



AMERICAN  
**SUBCONTRACTORS**  
ASSOCIATION

**GRAPHIC STANDARDS GUIDE**

Updated January 2015

## TABLE OF CONTENTS

<b>Branding/Graphic Standards.....</b>	<b>2</b>
<b>ASA Signature.....</b>	<b>3</b>
<b>ASA Chapter Signature.....</b>	<b>4</b>
<b>ASA Foundation Logo.....</b>	<b>5</b>
<b>Expired Logos.....</b>	<b>5</b>
<b>Typography/Fonts.....</b>	<b>6</b>
<b>Official Colors.....</b>	<b>6</b>
<b>ASA Signature Rules.....</b>	<b>7</b>

## WHAT IS BRANDING?

A “brand” is an intangible collection of perceptions that exist in the mind of the customer. A brand is not a logo, a color scheme, a mission statement or cooked up in a cabinet meeting. A brand is not a rulebook, advertising or simple attributes.

A brand is every association and experience, active and intentional. It is how people feel and think about something. In our case, it is how people feel and think about ASA. It is the relevance we play in the minds of subcontractors, contractors, engineers, architects, and the community at large.

A brand is built not only through effective communications or appealing logos, it is built through the total experience that it offers. Our visual identity is simply a reflection of our brand.

## WHAT ARE GRAPHIC STANDARDS?

Consistency is key to successfully conveying the ASA “brand” to the world. A strong and consistent visual identity helps shape the way our customers view our organization, both now and in the future. That visual identity begins with this Graphic Standards Guide.

This guide will help to avoid confusion in a crowded landscape by helping us to clearly define our brand and maintain the consistency necessary for effective communication to the public.

## WHO IS THIS GUIDE FOR?

This guide has been developed for use by all ASA employees, members, subcontractors, contractors and the like that are funded through or by ASA that are not legally autonomous. All such units must follow these guidelines. Outside agencies or publishers that create print or electronic publications, or any other material, for any ASA organizations or divisions are also required to abide by the guidelines. In addition, this guide is to be provided to ASA’s chapters for their use in aiding ASA with its brand consistency.

The guidelines are to be applied to all uses of the company marks, whether for advertising, signage, stationery, uniforms, vehicles, products, Web content or the countless other items that carry the ASA brand to the world.

## QUESTIONS?

If you have questions about any information in this guide, please feel free to direct them to the corporate office.

## ASA SIGNATURE

The ASA signature consists of the mark and the logotype. Effective immediately, below are the only two acceptable formats that the ASA signature shall appear (vertical or horizontal). The ASA design is a trademark and should never appear without the indication of the “TM.”



MARK



VERTICAL



HORIZONTAL



## ASA CHAPTER SIGNATURE

While ASA realizes that many chapters have established their own logos in the past, we believe that a unified and concerted effort to strengthen one, standard brand would best serve members, chapters, and all who align themselves with what ASA represents. For this reason, ASA will provide the standard brand and usage guide to each chapter along with its own logo marks with the chapter name included.

Each chapter and state organization will have to choose whether to adopt this logo and discontinue use of any old brands. Obviously, ASA encourages this adoption and extensive use of the new brand in the promotion of ASA.

The following is an example of a horizontal and vertical logo with the chapter affiliation added.



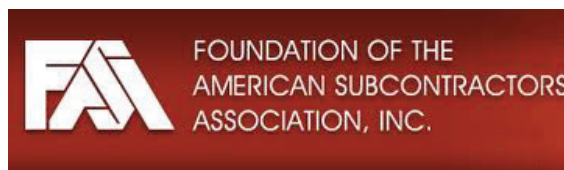
## ASA FOUNDATION LOGO

In an effort to maintain consistency and promote brand equity in our trademark, we have developed a logo for FASA that aligns with the new ASA logo.



## EXPIRED LOGOS

The logos shown below are expired/retired/archived logos and are not to be used in any way, shape or form as a way of officially representing ASA or any of its related ventures. Any literature containing logos listed below should be discarded immediately unless previously agreed upon.



## TYPOGRAPHY/FONTS

The typography/fonts that are recognized as official ASA fonts are in the family of Eurostile. Examples are shown below. These fonts are only recommended, not required, as they are not available for free. They must be purchased through an official font vendor.

Eurostile LT Std Demi  
Eurostile Demi  
Eurostile LT Std Med  
**Eurostile LT Std Bold Extended 2**  
1234567890!@#\$%^&\*()

If you do not have these fonts available, we recommend you use the following sans-serif fonts in place of Eurostile:

Tahoma  
**Tahoma Bold**

Trebuchet  
Trebuchet

Verdana  
TM **Verdana Bold**

## OFFICIAL WEB-FRIENDLY FONTS

When producing copy to be displayed online, the acceptable fonts are:

Arial  
**Arial Bold**

Tahoma  
**Tahoma Bold**

Verdana  
**Verdana Bold**

## OFFICIAL COLORS FOR PRINT USE

The official ASA colors are Pantone 7686 C and Pantone 7674 C. Pantone Matching System (PMS) is a standardized color reproduction system used in a variety of industries.

## OFFICIAL COLORS FOR WEBSITE USE

The official ASA colors used varies slightly when viewed over a computer monitor. Because different browsers and monitors render colors uniquely, a standard has been designed so that the colors are represented as accurately as possible, consistently. When using ASA colors online, via email or in presentations, the RGB values listed below should be used.

### PANTONE 7686 C

#### Color Formulas:

C: 99 R: 28  
M: 83 G: 71  
Y: 16 B: 138  
K: 3

### PANTONE 7674 C

#### Color Formulas:

C: 50 R: 137  
M: 43 G: 139  
Y: 11 B: 180  
K: 0

## ELECTRONIC SIGNATURE

All ASA employees should maintain consistency in their communications. When sending email messages, the electronic signature should be formatted as indicated below. The electronic signature should always be used when communicating with customers, vendors, and the like. Usage of the electronic signature for internal purposes is optional. E-cards are available by contacting Marketing Communications.

Use of personal image, other business/entity logos or organizational representation is strictly prohibited.

### EXAMPLES:

Name (BOLD)  
Title, Division (if applicable)  
Office number  
Cell number (if applicable)  
Fax number (if necessary)  
Street Address  
City, State, Zip  
Website  
Logo

Richard Bright  
Chief Operating Officer  
703-684-3450 office  
1004 Duke Street  
Alexandria, VA 22314  
[www.asaonline.com](http://www.asaonline.com)



Richard Bright  
Chief Operating Officer, ASA Headquarters  
703-684-3450 office  
703-836-3482 fax  
1004 Duke Street  
Alexandria, VA 22314  
[www.asaonline.com](http://www.asaonline.com)



## NOTICE OF DISCLAIMER

Use of the Notice of Disclaimer should appear under the employee/corporate signature and is optional.

*"The information contained in this message and any attachment thereto is intended for the sole use of ASA, its employees and its clients (or the individuals and/or entities listed above). If you are not the intended recipient, you are hereby notified that any use, disclosure, dissemination, distribution or copying of this email and any attachment(s) is strictly prohibited. Please reply to the sender that you received this transmission in error and then delete it."*