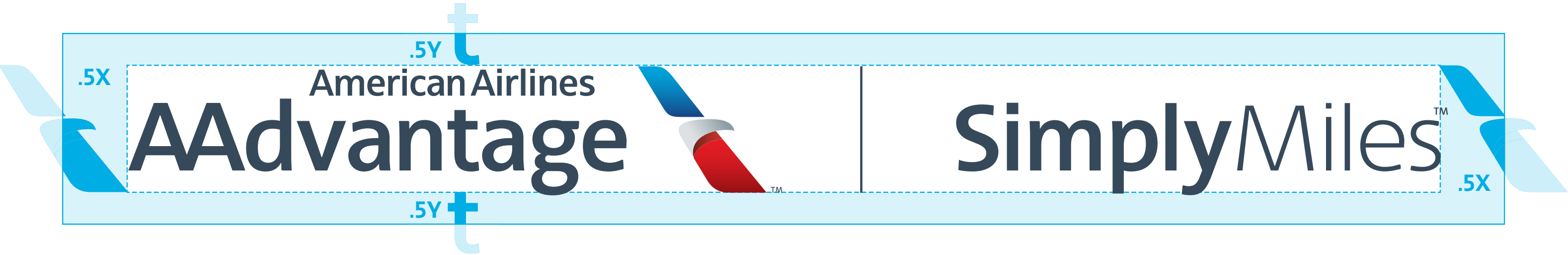


Freestanding logo

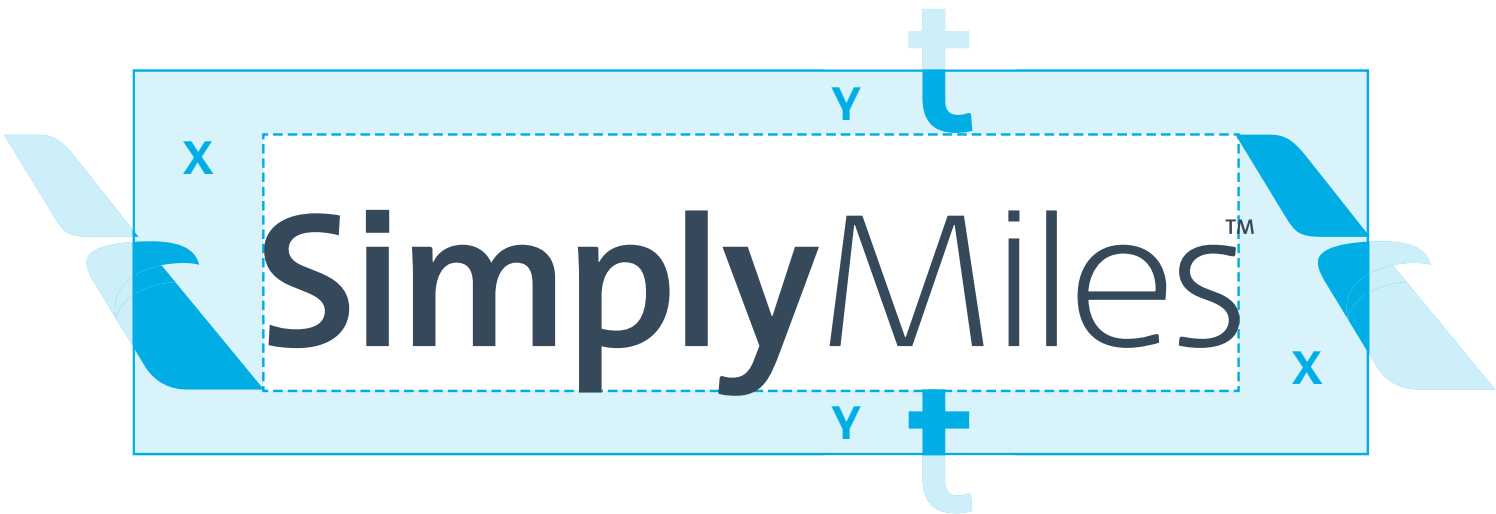


Minimum logo clear space

Logo lockup



Freestanding logo

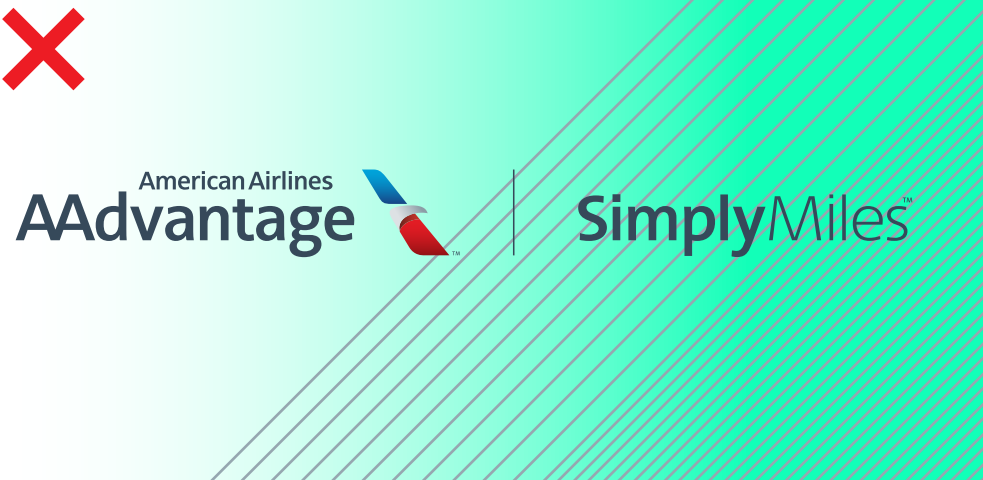


# Do not do examples

Do not change or adjust logo artwork in any way.  
Use original logo artwork as provided.



Do not use logo on color background  
or on patterned background.



Do not rotate logo.




Do not distort the logo in any way.




Do not add any visual effect to the logo.



American Airlines  
**AAdvantage**



SimplyMiles™



Glasses of wine17

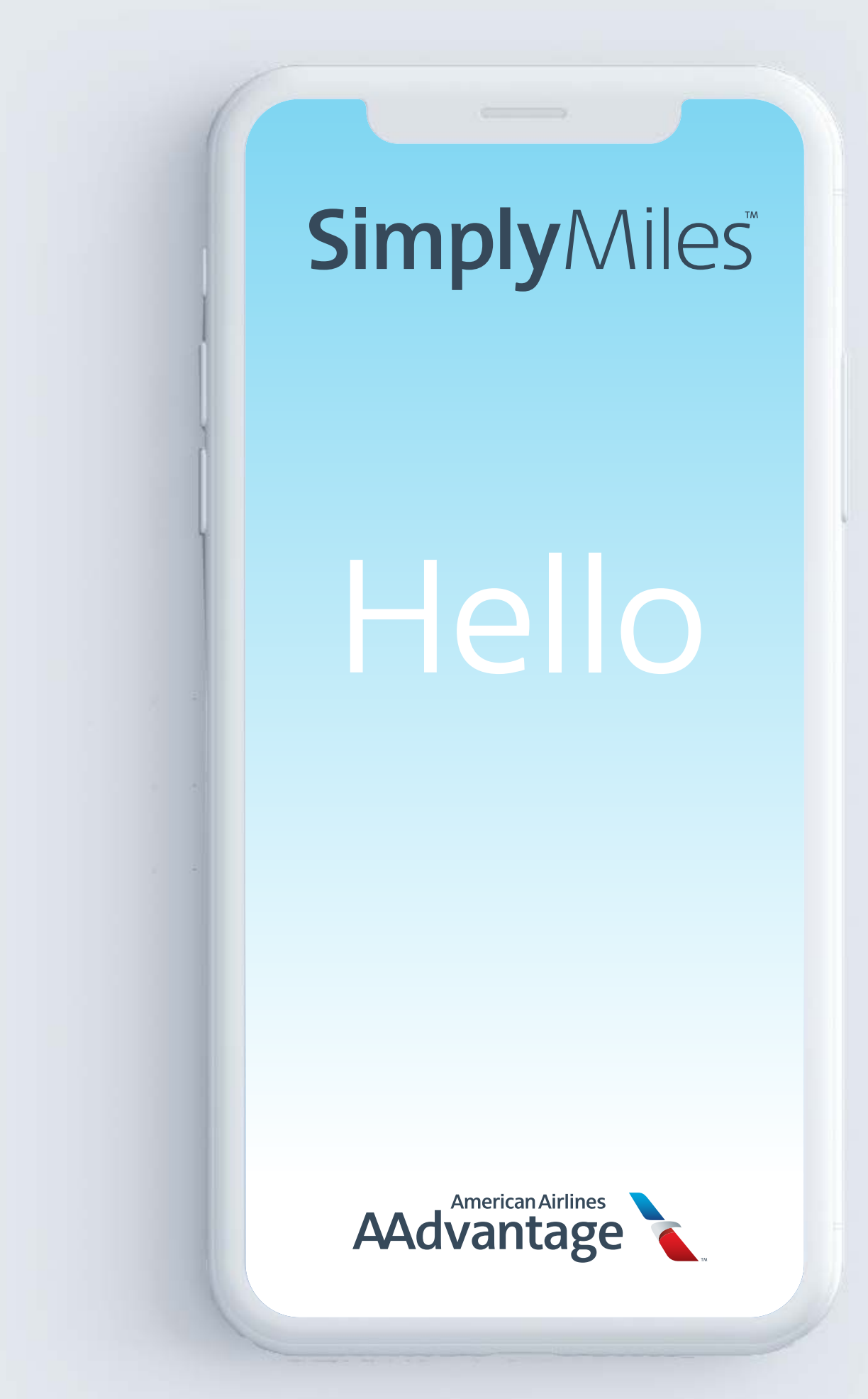
Pictures taken288

Sweets23

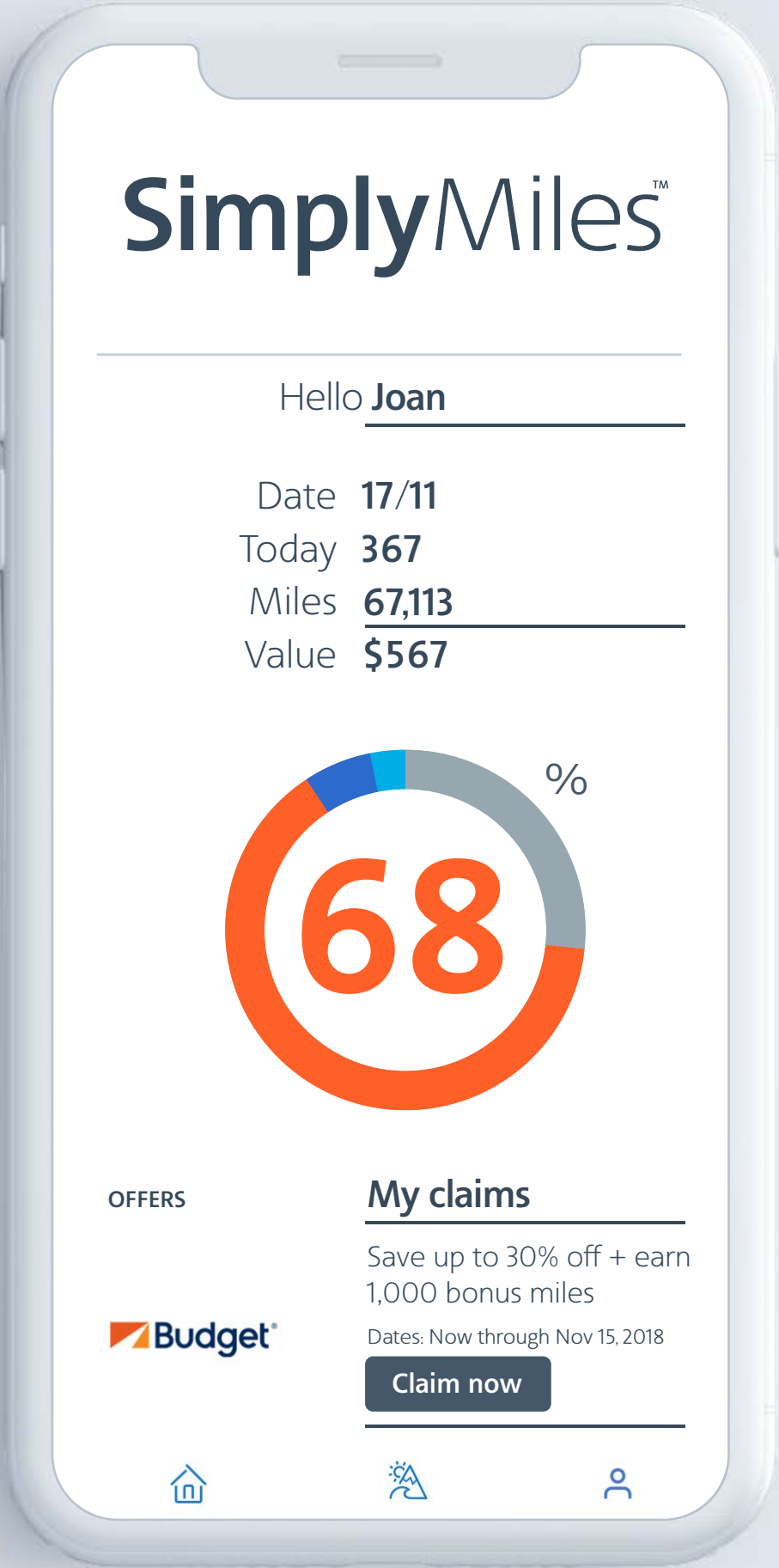
Smiles312

Join today

App loading screen







Hello Joan,

AAdvantage member number  
1245728

Earn up to 10,000  
miles per night.

Today: AAdvantage member number

9,632




Digital paid media units

720 x 300 px

American Airlines

AAdvantage



|

SimplyMiles

™


Turn miles into memories.

Join today

240 x 400 px

American Airlines

AAdvantage



Earn up to 10,000 miles per night.

Join today

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Earn up to 10,000 miles per night.

Join today

American Airlines

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Print magazine ad

American Airlines  
**AAdvantage**



SimplyMiles™



Best friends 3  
Sunny days 7  
Cities 4  

---

Smiles 743



Logo file library

aa\_aadv\_SM\_4cp\_grd\_pos.eps

Brand      SimplyMiles      Color      Symbol      Positive      File format

aa\_aadv\_SM\_4cp\_grd\_pos.eps



aa\_aadv\_SM\_rgb\_grd\_pos.eps  
aa\_aadv\_SM\_rgb\_grd\_pos.png



aa\_aadv\_SM\_1cp\_grd\_pos.eps  
aa\_aadv\_SM\_1cp\_grd\_pos.png



aa\_aadv\_SM\_1cp\_sld\_pos.eps  
aa\_aadv\_SM\_1cp\_sld\_pos.png



aa\_aadv\_SM\_4cp\_grd\_rev.eps



aa\_aadv\_SM\_rgb\_grd\_rev.eps  
aa\_aadv\_SM\_rgb\_grd\_rev.png



aa\_aadv\_SM\_1cp\_grd\_rev.eps  
aa\_aadv\_SM\_1cp\_grd\_rev.png



aa\_aadv\_SM\_1cp\_sld\_rev.eps  
aa\_aadv\_SM\_1cp\_sld\_rev.png



Logo file library

SM\_1cp\_grd\_pos.eps

BrandColorSymbolPositiveFile format

SM\_1cp\_grd\_pos.eps  
SM\_1cp\_grd\_pos.png

SimplyMiles™

SM\_1cp\_sld\_pos.eps  
SM\_1cp\_sld\_pos.png

SimplyMiles™

SM\_1cp\_rev.eps  
SM\_1cp\_rev.png

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