



AMERICAN INDIAN SCIENCE
AND ENGINEERING SOCIETY

BRAND IDENTITY AND
MARKETING GUIDE



2021





Purpose

The American Indian Science and Engineering Society (AISES) Brand Identity and Marketing Guide has been created to ensure the professional quality of organizational communications. Our goal is to maintain a cohesive identity internally and externally by promoting consistency in written materials and brand standards. The AISES Brand Identity and Marketing Guide is supplemented by the latest editions of the Associated Press (AP) Stylebook and Merriam-Webster’s Collegiate Dictionary. In cases of conflict, the Brand Identity and Marketing Guide supersedes the AP Stylebook and the AP Stylebook supersedes Merriam-Webster’s Dictionary. When in doubt, contact the AISES Marketing Department.

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Name and Logo

The AISES name and logo are important assets, and their use may be administered only in conjunction with the specific requirements set forth in this guide. Exceptions to these requirements must be approved in writing by the AISES Marketing Department.

Website

The AISES website is accessible at www.aises.org. The website is an important public education and marketing tool for the organization and should be mentioned in public education and marketing materials as often as possible. As with all aspects of AISES communications materials, use and design elements of all websites owned and/or managed by AISES must adhere to the requirements set forth in this Brand Identity and Marketing Guide. Exceptions to these requirements must be approved in writing by the AISES Marketing Department.

Logo Design Requirements

The AISES logo consists of the words “American Indian Science and Engineering Society” displayed in specific fonts chosen for the logo. No other fonts may be substituted. No exceptions.

When the AISES logo is used alone, it should be sufficiently isolated from illustrations, photographs, copy, or images that might detract from the logo’s prominence.

Electronic art can be supplied by the AISES Marketing Department as a .PNG, .JPG for websites and electronic applications, or .EPS for print applications.

01 Vertical Stacked Logo



02 Horizontal Logo



03 A-Icon Logo



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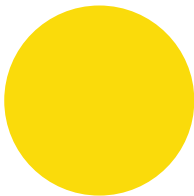
Required Colors

The bold and confident AISES color palettes, both primary and secondary, give us our personality. When working with our brand colors, please refer to the values below.

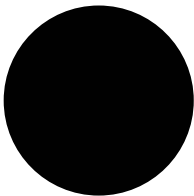
Primary Color Palette



CMYK 0/96/87/0
RGB 238/45/51

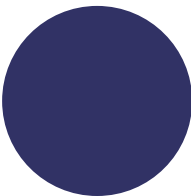


CMYK 2/10/99/0
RGB 253/219/3

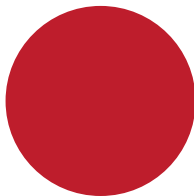


CMYK 40/40/40/100
RGB 0/0/0

Secondary Color Palette



CMYK 33/90/31/20
RGB 51/51/102



CMYK 15/100/90/10
RGB 190/30/45

Non-ink color applications, such as paint or vinyl film, should be the coated color swatches for matching purposes.

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Reproduction Sizes

Signatures should not be applied in sizes so small that the legibility to reproduction quality is reduced. Each approved color reproduction technique presents certain conditions that will affect its minimum size requirements.

Positive and reverse signatures are limited to a 5/8” corporate signature height. Signatures smaller than 5/8” must be approved by the AISES Marketing Department.

In the reverse signature art rendering, the stroke weight of the logotype is slightly thinner than the positive art to compensate for the visual gain of a reversed image. It is essential that the positive and reverse renderings are used only for their intended applications. Do not make a reverse image using the positive art, or make a positive image using the reverse art.

When designing an application, attention must be paid in selecting either a positive or reverse signature. For the signature to be clearly readable, positive signatures should be used on white or very light background colors. Likewise, reverse signatures should be used only on background colors that are dark enough to provide adequate contrast.

The diagram demonstrates approved positive and reverse reproduction techniques as they apply to a range of background gray scale based on their value. As a general rule, midrange values should be avoided since they are too dark for an effective positive application, but not quite dark enough to provide a crisp white reverse.

Positive Signature



Negative Signature 2



Negative Signature 1



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Support Design Typestyles and Typography

There are two main fonts — sans serif Myriad Pro and sans serif Century Gothic — for all designed materials, print and electronic.

Typestyle consistency, particularly on AISES signature application materials, is essential to projecting a cohesive public image and recognizable design style.

These typestyle families have been selected as the primary support design typestyles for the AISES identity system. Shown here is a selection of available styles for Myriad Pro and Century Gothic families. The design standards for AISES materials will designate weights and styles to be used in specific support applications. In other cases, selection of the appropriate typography style within these font families will be left to the discretion of the art director, project manager, or AISES Marketing Department.

Arial or Helvetica type families are recommended when Myriad Pro is not available, and Eurostyle is recommended when Century Gothic is not available.

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myraid Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Century Gothic Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Terms, Usage, Formalities, and Technicalities

A

Aboriginal

“Aboriginal” is preferred to “Aborigine.” Always use in reference to people as a noun and adjective, with an initial cap. Like “Native” and “Indigenous,” “Aboriginal” may also be used to refer to the original presence of anything in any region, and in most of these instances it would be lowercase.

acronyms

An acronym is an abbreviation comprising a sequence of initials pronounced as a single word, like “AISES.” Many other abbreviations are initialisms — a sequence of initials pronounced as separate letters, like “FBI.” This guide refers to both as acronyms. In general, acronyms should be spelled out on first reference with the acronym placed in parentheses immediately following only if the acronym used is subsequently in the same document. Refer to the AP Stylebook for the few acronyms that are permissible on first reference.

ad hoc

Refers to groups, committees, boards, and so forth that have been assembled for a limited purpose. It should not refer to actions or decisions. It is not a synonym for “episodic.”

administration

Lowercase (the “Nixon administration”).

adverbs

Do not insert a hyphen after the “-ly” ending of adverbs. (“Federally” and “tribally” are adverbs.) Note that not all words that end in “-ly” are adverbs (“Family” is a noun).

advisor

Advisory Councils

There are seven AISES advisory councils:

- Academic Advisory Council (AAC)
- Canadian Indigenous Advisory Council (CIAC)
- Corporate Advisory Council (CAC)

- Council of Elders
- Government Relations Council (GRC)
- Professional Chapter Council (PCC)
- Tribal Nations Advisory Council (TNAC)

affect/effect

“Affect” as a verb means “to influence”; “effect” means “to cause, to bring about.”

AISES

Avoid the apostrophe (trademarks are not properly possessives). Instead use AISES as a descriptor: the AISES mission (not “AISES’ mission”), or with an “of” construction: the work of AISES (not “AISES’ work”).

AISES Annual Report

AISES issues a report that provides an overview of how the organization is run and its current status, including consolidated financial statements as well as its partners, sponsors, and donors and the programs, events, awards, and member benefits that set it apart. The annual report is used in direct mail and other marketing activities.

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Alaska Native

"Alaska Natives" refers to the Indigenous people of Alaska. Not "Alaskan Native" or "Native Alaskan," which refers to anyone born and raised in Alaska.

a.m./p.m.

American Indian:

Also acceptable are "Native American," "Native," and "Indigenous."

ampersand/&

Spell out ampersands as "and" whenever possible.

B

blood quantum

The phrase "blood quantum" is acceptable in reference to enrollment credentials. "Full-blood," "half-blood," "quarter-blood," "half-breed," and "mixed-blood" are not.

Board of Directors

Capped in all references to the AISES Board of Directors, including the shortened form: "the Board."

brackets

Use square brackets to set off words within quotations that are an editor's insertions and not part of the actual quote.

brand names

See trademarks.

bylaw(s)

C

Canadian miscellany

In Canada a number of Native-specific usages differ from U.S. conventions:

- "Reserve" is the preferred term for "reservation."
- "Aboriginal," which appears in the Canadian constitution, is the preferred term for Native people.
- "Native" is an accepted, though not necessarily preferred, alternative to "Aboriginal."
- "Indigenous" is used within Canada much as it is used in the United States.

- "First Nation" is the preferred term for a particular Native group or government, comparable to American tribal nations. Note that "First Nations" does not include the Métis Nation or the Inuit; the inclusive abbreviation for Indigenous Canadians is "FNMI."
- "Indian" is not a preferred term in Canada; never "American Indian."
- "Band" is more widely used than "tribe."

capitalization

Capitalize initial words in a sentence, proper nouns, and official names and titles.

Universally identifiable regions should be capped as one word ("Midwest," "Southwest," "the South"), but directions of the compass should be lowercase ("continue south two miles"). Generally, do not initial-cap regions of a state or nation ("northern New York," but "Southern California").

Avoid full caps.

century

The numeration of centuries follows the general rule for numbers: spell out numbers under 10; use numerals for 10 and above ("first century," "15th century").

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chair/chairman/chairwoman

Use “chair” except when “chairman” and “chairwoman” are actual titles. Avoid “chairperson.”

commas

Insert a comma before the last item in a series (chocolate, vanilla, and strawberry).

compliment/complement

A “compliment” is praise; “complement” implies completion.

complimentary

Free of charge (or expressing a compliment)

compound modifier

Generally hyphenate before the noun: a 10-year-old girl; a long-term contract; a hard-working student.

compound nouns

Consult the dictionary.

computer science

CS is acceptable on second reference.

D

Dakota/Lakota/Nakota

A confederacy of different tribal bands with different dialects that make up the Oceti Sakowin (see Seven Council Fires), or Great Sioux Nation. The Sioux primarily live on reservations in North and South Dakota, Minnesota, Nebraska, and Montana.

database

dates

Use Arabic figures with no letters (-th, -nd, -rd, -st). Spell out months whenever possible and separate elements of dates with commas — January 29, 2020. In a continuing sentence insert a comma after the final element (month or year). Month abbreviations are Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec. Use the abbreviations only with a numbered day of the month.

diversity, equity, and inclusion

Diversity, equity, inclusion. DEI is acceptable on second reference.

direct mail

A form of marketing that involves sending a piece of

promotional material through the U.S. Postal Service or other courier to a home or business.

disburse/disperse

“Disburse” is to expend money from a fund; “disperse” is to scatter.

dollar(s)/dollar sign

Except in direct quotes, use the dollar sign instead of spelling out the word “dollar(s).”

donor advised fund

E

e.g.

For the Latin *exempli gratia* (“for example”). Use it sparingly and avoid confusion with “i.e.” (“that is”).

ellipses

Three dots indicate missing words or trailing speech, usually at the end of a sentence. When material is missing directly after a complete sentence, there should be four dots (the first is the period ending the prior sentence).

email

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et al.
Abbreviation for the Latin *et alia* (“and others”). Use it to refer to people (“etc.” is for things). Note there is a period after the abbreviation “al.” and not after the word “et” — use sparingly.

F
female/woman/women

“Woman” and “women” are preferred nouns. Generally, use “female” as an adjective and avoid as a noun, especially where the adjective “male” would not be used.

First Nation/First Nations

Fort
Do not abbreviate.

foundation(s)
Spell out and capitalize as part of an official title (“the Ford Foundation”; but “the foundation”).

fractions
Spell out simple fractions using hyphens (“two-thirds”). Use figures for precise amounts larger than one, converting to decimals when practical. For mixed

numbers leave a space between the whole number and fraction. See percent.

fundraising/fundraiser/fundraise

G
grantmaking/grantmaker

grassroots

H
Hawaii/Hawaiians
“Native Hawaiians” is appropriate when referring to the Indigenous people of Hawaii.

homeland(s)
One word except in official designations (Department of Hawaiian Home Lands).

I
i.e.
For the Latin *id est*, (“that is”). Use sparingly; do not confuse with “e.g.” (“for example”).

inbox

Inc.
Do not set off with commas even when the company does.

Indian
“American Indian,” “Native American,” “Native,” and “Indigenous” are preferred.

Indian Country
Capitalize both words on this legal designation signifying lands under U.S. jurisdiction within the exterior boundaries of reservations and lands considered “dependent Indian communities.” “Indian Country” can be applied to reservations and Alaska Native villages alike, but note that lands held by Alaska Native corporations are not “Indian Country” in the same sense as in the lower 48 states. The term does not apply to Hawaii, U.S. possessions, or any non-U.S. jurisdiction.

Indigenous
Use this term, capitalized, when referring to Native people. It is an adjective, so “Indigenous people(s).” Avoid attempted nouns such as “Indigenes” or “the Indigenous.” When distinguishing between “Indigenous people” and “Indigenous peoples,” follow the rule discussed under Native below.

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Indigenous Peoples’ Day

Iroquois Confederacy

Also known as the Six Nations, the Iroquois League, or in their own term “Haudenosaunee” (People of the Longhouse). The alliance consists of the Seneca, Mohawk, Onondaga, Cayuga, Oneida (of New York), and Tuscarora.

internet

italics

Italic type is for highlights and emphasis; avoid entire blocks of text in italics as it is difficult to read.

J

judgment

Jr./Sr.

No preceding comma and no comma follows in a continuing sentence.

L

Listserv

Initial cap is how AP recommends running this full-cap trademark for a software program that maintains email discussion groups.

M

millions and greater

Replace the zeros with the appropriate word (six million, 73 billion)

mission statement of the American Indian Science and Engineering Society

The American Indian Science and Engineering Society (AISES) is a national nonprofit organization focused on substantially increasing the representation of Indigenous peoples of North America and Pacific Islands in science, technology, engineering, and math (STEM) studies and careers.

Mount

Do not abbreviate.

N

NAISEF

National American Indian Science and Engineering Fair

NAIVSEF

National American Indian Virtual Science and Engineering Fair

Nation

Capitalize as part of an official name or title; “the Navajo Nation”; “the nation” on subsequent reference.

Native

Capitalize when referring to Native people(s) or their activities: “Native language,” “Native crafts,” “Native lifeways” are correct in reference to the activities of Native people(s) or culture. But in a reference to crafts native to the region, “native crafts,” no capital, even if the crafts native to the region were Native crafts.

Native Hawaiian

“Native Hawaiian” is appropriate when referring to the Indigenous people of Hawaii. “Hawaii native” is anyone born and raised in Hawaii.

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nonprofit

One word, no hyphen. Generally avoid the term “not-for-profit” unless required in reporting documents. The international term for nonprofits is “non-governmental organizations (NGOs).”

numbers

Spell out one through nine and use numerals for 10 and above for both cardinal and ordinal numbers.

Spell out numbers that begin sentences. When numbers above 20 are spelled out, a hyphen connects the “-ty” ending with the following word: “forty-three,” but “one hundred forty-three.”

O

ongoing

online

P

parentheses with other punctuation

When an entire sentence is enclosed in parentheses, the closing punctuation mark stays within the closing parenthesis. Question marks, exclamation points, and

closing quotation marks precede a closing parenthesis if they belong to the parenthetical material and follow it if they belong to the surrounding sentence. Periods precede closing parentheses only when the entire sentence is parenthetical. Commas, semicolons, and colons do not precede a closing parenthesis.

people/peoples

“Peoples” implies sovereign nationality, whereas “people” implies a more casual association. Use the term “Native peoples” where the distinction should be made, or as a term of respect. In general, “Native peoples” is preferred, but “Native people” can be used where it seems more appropriate, as in referring to a small number of Native people who are engaged in everyday pursuits, like attending a powwow.

percent/percentages

“Percent” is one word, always spelled out; the quantity is never spelled out even when less than 10 (“6 percent”; “60 percent”). Reserve the percent sign (%) for tables, columns, and charts. Quantities less than one should be preceded by a leading zero (“0.81 percent”).

planned giving

Commonly conveyed through a will or trust and

arranged as part of an individual’s estate planning, these gifts typically amount to a major future donation in the form of cash, equities, or property. Questions about arranging a planned gift should go to the director of marketing.

possessive apostrophe after final “s”

For common and proper nouns ending in “s,” use only the possessive apostrophe (“Nora Mapes’ cat,” not “Mapes’s”).

potlatch

The equivalent in Alaska, the Northwest, and parts of Canada of the Plains “giveaway” — a traditional ceremony of recognition and sharing.

PowerPoint

powwow

pre-college

pre-college (not precollege)

publications

Winds of Change magazine — The AISES flagship publication is distributed five times a year: Spring (print and digital), Summer (digital only), Fall (print and

www.aises.org

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digital), Conference Wrap-Up (digital only), and Special College Issue (print and digital). Content includes feature articles on topics of community interest, news of members and the organization, and information to support readers at every stage on their STEM path. The Special College Issue features the Top 200 Colleges for Indigenous Students.

Paths to Opportunities e-newsletters are published monthly in two separate editions, one for professionals and one for students. Each edition includes a feature article, a Q&A with a member or outside expert, links to resources, and classified ads.

R

resource(s)
A stock or supply of money, materials, staff, and other assets that can be drawn on by a person or organization in order to function effectively.

report(s)
Give a spoken or written account of something that one has observed, heard, done, or investigated.

region/regional
AISES chapters are divided into seven regions across the U.S. and Canada, with a student regional www.aises.org

representative from each.

resume
No accent marks in noun form.

robotics
Technology behind the construction and operation of robots in automation.

S

Seven Council Fires
The “Oceti Sakowin” is the correct historical terminology for what is often referred to as the “Great Sioux Nation.” The name comes from the distinct encampments — the Seven Council Fires — of the different bands that gathered every year.

slash
The slash, or virgule, has its uses, but its meaning is unclear when used to separate two terms (does “hot/cold” mean “hot and cold” or “hot or cold?”); the only acceptable use is “and/or,” but even then try to rewrite the sentence to avoid this construction.

social media
Follow all brand guidelines when posting on behalf of AISES.

socially responsible investing/SRI
Lowercase spelled out term. The initialism “SRI” can be used on subsequent reference, but not in reference to socially responsible investors.

Sphero BOLT
An app-enabled robotic toy that AISES uses in grant-funded computer coding training programs.

sponsors
AISES has the support of several levels of sponsors. Before using a sponsor name or logo, check with business and program development to be sure you have the latest information.

start-up

state abbreviations
Spell out state names whether standing alone in text or appearing with a city or town. For datelines in press releases, use abbreviations in the AP Stylebook.

A comma and a space come between town and state: Albuquerque, New Mexico. In a continuing sentence, a comma follows the state name.

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STEAM
Acronym for “science, technology, engineering, arts, and mathematics.”

STEMM
Acronym for “science, technology, engineering, mathematics, and medicine.”

STEM
Acronym for “science, technology, engineering, and mathematics.”

T
tax-exempt/tax exemption/501(c)(3)/Section 7871
Hyphenate “tax-exempt” when used as an adjective, but not “tax exemption” when used as a noun.

telephone number style
Periods (not dashes or spaces): 888.888.8888

titles
Titles of organizations or organized groups should be capitalized on first reference and subsequent reference if the entire formal title is used again. Subsequent references that are shortened are lowercase (the

Northern Cheyenne Tribal Council becomes “the council” or “the tribal council”).

Professional titles of individuals should be capitalized when they appear before the name as part of the name (Secretary of Defense Ashton Carter), but lowercased when they follow the name (Ashton Carter, secretary of defense). Titles may be abbreviated only with the person’s full name. (Gen. Dwight D. Eisenhower; General Eisenhower). Titles that appear without the name or in apposition to the name (not set off by a comma) are lowercase (“the beloved queen Elizabeth II”).

Do not capitalize occupational titles (the astronaut John Herrington, the musician Joann Shenandoah, former president and peanut farmer Jimmy Carter).

Terms denoting positions of tribal leadership are capped with or without the individual’s name: Principal Chief; Tribal Governor.

Courtesy titles like “Ms.” and “Mr.” should appear only in correspondence.

titles of publications, creative work
Use double quotation marks around minor titles: unpublished documents and published essays,

newsletter articles, newspaper articles, magazine articles, policy position papers, research papers, songs, episodes of TV series.

Use italics for titles of books, journals, magazines, newspapers, newsletters, works of art, films, and plays.

Names of court cases are italicized, but official names of specific legislation are not.

Titles of standard reference books like dictionaries are always in plain text, as are the Bible, the Koran, the Book of Mormon, and any other scriptural volume of an established religion.

tool
Do not overuse as a synonym for “method” or “venue.”

trademarks
Capitalize trademarks but lowercase any preceding articles (a, an, the); treat shortened forms of the name as you would any common noun; replace internal asterisks, etc., with a hyphen; and drop stylized typographic elements (“the Ford Foundation” and “the foundation,” not “The Ford Foundation” or “the Foundation”; “E-Trade”, not “E*Trade”; “Yahoo”, not “Yahoo!”)

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tribal leadership

Titles denoting tribal leadership are always capped, with or without a leader's name (Principal Chief; Governor).

Tribe

Capitalize as part of an official name, but the “Rosebud Sioux Tribe” becomes the “tribe” on subsequent reference.

U

underscoring

In general, do not underscore, with the rare exception of direct mail.

underway

United Nations/United States

May be abbreviated with periods as nouns and adjectives.

W

web

webpage

website

well-being

-wide

The suffix is closed on words listed that way in Webster's, but otherwise hyphenated ("nationwide"; "reservation-wide").

widows/orphans

These terms describe single words or short lines standing alone at the bottom (orphan) or top (widow) of pages or columns in a layout. Avoid them.

Wi-Fi

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