

AUA 2025

APRIL 26-29

Las Vegas

STYLE GUIDE



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COLORS

Primary Colors



PMS: 289 C
CMYK: 99-76-12-68
WEB: 0C2340
RGB: 8-38-63



PMS: 570 C
CMYK: 57-0-34-0
WEB: 6BCABA
RGB: 109-199-184



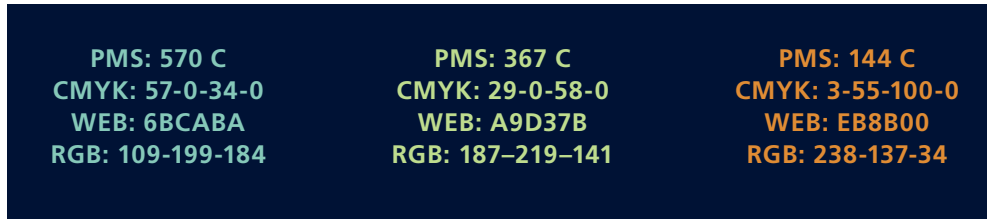
PMS: 367 C
CMYK: 29-0-58-0
WEB: A9D37B
RGB: 187-219-141



PMS: 144 C
CMYK: 3-55-100-0
WEB: EB8B00
RGB: 238-137-34



PMS: 323
CMYK: 90-44-56-24
WEB: 086262
RGB: 8-98-98



FONTS

Frutiger

Primary typeface for all content, including print and web applications.

67 Bold Condensed



HEADER

67 Bold Condensed



Subheader 1

65 Bold



Subheader 2

55 Roman



Body 1: Totatem quat. Si consedita dolesse rumquatur? Re con cus eaque illorum invere seratiusam consequas ium exceptas.

56 Italic



Body 1 Italic

45 Light



Body 2: Totatem quat. Si consedita dolesse rumquatur? Re con cus eaque illorum invere seratiusam consequas ium exceptas.

46 Light Italic



Body 2 Italic

LOGO

Wide

Tall

PRE-MEETING

AUA 2025
APRIL 26-29
Las Vegas

AUA
2025 APR 26-29
Las Vegas

ON-SITE

AUA 2025
Las Vegas

AUA
2025
Las Vegas

TALL

AUA
2025 APR 26-29
Las Vegas

WIDE

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Las Vegas

IMAGERY

Las Vegas Skyline Shapes

Skyline shapes and closeup sections of the skyline shapes will be the primary source of color and imagery for the AUA2025 brand.



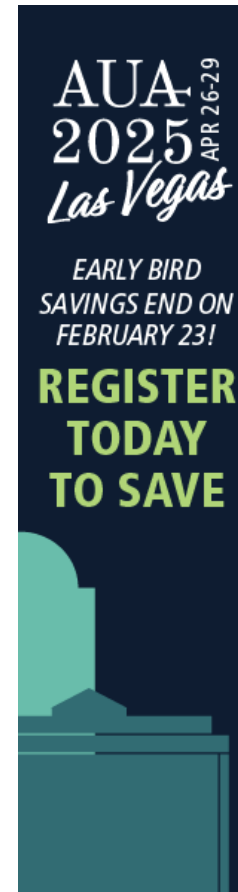
DESIGN SAMPLES

Web Ads

300x250 px



160x600 px



DESIGN SAMPLES

Digital Ads

728x90



DESIGN SAMPLES

Website



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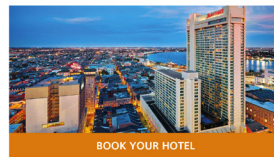
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 **American Urological Association**

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AUA Gov. Relations & Advocacy
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AUA2024 Location
The Convention Center
123 Louisiana Street
New Orleans, LA 94103

Related Links
[AUA.net.org](#)
▶ Guidelines
▶ Journal of Urology
▶ Press/Media
▶ Privacy Policy

AUA and AUA2024 Contacts
The AUA is always happy to help you with any questions you may have regarding the AUA or the AUA Annual Meeting.
Speaker Inquiries: speakers@AUAnet.org
Registration Inquiries: customerservice@AUAnet.org
Annual Meeting Inquiries: convention@AUAnet.org
Membership Inquiries: membership@AUAnet.org
Exhibitor Inquiries: exhibits@AUAnet.org
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Sponsorships: sponsorships@AUAnet.org

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DESIGN SAMPLES

Print

Ads



AUA 2025
APRIL 26-29
Las Vegas

JOIN US!

Register by February 21 to
SAVE with early-bird rates!

Members
Save
up to \$850!

Visit AUAnet.org/AUA2024 to
explore the program and register.

The graphic features a dark blue background with a stylized city skyline at the bottom in shades of orange, teal, and light green. The text is arranged in a clean, modern layout with a mix of serif and sans-serif fonts.

DESIGN SAMPLES

Signage Meters

AUA 2025
Las Vegas

**SPEAKER
READY ROOM**

HOURS OF OPERATION
Wednesday, October 3rd
10:00 a.m. - 3:30 p.m.

Thursday, October 4th
8:30 a.m. - 3:30 p.m.

Friday, October 5th
8:30 a.m. - 6:30 p.m.

Please check-in upon arrival



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AUA 2025
Las Vegas

↑ STRAIGHT AHEAD TO:
Registration
Exhibit Hall

← THIS WAY TO:
Restaurants
Transportation

→ THIS WAY TO:
Information
Meeting Rooms



DESIGN SAMPLES

Signage Meters Cont.

Signage Banners

Aisle Signs



DESIGN SAMPLES

Welcome Entrance Example



ANY QUESTIONS?

Usage & Approval

This Style Guide provides information on the use of logo, colors and fonts of the 2024 American Urological Association (AUA) Annual Meeting. If you have questions—or if your needs extend beyond the parameters outlined here—we ask that you contact Jennifer Kennedy, AUA Creative Manager at jkennedy@AUAnet.org.