

“The Power of A” Identity/Logo Brand Guidelines

“The Power of A” Logo Colors

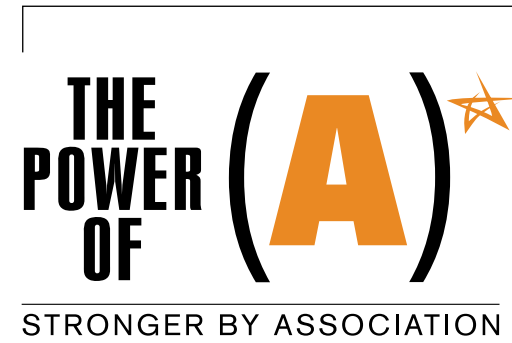
Preferred usage of the “Power of A” logo is in color. When printing the logo in color it should be printed on a white or light background. The logo colors are consistent with “The Power of A” logo brand guidelines. Logo color conversions, including CMYK Process and RGB for web applications, are included below.

For black and white printing, the 1-color/black logo should be used.

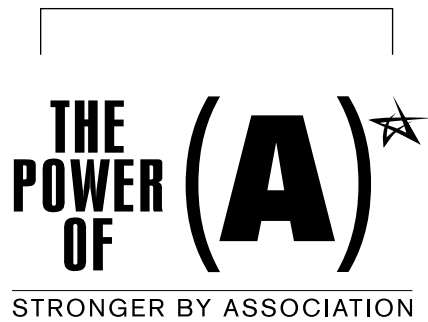
When placing the logo over a dark color or background, the knock-out logo should be used.

See clear space and minimum reproduction size sections for additional guidelines.

asae color logo with tagline



“The Power of A” black/white logo with tagline



“The Power of A” knock-out logo with tagline



“The Power of A” knock-out logo with color “A” and star with tagline



“The Power of A” Identity/Logo Brand Guidelines

“The Power of A” Logo Fonts

Jeff, did you want to write anything here?
I took a stab at it here.

The asae logo and its components uses fonts from multiple font families.

The font for “The Power of” is Aurora Condensed
The font for “A” is ??????????????
The font for the brackets is Myriad Pro Regular
The font for the tagline is Akzidenz Grotesk Roman

All elements of this logo always appear as one unit.
The proportion of each is to remain as seen to the right.

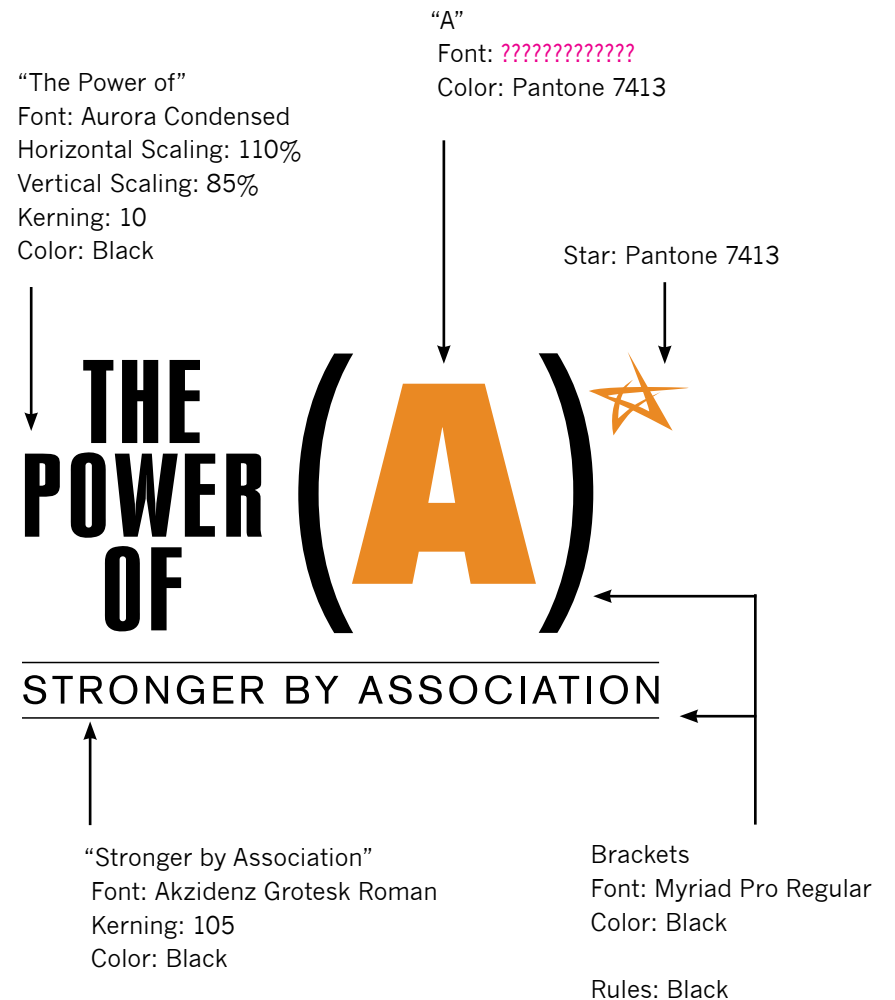
“The Power of A” Logo Color Palette



Black



Pantone Coated / Uncoated: 7413
CMYK: 5c 55m 100y 0k
RGB: 234r 137g 35b



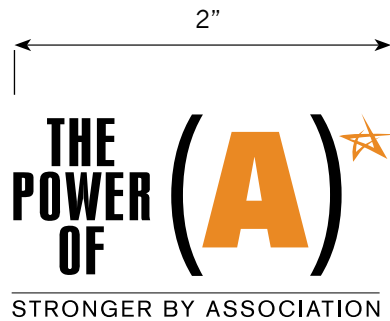
“The Power of A” Identity/Logo

Brand Guidelines

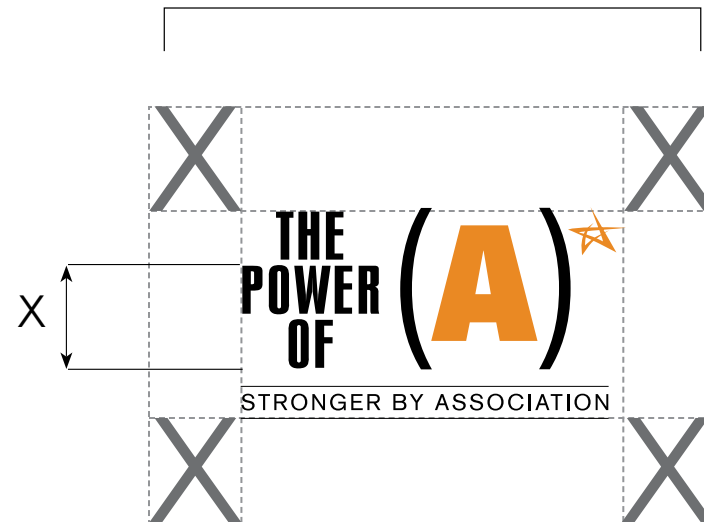
“The Power of A” Logo Clear Space and Minimum Reproduction Size

Clear space around the logo preserves the logo’s legibility and emphasizes its importance. Use this guide for the minimum amount of clear space around the logo.

The minimum size for the logo is dependent upon it’s usage. When using the logo for print materials, the minimum reproduction size = 2.0” wide.



Minimum clear space specifications for the “The Power of A” logo. (See details below.)



X = Distance from the top of the “P” to the bottom of the “O”

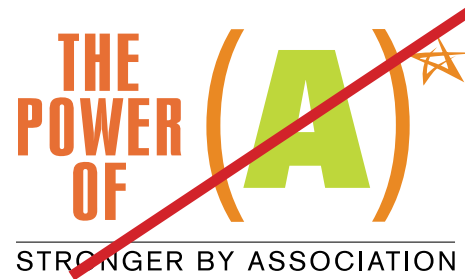
The clear space should be observed on all four sides of the logo and is measured from the edges of the logo outward. The space will be proportionate and the exact measurement will depend upon the size in which the logo is reproduced.

“The Power of A” Identity/Logo

Brand Guidelines

Unacceptable Applications of the “The Power of A” Logo

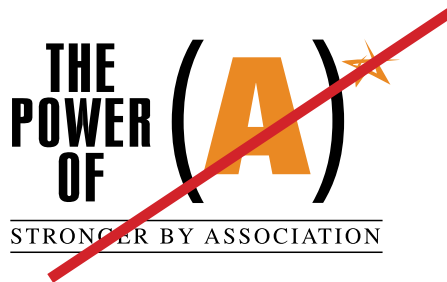
Here are a few examples of unacceptable logo uses. Never alter the logo in any way. Electronic logo files are available and are the only files that should be used.



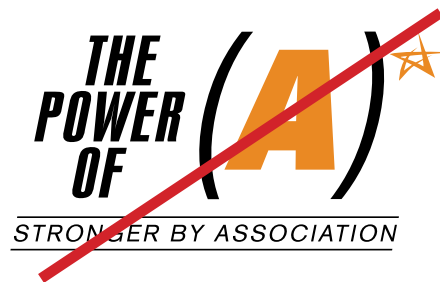
Do not change the colors of the logo.



Do not alter the elements of the logo.



Do not change the logo typeface.



Do not skew or stretch the logo.



Do not crop the logo.



Do not use any other taglines with the logo.

Brand Guidelines

Examples of Print Documents Using the “The Power of A” Logo

Here are a few examples of documents demonstrating correct usage of the “Power of A” logo.

Thumbnails of asae printed documents
to be positioned here.