COLOR USE

The color version of the ASTA logo should be used whenever possible, always placed on a white background.

If the knockout version of the logo needs to be used, it should be placed on the teal background to maintain brand consistency.

In certain cases, a black version may be used if the vendor can only print black or white on giveaway items.
CLEAR SPACE

To protect the identity and ensure that it is consistently displayed to the best effect, a “clear zone” of about .5” surrounding the logo should always be considered. Text, graphics, images, or additional logos should be placed outside of this zone.

MINIMUM SIZE

To ensure legibility, the minimum size is determined by the seal of the ASTA logo, which must be at least .5” high. Pay attention to resizing the logo proportionally to avoid altering its appearance.
INCORRECT USE (HORIZONTAL)

The ASTA logo is a valuable communications asset. Using it correctly will ensure that it is displayed clearly and prominently. Any use of the ASTA logo must always be reproduced from master digital artwork. No attempt should ever be made to redraw or modify it in any way. If an additional version of the logo is required or the need for an entirely different composition is identified, please contact the ASTA communications team for guidance.

Errors in usage, however small, will collectively erode the overall brand identity cohesion and reduce the logo’s impact. Some common mistakes are shown.

- Do not place over an image
- Do not modify its color
- Do not modify its typeface
- Do not add elements
- Do not distort
- Do not modify its elements
INCORRECT USE (VERTICAL)

- Do not place over an image
- Do not modify its color
- Do not modify its typeface
- Do not add elements
- Do not distort
- Do not modify its elements