Guidelines for Designing an AA Event Poster for Inclusion on the AA Website

Groups, Areas, or Intergroup Committees that hold an AA event e.g. Day of Gratitude, an Open Public Meeting, a Service Workshop, a Mini-Convention often design a poster advertising the event and can request that it is displayed on the AA Website. However, Posters should meet certain criteria before this can be considered.

The following guidelines may be useful for AA Event Committees to consider when designing a poster:

1. **AA Logo**

    1.1. The official logo of Alcoholics Anonymous in Ireland is the property and copyright of General Service Board of Alcoholics Anonymous of Ireland CLG and may only be used with their permission. It differs in some technical respects from all other national and international AA logos. The reason for this is to differentiate between countries and to make our logo unique to Ireland. The triangle does NOT meet the circle in AA Ireland's logo.

    1.2. Permission is sought through the Structure of AA – Group to Area to the Intergroup Secretary to the Provincial Trustee, who has the authority to grant permission on behalf of the General Service Board, then the logo can be downloaded from the AA website.

2. **AA Event Poster Content**

    2.1. Do not include links to other websites or organisations – AA neither endorses nor opposes any causes.
    2.2. To avoid any issues with privacy and General Data Protection Regulations (GDPR) personal names, phone numbers or personal email addresses should not be used. Use the official AA Area or Group's **alcoholicsanonymous.ie** email address that is issued by the General Service Office (GSO). Contact GSO for further information.
    2.3. AA Event posters should be submitted in a PDF format.

3. **Submitting the Poster for Inclusion on the Website**

    3.1. Committees should submit the poster through the Structure to the Provincial Intergroup Secretary who can email it to GSO at gso@alcoholicsanonymous.ie. Once the necessary criteria are met, the poster can be displayed on the website.

Checklist for Event Committees Designing an AA Event Poster

Does the Poster include the following:

☐ The official AA Logo (**if** a Logo is included on the poster)

☐ The name of the AA Group, AA Area or Intergroup hosting the Event

☐ Event type e.g., Day of Gratitude, One Day Event, Mini Convention

☐ Event Theme

☐ Event dates and times

☐ Venue

☐ Venue contact number

☐ Official AA email address for enquiries regarding the Event