The American Academy of Optometry, the Foundation, and the Academy 2021 Boston annual meeting maintain the following set of branding, communications, and social media guidelines as well as corresponding repositories for use by all members, attendees, exhibitors, corporate partners, and media. For further questions, contact a member of the Marketing and Public Relations team. Contact information is provided at the end of this document.
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 2021 Boston” or “Academy 2021.”
- 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>
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</table>
| • Academy 2021 Boston  
• Academy 2021  
• The American Academy of Optometry Annual Meeting (to be used when the year is not mentioned) | • AAO meeting  
• AAO 2021  
• AAO 21 |
| • The meeting app is called: Academy.21 (available fall 2021) | • AAO app, Academy app, Academy2021 app, etc. |

Social Media

The Academy has established channels for social media engagement throughout the year and during Academy 2021 Boston. 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

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

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<th>Do Not Use</th>
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</table>
| • The official meeting hashtag is #Academy21  
• Additional hashtags for 2021 are #SafeCE, #EyeAttendedAcademy21 | • #AAO21 or #AAO2021  
• #Academy2021  
• #AAOPT21 or #AAOPT2021 |

Social Post Examples

- We’re excited to be attending #Academy21! #EyeAttendedAcademy21
- Calling all optometry professionals, visit us in the virtual exhibit hall at booth XXX during #Academy21.
- I attended [Insert Lecture title] during #Academy21.
Logo Usage

The Academy brand logo and the Academy 2021 Boston 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. Individuals and groups must contact the Marketing and Public Relations team to obtain logo use permission.

Color Palettes

<table>
<thead>
<tr>
<th>Academy 2021 Boston</th>
<th>Academy Parent Brand</th>
</tr>
</thead>
</table>
| • CMYK Blue 100/90/24/9  
   Web #283363 | • CMYK Green 100/0/60/3  
   Web #00A289 |
| • CMYK Red 11/99/99/2  
   Web #C0272C | • CMYK Gray 23/2/0/77  
   Web #455560 |

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.
Public and Media Relations

In order to better assist our corporate and media partners, we have established a dedicated media team for Academy 2021 Boston, 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:

Mandy Taylor
mandyt@aaoptom.org (Email preferred)
321-319-4862

Kayla Ritten
kaylar@aaoptom.org (Email preferred)
321-319-4869

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.

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: http://www.aaopt.org/aaof.