



## Academy Branding, Communications and Social Guidelines for Academy 2020 Nashville

The American Academy of Optometry, the Foundation and the Academy 2020 Nashville 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 reach out to one of the PR/Media Relations representatives below.

### Academy 2020 Nashville Location and Date

Music City Center  
 201 5th Ave S, Nashville, TN 37203  
 October 7-10, 2020

### Language Use Guidelines

- When shortening the name American Academy of Optometry, always use “the Academy” instead of AAO.
- When referring to the Academy’s annual meeting, please use the full name Academy 2020 Nashville or Academy 2020
- When shortening the name of the American Academy of Optometry Foundation, always use “the Foundation.”

| Use   | Do Not Use  |
|---|---|
| <ul style="list-style-type: none"> <li>• Academy 2020 Nashville</li> <li>• Academy 2020</li> <li>• The American Academy of Optometry Annual Meeting <i>(to be used when the year is not mentioned)</i></li> </ul> | <ul style="list-style-type: none"> <li>• AAO meeting</li> <li>• AAO 2020</li> <li>• AAO 20</li> </ul> |
| <ul style="list-style-type: none"> <li>• The meeting app is called: Academy.20 <i>(available fall 2020)</i></li> </ul>  | <ul style="list-style-type: none"> <li>• AAO app, Academy app, Academy2020 app, etc.</li> </ul>       |

## Social Media

The Academy has established channels for social media engagement throughout the year and during the Academy 2020 Nashville, they are:

### Facebook

- Like and follow us at <https://www.facebook.com/AAOPT>
- Posts: Tag @AAOPT

### Twitter

- Follow us at <https://twitter.com/aaopt>
- Posts: Tag handle @aaopt

### Instagram

- Follow us at <https://www.instagram.com/aaopt>
- Posts: Tag @aaopt

### LinkedIn

- Follow us at <https://www.linkedin.com/company/aaopt/>
- Posts: Tag American Academy of Optometry

### YouTube

- Subscribe at <https://www.youtube.com/optometryTV>

### Vimeo

- Follow us at <https://vimeo.com/optometry>

| Hashtag to Use  | Do Not Use   |
|---|--|
| <b>Twitter</b> <ul style="list-style-type: none"><li>• The official meeting hashtag is #Academy20</li></ul> | <ul style="list-style-type: none"><li>• #AAO20 or #AAO2020</li><li>• #Academy2020</li><li>• #AAOPT20 or #AAOPT2020</li></ul> |

### Social Post Examples

- We're excited to be attending #Academy20 on October 7-10 in Nashville. See you there!
- Calling all optometry professionals, we'll be exhibiting at #Academy20 in Nashville this fall. Come see us at Booth XXX!
- We'll be celebrating World Site Day this year in Nashville at the #Academy20 Annual Meeting. Let's improve eye care together!

## Logo Usage

The Academy brand logo and the Academy 2020 Nashville 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.

## Color Palettes

| Academy 2020 Nashville  | Academy Parent Brand  |
|---|---|
| <ul style="list-style-type: none"><li>• CMYK Green 100/0/60/3<br/>Web #00A289</li><li>• CMYK Red 23/100/88/15<br/>Web #AA182C</li><li>• CYMK Blue 100/71/22/5<br/>Web #00538B</li></ul> | <ul style="list-style-type: none"><li>• CMYK Green 100/0/60/3<br/>Web #00A289</li><li>• CMYK Gray 23/2/0/77<br/>Web #455560</li></ul> |

## 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).
- The word Diplomate should not be truncated or abbreviated in any way. The words "Diplomate, Low Vision" should be spelled out in entirety.
- The words Fellow and Diplomate should always be capitalized.
- *Optometry and Vision Science* 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

### **About the 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 journal, *Optometry and Vision Science*, 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: <http://www.aaopt.org>.

## Academy 2020 Nashville

### **About Academy 2020 Nashville**

One of the largest events of its kind in the world, Academy 2020 Nashville is being held at the Music City Center in Nashville, TN on October 7-10, 2020, and is expected to draw more than 8,000 optometrists, ophthalmologists, vision care professionals, students, support personnel and media, to discuss the latest optometric developments, trends and strategies. It is designed to provide attendees with an exciting, interactive experience that will give them the clinical and scientific knowledge they need to thrive in the evolving world of optometry. For more information, visit <https://academymeeting.org>.

## American Academy of Optometry Foundation

### **About the 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: <https://www.aaopt.org/home/aaof>.

## **Academy 2020 Online Media Center and Library**

As a courtesy to both our corporate and media partners, we have established the Academy 2020 Online Media Center and Library that will house news releases, fact sheets, video, photos, audio and a myriad of other resources for you to use before, during and after the event. Please visit:

<https://academymeeting.org/media/>

## Public and Media Relations

In order to better assist our corporate and media partners, we have established a dedicated media team for Academy Nashville 2020, and we encourage you to reach out to them for any communications needs you may have. From interviews with Fellows about the meeting to proper logo usage, this team is here to serve your requests for information.

Contacts:

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