



## ASA MEMBER LOGO USAGE GUIDE

### Introduction

#### THE ASA MEMBER LOGO

A key advantage of ASA membership is the privilege of using ASA member credentials. By displaying your ASA member logo, you show your commitment to the industry’s largest trade association and its promotion of legal, ethical, and professional practices. And, important for your business, research shows that membership in ASA is important to clients in selecting a staffing firm.

This guide will assist you in correctly displaying the ASA member logo—both on your Web site and in printed materials—and advise you in using the logo in the best possible format for each application.

#### GET THE MEMBER LOGO KIT ONLINE

If you do not have it already, download the ASA member logo kit from this location:

*[americanstaffing.net/logo](http://americanstaffing.net/logo)*

The ASA member logo kit contains multiple formats and versions of the ASA logo for use in print and on the Web.

#### WE’RE HERE TO HELP

If you need help formatting logos or would like assistance using the ASA member logo on your Web site or in your printed materials, contact Allison Bessette:

*[abessette@americanstaffing.net](mailto:abessette@americanstaffing.net)*

MEMBER



American Staffing Association

Member logo, stacked version



MEMBER OF

American Staffing Association

Member logo, horizontal version

MEMBER



Member logo, monogram version

#### FOR THE WEB

Be sure to link any instance of the ASA member logo back to ASA:

*<http://www.americanstaffing.net>*



## ASA MEMBER LOGO USAGE GUIDE

### Do's and Don'ts

#### CORRECT LOGO USAGE

ASA has designed various member logo versions to accommodate a wide array of layout scenarios. It is important to adhere to these simple guidelines.

**ALWAYS** use the member logo in one of the three specified versions (Figure 1).

*It is always recommended to use the full ASA member logo with the full association name. However, the monogram logo may be used on printed stationery and business cards when space prevents usage of the full logo.*

**ALWAYS** use the version that best fits the design of your Web site, brochure, or ad. A “reverse” version is also available for use on dark backgrounds (Figure 2).

**ALWAYS** use the correct logo file format for the job, specifically for online or in print. Available formats are

- EPS
- TIFF
- JPEG
- GIF

*See page 7 for more details on selecting appropriate file formats.*



MEMBER



American Staffing Association

MEMBER



Figure 1



Figure 2



## ASA MEMBER LOGO USAGE GUIDE

### Do's and Don'ts

#### INCORRECT LOGO USAGE

When the ASA member logo is used incorrectly, it undermines the ASA brand, making it less recognizable to potential clients and reducing its marketing value for your business.

NEVER change the colors (Figure 1).

NEVER screen the colors (Figure 2).

NEVER change the proportion of the monogram to the logotype (Figure 3).

NEVER modify the position of the monogram to the logotype (Figure 4).

NEVER alter the aspect ratio (Figure 5).

NEVER tilt or rotate the logo (Figure 6).

NEVER remove parts of, attach additional marks to, or print on top of the logo (Figure 7).



Figure 1



Figure 2



Figure 3



Figure 4



Figure 5



Figure 6



Figure 7

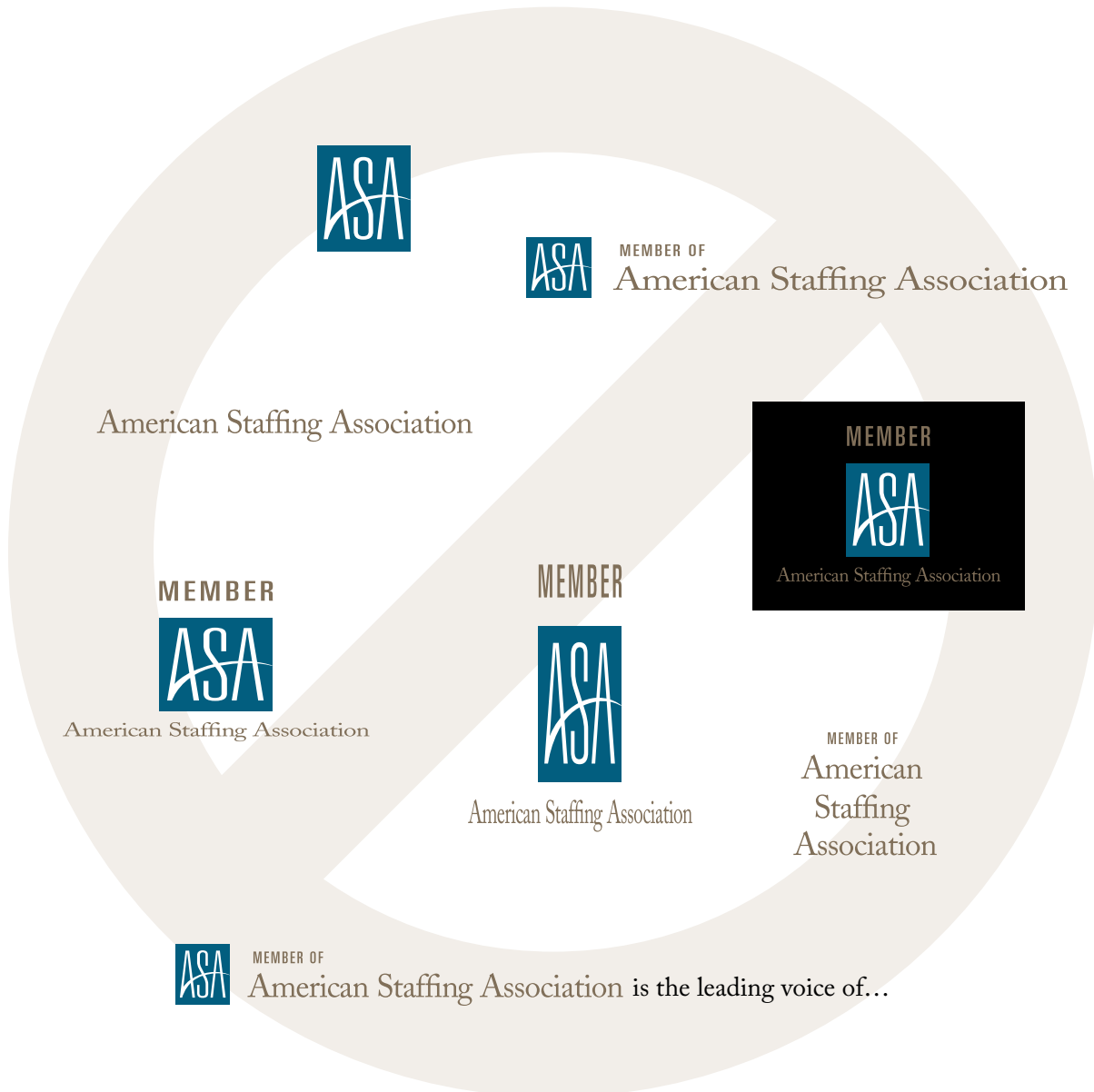


# ASA MEMBER LOGO USAGE GUIDE

## Do's and Don'ts

### INCORRECT LOGO USAGE (cont.)

Below are more examples of improper use of the ASA member logo.





# ASA MEMBER LOGO USAGE GUIDE

## Spacing and Sizing

### AREA OF ISOLATION

Ensuring that a reasonable amount of space surrounds the entire ASA member logo enhances the presentation. This area must remain clear of all type, imagery, folds, and any other visual elements.

### STACKED LOGO

The preferred area of isolation is one full measure of the height of the word “MEMBER” in the logotype, as shown at right (Figure 1).

### HORIZONTAL LOGO

The preferred area of isolation is one full measure of the height of the capital “A” from the words “American Staffing Association” in the logotype, as shown at right (Figure 2).

### MINIMUM SIZES

The ASA member logo should not be displayed or reproduced smaller than the minimum sizes listed at right. It should always appear clean and crisp (Figure 3).

Logos in the ASA member logo kit are provided in a range of sizes. ASA cannot guarantee that the kit has the correct size you may need for your Web application.

Please contact Allison Bessette if you need additional assistance: [abessette@americanstaffing.net](mailto:abessette@americanstaffing.net).



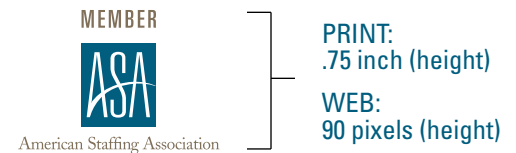
Figure 1: *Minimum clear space*



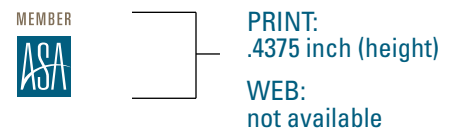
Figure 2: *Minimum clear space*



PRINT: 2 inch (width)  
WEB: 220 pixels (width)



PRINT: .75 inch (height)  
WEB: 90 pixels (height)



PRINT: .4375 inch (height)  
WEB: not available

Figure 3: *Minimum usage sizes*



## ASA MEMBER LOGO USAGE GUIDE

### Color Usage Guide

This overview explains the difference between color modes and when to use each.

#### SPOT COLOR

The Pantone Color Matching System (PMS) is the best method for reliably reproducing ASA's corporate colors. Pantone color designations are available as premixed, solid inks. The term "spot" color refers to any ink that is printed in a "single run."

*USES: Offset printed materials*

#### CMYK COLOR

Also called four-color or full-color printing, CMYK is defined by a value for each of the following colors: cyan, magenta, yellow, and black. These colors are each printed individually, in succession, on a printing press, mixing on paper to achieve a wide gamut of color.

*USES: Offset and digitally printed materials*

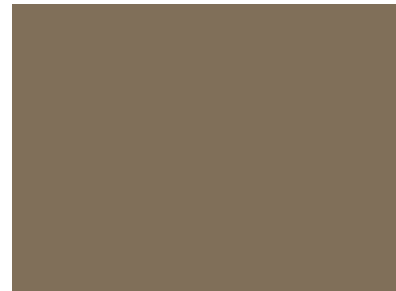
#### RGB COLOR

RGB is the mode used to display color electronically on computer monitors and via projectors. For Web programmers who prefer the hexadecimal system, exact values for the official ASA brand colors are provided at right.

*USES: On-screen presentations such as PowerPoint, Web graphics, and with many desktop printers*



SPOT – PANTONE 5405  
CMYK – C:71, M:30, Y:13, K:41  
RGB – R:68, G:105, B:125  
HEX # – 44697D



SPOT – WARM GRAY 11  
CMYK – C:0, M:17, Y:34, K:62  
RGB – R:125, G:106, B:85  
HEX # – 7D6A55



## ASA MEMBER LOGO USAGE GUIDE

### File Application Guidelines

#### EPS

Encapsulated PostScript (EPS) files are considered the best quality for reproduction. They are vector-based, meaning they can be enlarged or reduced to any size without any loss of quality. These files are set up in both Pantone (PMS) and CMYK color ranges. EPS files are most compatible with PostScript printers. *(Best quality)*

#### TIFF

Tagged Image File Format (TIFF) files are high-quality files that are suitable for printing purposes when EPS use is not possible. Although reduction of the image size produces acceptable results, enlarging the image will often result in some loss of quality. TIFFs are created in CMYK color formats. *(High quality)*

#### JPEG

Joint Photographic Experts Group (JPEG) files are most appropriate for Web and screen presentations. These logos are formatted with RGB color modes. High-resolution JPEGs can produce printer-quality reproductions, although it is best to confirm with your designer or printer. *(Low quality)*

#### GIF

Graphics Interchange Format (GIF) files are best suited for graphics that consist of solid areas, flat color, or large fields of color, such as logos. These logos are formatted with RGB color modes. It is the preferred format for displaying the ASA logo on the Web, but is never to be used in any printed reproductions. *(Web only)*



## ASA MEMBER LOGO USAGE GUIDE

### Terms of Use

**By downloading any ASA graphics, you agree to abide by the following terms of use:**

American Staffing Association members are encouraged to use ASA's logos, trademarks, and graphics to benefit from recognition of the association and its public services.

When using them, please note that the logos, trademarks, and graphics may not be redrawn or reset typographically. Elements of the logos, trademarks, or graphics may not be separated, rearranged, or altered in any way, and original height-to-width proportions (aspect ratios) must be maintained. Copyright and trademark symbols may not be deleted or altered.

Your permission to use ASA's logos, trademarks, and graphics is revocable by ASA. The logos, trademarks, and graphics may not violate the rights of others or applicable law, or state or imply endorsement of your business or organization.

You agree that upon request from ASA, you shall forward to ASA samples of your use of the logos, trademarks, and graphics.