



## CHAPTER ADOPTION OF AAFP FOUNDATION SEAL

The AAFP Foundation Board of Trustees approved voluntary adoption of the AAFP Foundation seal by individual chapter foundations with the following stipulations:

1. Chapter must have adopted the new AAFP seal.
2. Chapter will pay a flat fee of \$300 to the AAFP Marketing department for design work required to create the customized logo. Chapters will receive four versions of the seal (spelled out version in color and B & W and all caps version in color and B & W) in three files formats (JPEG, EPS, TIFF).
3. Chapter version of the seal may not use the AAFP Foundation Red (Pantone® 704) or the AAFP Orange (Pantone® 145). Chapters may use the other AAFP palette colors or colors of their own selection.

An example of a customized chapter foundation seal is attached. The contact person for chapters wishing to adopt the new seal is **Kim Cragg**. She may be reached at 913-906-6000, Ext. 5602 or by e-mail at [kcragg@aafp.org](mailto:kcragg@aafp.org).