The American Academy of Optometry, the Foundation and the Academy 2020 At Home 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 At Home**
October 7-22 during select times
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 At Home or Academy 2020.
- When shortening the name of the American Academy of Optometry Foundation, always use “the Foundation.”

<table>
<thead>
<tr>
<th>Use</th>
<th>Do Not Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academy 2020 At Home</td>
<td>AAO meeting</td>
</tr>
<tr>
<td>Academy 2020</td>
<td>AAO 2020</td>
</tr>
<tr>
<td>The American Academy of Optometry Annual Meeting (to be used when the year is not mentioned)</td>
<td>AAO 20</td>
</tr>
<tr>
<td>The meeting app is called: Academy.20 (available fall 2020)</td>
<td>AAO app, Academy app, Academy2020 app, etc.</td>
</tr>
</tbody>
</table>

SOCIAL MEDIA

The Academy has established channels for social media engagement throughout the year and during Academy 2020 At Home. 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

Hashtags to Use

- The official meeting hashtag is #Academy20
- Additional hashtags for 2020 are #SafeCE, #CEFromHome, #EyeAttendedAcademy20

Do Not Use

- #AAO20 or #AAO2020
- #Academy2020
- #AAOPT20 or #AAOPT2020

Social Post Examples

- We’re excited to be attending #Academy20 at home! #EyeAttendedAcademy20
- Calling all optometry professionals, visit us in the virtual exhibit hall at booth XXX during AcademyAtHome. #Academy20
- I attended [Insert Lecture title] during AcademyAtHome. #CEFromHome
LOGO USAGE

The Academy brand logo and the Academy 2020 At Home 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

<table>
<thead>
<tr>
<th>Academy 2020 At Home</th>
<th>Academy Parent Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>• CMYK Green 100/0/60/3 Web #00A289</td>
<td>• CMYK Green 100/0/60/3 Web #00A289</td>
</tr>
<tr>
<td>• CMYK Red 23/100/88/15 Web #AA182C</td>
<td>• CMYK Gray 23/2/0/77 Web #455560</td>
</tr>
<tr>
<td>• CYMK Blue 100/71/22/5 Web #00538B</td>
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</tbody>
</table>

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.
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.

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.

Public and Media Relations
In order to better assist our corporate and media partners, we have established a dedicated media team for Academy 2020 At Home, 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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321-356-5240