

ASA BRAND BASICS



1 The **ASA logomark** takes inspiration from the circular wave pattern used in our legacy logo. The blue dot at the center represents an organization from which innovation in acoustical science emanates, while the individual dots that form the wave pattern reflect a society comprised of individuals with diverse focuses, backgrounds and experiences.

2 To honor the typographical heritage of the ASA's legacy logo, the **ASA initials and full name** are set in a classic serif font. Elegant and timeless, this updated typeface reflects a society that values scientific rigor and the sharing of knowledge.

Like our legacy logo, the new identity also combines the use of serif and sans serif fonts. The use of the sans serif font for "OF AMERICA" instills a sense of modernity, with an eye toward the future.

3 We lead with the **ASA Initials**, rather than the formal name, to convey a sense of familiarity and welcomeness.

4 The **color blue** has played an important part in our brand heritage, and we've brought it into our new identity. The deeper blue adds a feeling of trust and stability while the brighter blue infuses energy and optimism. We use a light grey to anchor the identity and allow emphasis on our acoustical focus.

BRAND ATTRIBUTES

The following concepts are key to the ASA brand. They represent the attributes that our members, and our organization, draw upon to shape the field of acoustic science:

- Research
- Science
- Innovation
- Interdisciplinary
- Community

HOW WE WISH TO APPEAR

- Forward-thinking
- Modern
- Progressive

MINIMUM SIZES (FOR PRINT/ELECTRONIC)

PRINT

Master Brand Logo

≥ 1.25"



Initials Logo

≥ .75"



ELECTRONIC

Master Brand Logo

≥ 150 px



Initials Logo

≥ 75 px



COLORS

ASA DARK BLUE

PMS: 540C
CMYK: 100/80/38/37
RGB: 0/48/86
Hex Code: #003056

ASA BRIGHT BLUE

PMS: 2995C
CMYK: 80/12/1/0
RGB: 0/167/224
Hex Code: #00A7E0

ASA GRAY

PMS: 431C
CMYK: 66/52/44/17
RGB: 92/102/112
Hex Code: #5C6670

LOGOMARK



The Logomark cannot stand alone to represent the logo, but can be used as a design element as seen on this poster at the top and to the left.