

# ASTA STATE CHAPTER LOGO TYPOGRAPHY

Just as a logo communicates an organization's message, so does the typography. Type style, usage, placement and coordination all combine to reinforce and sometimes act as the sole interpretation of your brand.

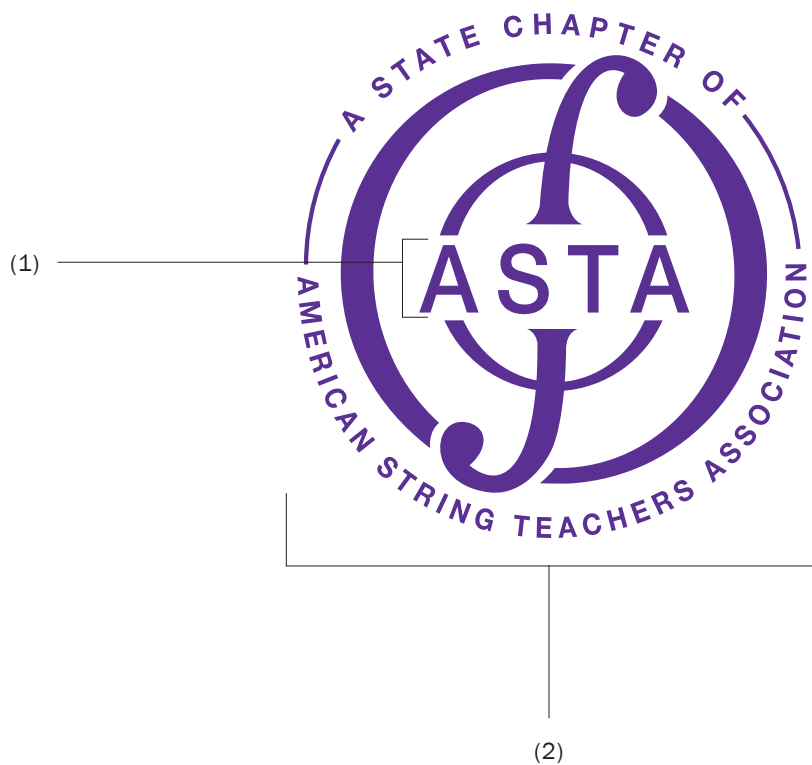
The typefaces used in the ASTA state chapter logo and lockup are:

**(1) Logo Typography**

Helvetica Neue Medium

**(2) Logo Tagline Typography**

Helvetica Neue Bold



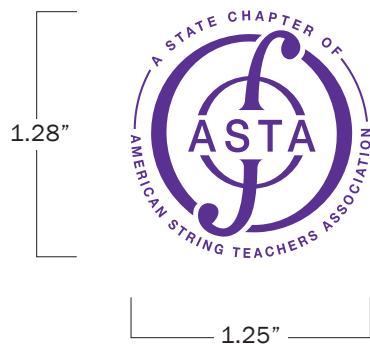
# ASTA STATE CHAPTER LOGO SIZE REQUIREMENTS

To ensure legibility of the ASTA state chapter logo, a minimum size has been determined.

## The Minimum Size for ASTA's State Chapter Logo

The preferred logo width cannot be smaller than 1.25"

The preferred logo height cannot be smaller than 1.28"

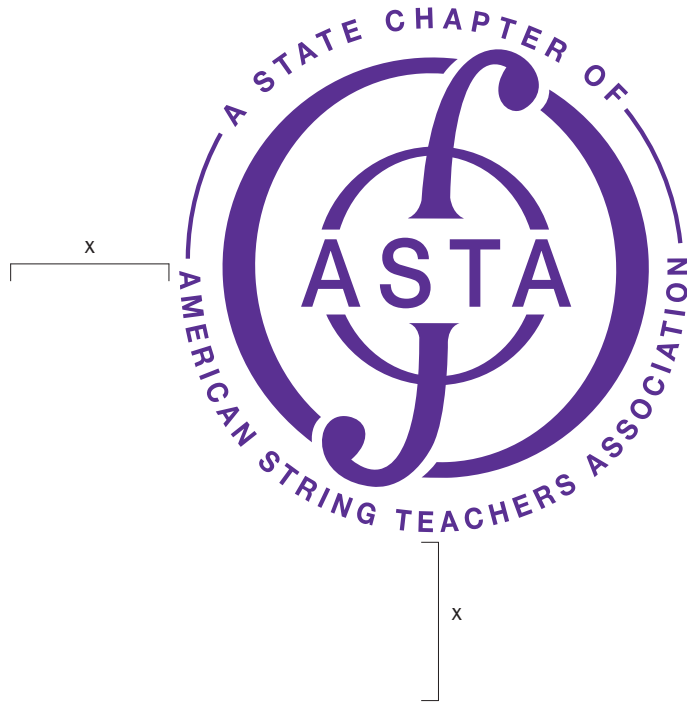


# ASTA STATE CHAPTER LOGO ELEMENT RELATIONSHIPS

## Acceptable Element Relationships

This section documents the relationships among the elements used in the ASTA visual brand.

Shown are the correct guidelines for relationships between the ASTA visual brand elements.



The ASTA brand elements must always be positioned away from any other graphic elements an amount equal to, or greater than, the space marked with an x shown above.

# ASTA STATE CHAPTER LOGO COLORS

## ASTA's State Chapter Logo Color Palette

These colors should be used for all ASTA branded collateral in print and online.

The Pantone colors and the respective color builds are provided below.



**(1) Pantone 2597 (purple)**

CMYK Build: C=80 M=99 Y=0 K=0

RGB Build: R=92 G=47 B=146

HTML Build: #5b2f91



# ASTA STATE CHAPTER LOGO ELEMENT RELATIONSHIPS

## Unacceptable Element Relationships

The following are examples of unacceptable element relationships.



Do not enclose the state chapter logo in a shape.



Do not alter the typeface of the state chapter logo.



Do not rearrange or remove any parts of the state chapter logo, tagline or other elements.

# ASTA STATE CHAPTER LOGO BACKGROUNDS

When the state chapter logo is placed over background images such as illustrations and photographs, be sure to place it in an area where the logo will remain clearly defined. If the background texture is dark, be sure to use the white version of the ASTA state chapter logo so that it is well-defined and clearly recognizable.

When the state chapter logo is placed over a solid colored background, be mindful of using the full-color logo on a light colored background and the white logo on a dark colored background. 100% black is also acceptable on a light colored background.

The following are examples of acceptable logo backgrounds:



Full-color ASTA state chapter logo placed behind a light texture background.



White ASTA state chapter logo placed behind a dark texture background.



100% black ASTA state chapter logo placed behind a light colored background.



White ASTA state chapter logo placed behind a dark colored background.

# UNACCEPTABLE STATE CHAPTER LOGO USES

## Unacceptable Color and Background Usage

The following are examples of unacceptable color and background usage.



Do not reverse the state chapter logo from shapes.



Do not alter the Pantone or build formulas.



Do not overprint the state chapter logo on a dark color.



Do not place the state chapter logo over shapes, patterns or busy photos.