



info service

American Staffing Association

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ASA Logos, Trademarks, and Graphics Usage Terms, Conditions, and Specifications (License)

The American Staffing Association logos, trademarks, and graphics set forth below are, and at all times shall remain, the exclusive property of ASA and may be used only as specified below. These usage policies have been developed to both encourage appropriate use of ASA logos, trademarks, and graphics, and to ensure that ASA images are used consistently across various applications so that ASA members benefit from recognition of the association and its public services. ASA logos, trademarks, and graphics are available online to be downloaded for use in print, broadcast, and online collateral and promotional materials—visit the ASA Web site, *americanstaffing.net*. Click on Products & Publications in the left navigation bar, select Marketing Tools, then ASA Logos, Trademarks, and Graphics. If you have questions about usage, please call ASA at 703-253-2020.

General Policy, Usage, and License Terms

ASA logos, trademarks, and graphics may be used only as set forth in this revocable nonexclusive license. They may not be redrawn or reset typographically. Elements of the logos, trademarks, and graphics may not be separated, rearranged, or altered in any way. Original height-to-width proportions (aspect ratios) must be maintained. Copyright and trademark symbols may not be deleted or altered.

Any failure to comply with the terms and conditions contained herein may result in, among other things, the immediate revocation of this license and your permission to use ASA's logos, trademarks, and graphics. The interpretation and enforcement of these terms and conditions shall be made by ASA at its sole discretion. The logos, trademarks, and graphics may not be used in any manner that, in the sole discretion and judgment of ASA, discredits ASA or tarnishes its reputation or goodwill; is false or misleading; violates the rights of others; violates applicable law, regulation, or public policy; or mischaracterizes the relationship between the user and ASA, *including but not limited to any use that might reasonably be construed as certification or endorsement of the user's business or organization.*

Use of the logos, trademarks, and graphics shall create no rights for users beyond the terms of this limited and revocable license. ASA shall have the right to obtain, from time to time, samples of use of the logos, trademarks, and graphics from which it may determine user compliance with these terms and conditions.

MEMBER



American Staffing Association

“Member” Graphic

The “Member [ASA] American Staffing Association” graphic may be used only by current members that are in good standing. ASA membership is based on the calendar year expiring Dec. 31. Firms that have withdrawn their membership before or do not renew by Jan. 1 are prohibited from using the “Member” graphic in any application until membership has been renewed.

The “Member” graphic may be reproduced using the following colors:

- All black
- All 100% PMS Warm Gray 11 or a four-color process build to match
- All 100% PMS 5405 blue or a four-color process build to match
- ASA mark in 100% PMS 5405 blue and “Member” and “American Staffing Association” in 100% PMS Warm Gray 11, or a four-color process build to match these two colors
- If black or the two PMS colors specified above are not available, the entire graphic should be reproduced in the single darkest color available.
- The “ASA” logotype in the mark should reverse to white.
- The entire logo may be reversed to white so long as the background color is darker than 25% black.

The “Member” graphic may be reproduced in any size provided that all of the elements are legible from a reading distance that would be normal for the application. The “Member” graphic may not be the most dominant image in any application; it should appear smaller than the member company’s name.

The “Member” graphic is one of only two versions of ASA graphics that are available for member usage. Only ASA may use the ASA mark without the “Member” designation.

“Member of” Graphic

The “Member of [ASA] American Staffing Association” graphic may be used only by current members that are in good standing. ASA membership is based on the calendar year expiring Dec. 31. Firms that have withdrawn their membership before or do not renew by Jan. 1 are prohibited from using the “Member of” graphic in any application until membership has been renewed.

The “Member of” graphic may be reproduced using the following colors:

- All black
- All 100% PMS Warm Gray 11 or a four-color process build to match
- All 100% PMS 5405 blue or a four-color process build to match
- ASA mark in 100% PMS 5405 blue and “Member of American Staffing Association” in 100% PMS Warm Gray 11, or a four-color process build to match these two colors
- If black or the two PMS colors specified above are not available, the entire graphic should be reproduced in the single darkest color available.



- The “ASA” logotype in the mark should reverse to white.
- The entire logo may be reversed to white so long as the background color is darker than 25% black.

The “Member of” graphic may be reproduced in any size provided that all of the elements are legible from a reading distance that would be normal for the application. The “Member of” graphic may not be the most dominant image in any application; it should appear smaller than the member company’s name.

The “Member of” graphic is one of only two versions of ASA graphics that are available for member usage. Only ASA may use the ASA mark without the “Member of” designation.



“CSP™” Graphics

The CSP *logo* features the CSP initials with the ASA mark embedded *and* the words “Certified Staffing Professional™” below the CSP mark. The CSP *mark* includes the CSP initials and embedded ASA mark only, with no words below.

The CSP designation is obtained only by staffing professionals who have earned it—it is *not* a company certification.

Staffing professionals who are currently certified by the American Staffing Association may use the designation graphics. Certification must be renewed every three years. Staffing professionals whose certification has lapsed are prohibited from using CSP graphics in any application until the certification has been renewed.

Staffing companies that currently employ at least one Certified Staffing Professional may use the designation graphics only to indicate that one or more of their employees has been certified. The CSP graphics may not be used by any firm that does not have an employee with a current CSP designation.

The CSP graphics may be reproduced using the following colors:

- All black
- ASA mark and “Certified Staffing Professional™” in 100% PMS 5405 blue and “CSP” in 100% PMS 131 yellow, or a four-color process build to match these two colors
- If black or the two PMS colors specified above are not available, the entire graphic should be reproduced in the single darkest color available.
- The “ASA” logotype in the mark should reverse to white.
- The entire logo may be reversed to white so long as the background color is darker than 25% black.

CSP graphics may be reproduced in any size provided that all of the elements—including the ASA mark—are legible from a reading distance that would be normal for the application. CSP graphics may not be the most dominant image in any

application; the logo or mark should be no larger than the name of the staffing professional with the CSP designation.

“TSC™” Graphics

The TSC *logo* features the TSC initials with the ASA mark embedded *and* the words “Technical Services Certified™” below the TSC mark. The TSC *mark* includes the TSC initials and embedded ASA mark only, with no words below.

The TSC designation is obtained only by staffing professionals who have earned it—it is *not* a company certification.

Staffing professionals who are currently certified by the American Staffing Association may use the designation graphics. Certification must be renewed every three years. Staffing professionals whose certification has lapsed are prohibited from using TSC graphics in any application until the certification has been renewed.

Staffing companies that currently employ at least one Technical Services Certified employee may use the designation graphics only to indicate that one or more of their employees has been certified. The TSC graphics may not be used by any firm that does not have an employee with a current TSC designation.

The TSC graphics may be reproduced using the following colors:

- All black
- ASA mark and “Technical Services Certified™” in 100% PMS 5405 blue and “TSC” in 100% PMS 576 green, or a four-color process build to match these two colors
- If black or the two PMS colors specified above are not available, the entire logo should be reproduced in the single darkest color available.
- The “ASA” logotype in the mark should reverse to white.
- The entire logo may be reversed to white so long as the background color is darker than 25% black.

TSC graphics may be reproduced in any size provided that all of the elements—including the ASA mark—are legible from a reading distance that would be normal for the application. TSC graphics may not be the most dominant image in any application; the logo or mark should be no larger than the name of the staffing professional with the TSC designation.

“ASA Approved Continuing Education Provider” Graphic

The “ASA Approved Continuing Education Provider” graphic may be used only by organizations that have been preapproved by the American Staffing Association to provide curriculum specifically designed to satisfy the continuing education requirements of the ASA Certified Staffing Professional and Technical Services Certified programs.



The term of the approval is three years. Organizations that have had their approval revoked or that have not renewed their approval before the end of their term are prohibited from using the ACEP graphic until their approval has been reinstated.

The ACEP graphic may be reproduced using the following colors:

- All black
- ASA mark in 100% PMS Warm Gray 11 and “Approved Continuing Education Provider” in 100% PMS 5405 blue, or a four-color process build to match these two colors
- If black or the two PMS colors specified above are not available, the entire graphic should be reproduced in the single darkest color available.
- The “ASA” logotype in the mark should reverse to white.
- The entire logo may be reversed to white so long as the background color is darker than 25% black.

The ACEP graphic may be reproduced in any size provided that all of the elements—including the ASA mark—are legible from a reading distance that would be normal for the application. The ACEP graphic may not be the most dominant image in any application; it should be no larger than the name of the staffing organization with the ACEP designation.

“National Staffing Employee Week” Graphics

“National Staffing Employee Week” graphics may be used only by news media organizations or member firms for promotional or informational materials regarding National Staffing Employee Week. Staffing firms that are not members of ASA are prohibited from using NSEW graphics.

NSEW graphics may be reproduced using the following colors:

- All black
- 100% each of PMS 5405 blue and PMS 180 orange, or a four-color process build to match these two colors, as shown in the graphic
- If black or the two PMS colors specified above are not available, the entire logo should be reproduced in the single darkest color available.
- The entire logo may be reversed to white so long as the background color is darker than 25% black.

NSEW graphics may be reproduced in any size provided that all of the elements of are legible from a reading distance that would be normal for the application.

“Staffing World 2008” Graphics

“Staffing World 2008” graphics—with or without dates—may be used for promotional or informational materials regarding the ASA convention and expo.

“Staffing World 2008” graphics may be reproduced using the following colors:

- All black



- 100% each of PMS 527 purple, PMS 368 green, PMS 7467 blue, and PMS 1375 orange, or a four-color process build to match these four colors, as shown in the graphic
- If black or the four PMS colors specified above are not available, the entire logo should be reproduced in the single darkest color available.
- The entire logo may be reversed to white so long as the background color is darker than 25% black.

“Staffing World” graphics may be reproduced in any size provided that all of the elements are legible from a reading distance that would be normal for the application.



“Affiliated With” Graphic

The “Affiliated With [ASA] American Staffing Association” graphic may be used only by state and local staffing industry trade associations that officially become affiliated with—and are in good standing with—the American Staffing Association as chapters of ASA. Chapters that have withdrawn their affiliation with ASA or that materially violate the terms of the affiliation agreement are prohibited from using the “Affiliated With” graphic.

The “Affiliated With” graphic may be reproduced using the following colors:

- All black
- All 100% PMS Warm Gray 11 or a four-color process build to match
- All 100% PMS 5405 blue or a four-color process build to match
- ASA mark in 100% PMS 5405 blue and “Affiliated With American Staffing Association” in 100% PMS Warm Gray 11, or a four-color process build to match these two colors
- If black or the two PMS colors specified above are not available, the entire graphic should be reproduced in the single darkest color available.
- The “ASA” logotype in the mark should reverse to white.
- The entire logo may be reversed to white so long as the background color is darker than 25% black.

The “Affiliated With” graphic may be reproduced in any size provided that all of the elements are legible from a reading distance that would be normal for the application. The “Affiliated With” graphic may not be the most dominant image in any application; it should appear smaller than the chapter’s name.

The “Affiliated With” graphic is the only version of ASA graphics that is available for chapter usage. Only ASA may use the ASA mark without the “Affiliated With” designation.

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 Pantone (PMS) 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)