



BRAND GUIDELINES

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INTRODUCTION, PURPOSE, & BRAND ATTRIBUTES

● INTRODUCTION, PURPOSE & BRAND ATTRIBUTES

This document provides the necessary guidelines to ensure a strong, professional, and consistent brand image for the Acoustical Society of America.

These guidelines cover the entirety of the ASA brand including the master brand logo system, color palette, typography, imagery, and ASA's graphic style or identity system. Direction for both print and online usage is included.

The ASA brand guidelines should be followed when creating any communication for the organization. Every impression a member, program, or communication makes under the name of the Acoustical Society of America will reflect on ASA. Any use of ASA's logo identity system, or name, should strengthen and reinforce our brand and reflect our mission and values.

● INTRODUCTION, PURPOSE & BRAND ATTRIBUTES

ASA Basic Identity Elements

The ASA Master Brand is the primary element of the Acoustical Society of America's brand identity, but it is not the only element. The Master Brand works in concert with the following elements to create a complete system. These elements have been created, selected, and identified in order to convey our brand attributes and position. For specifics on each of these elements, see their corresponding sections in this document.

ASA MASTER BRAND



PRIMARY COLOR PALETTE



ASA
DARK
BLUE



ASA
BRIGHT
BLUE



ASA
GRAY

TYPOGRAPHY

Playfair Display Font Family

abc ABC 12345

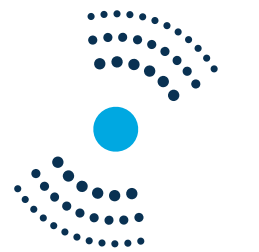
Gotham Font Family

abc ABC 12345

IMAGERY



DESIGN SYSTEM



Logomark

The Logomark cannot be used alone to represent the logo, but can be used as a design element as seen on page 26.

● INTRODUCTION, PURPOSE & BRAND ATTRIBUTES

What Is a Brand?

Our brand is ASA's promise to our members, prospective members, partners and supporters, the medical community, and the public. The brand, which is more than our logo, demonstrates what can be expected from the ASA community, our impact on the field of acoustics, ASA events, journals, and other offerings. It also differentiates us from all other entities within the acoustics universe. The brand attempts to capture who we are, who we want to be, and how we are perceived. The foundation of a brand is a master brand identity system and consistent messaging. This document discusses the ASA brand and summarizes the guidelines for using ASA's master brand identity system.

ACOUSTICAL SOCIETY OF AMERICA'S PURPOSE

ASA is the premiere international scientific society in acoustics, dedicated to increasing and diffusing the knowledge of acoustics and promoting its practical application.

ACOUSTICAL SOCIETY OF AMERICA'S BRAND ATTRIBUTES

BRAND ATTRIBUTES: When people think of ASA, they recognize the following in us:

RESEARCH

SCIENCE

INNOVATION

INTERDISCIPLINARY

COMMUNITY



ASA MASTER BRAND STANDARDS

● ASA MASTER BRAND STANDARDS

ASA's Master Brand

ASA's Master Brand is the cornerstone of ASA's identity and should be treated with respect. The master brand (sometimes referred to as a logo) is a system that consists of the logomark and logotype, as well as approved ASA Master Brand variations. The ASA Master Brand system has been designed for flexibility in application. **PLEASE NOTE:** These guidelines account for as many types of applications as can be anticipated at the time of publication.

USE OF THE ASA MASTER BRAND

CONSISTENT AND THOUGHTFUL USE OF THE ASA MASTER BRAND WILL:

- Give ASA a consistent identity;
- Ensure that ASA programs, publications, products, services, and print/electronic materials will be immediately identified with ASA;
- Build recognition of the Acoustical Society of America;
- Enhance the credibility of publications, events, and activities;
- Protect ASA's name and brand from trademark infringement.



● ASA MASTER BRAND STANDARDS

The Components of the ASA Master Brand



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 The **ASA Logotype** was designed 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 **ASA initials**, the familiar and clear symbols of our name, are the prominent feature of the new logo.

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 gray to anchor the identity and allow emphasis on our acoustical focus.

● ASA MASTER BRAND STANDARDS

Preferred Use of the ASA Master Brand

The **ASA Master Brand** with the full name is the primary/default visual identity of choice and should be used whenever possible, especially for use with non-members.

CORRECT USAGE OF THE ASA MASTER BRAND SYSTEM ☒



The **ASA MASTER BRAND** is the preferred logo option.



The **ASA MASTER BRAND INITIALS** version may be used to represent ASA as well. This version is preferably restricted to uses where space does not allow the complete master brand identity with or without the full name.

ACOUSTICAL SOCIETY
OF AMERICA

The **ASA MASTER BRAND NAME ONLY** version should **ONLY BE USED** to represent the logo when space is limited. (Ex: on a pen or small item).

INCORRECT ☐



The **ASA LOGOMARK** can not be used by itself to represent ASA, but can be used as a design element as seen on page 26.

● ASA MASTER BRAND STANDARDS

INCORRECT USAGE OF THE ASA MASTER BRAND SYSTEM

☒ **NOTE:** These rules apply to all versions of the ASA Master Brand.



☒ **DO NOT ATTEMPT** to recreate any portion of the master brand.



☒ **DO NOT** rotate, skew, redraw, re-proportion, or otherwise alter or distort the master brand or its elements in any way.



☒ **DO NOT COMBINE** the master brand with any other element—such as logos, words, graphics, photos, slogans, symbols, etc.—that might seem to create a hybrid identity.



☒ **DO NOT REPRODUCE** the master brand in colors other than those addressed on p.17.



☒ **DO NOT PLACE** any master brand variations on a background that is too busy.

● ASA MASTER BRAND STANDARDS

Configuration and Size Guidance

PRINT (MINIMUM SIZES)

Use of Complete Master Brand



Equal to or wider than 1.25"/3.1 cm

Use of Initials Version



Equal to or wider than .75"/1.9 cm

Use of Name Only Version

ACOUSTICAL SOCIETY
OF AMERICA

Equal to or wider than 1"/2.5 cm

ELECTRONIC (MINIMUM SIZES)

Use of Complete Master Brand



Equal to or wider than 150 px

Use of Initials Version



Equal to or wider than 75 px

Use of Name Only Version

ACOUSTICAL SOCIETY
OF AMERICA

Equal to or wider than 125 px

● ASA MASTER BRAND STANDARDS

Clear Space (print and online)

It is important to maintain a clear “buffer” of space around the ASA Master Brand in order to maximize its visual impact and ensure it is easy to identify and read. The master brand should not touch any other images or text. There should be a minimum clear space in relation to the height of the logo name. (See below).



Clear Space Exception (print and online)

Exception



Size Ratio (print and online)

The ASA Master Brand should be sized appropriately in relation to the application in which it appears. Below are suggested guidelines for various application types:

1. COMMON FORMATS

(including letter, legal, tabloid, A5, A4, web pages)

The width of the ASA Master Brand should be around 1/4 of the width of the application. For example, the Master Brand would be around 1.75 to 2” on an 8 1/2 x 11 (letter) publication. **NOTE:** You must follow the configuration and size guidance found on page 12.

2. SLIM FORMATS

(including flyers, web banners, HTML email templates)

On slim applications the width of the ASA Master Brand should be around 1/3 of the width of the application. For example, the logo would be approximately 200 pixels in a 600 pixel wide HTML email template. **NOTE:** You must follow the configuration and size guidance found on page 12.

3. EVENT SIGNAGE

The ASA Master Brand should be a minimum of 1/3 of the width of conference signage applications in order to ensure visibility from afar. **NOTE:** You must follow the configuration and size guidance on page 12.

● ASA MASTER BRAND STANDARDS

ASA Master Brand

Use on Promo Items (e.g., T-shirts, bags, pens)



✓ **IMPRINTING/SCREEN PRINTING:**

Both the complete Master Brand and the Master Brand Initials version may be used at your discretion. The minimum acceptable width for the Master Brand is 1.25" and the Initials version is .75".



✓ **EMBROIDERY:**

Both the complete Master Brand and the Master Brand Initials version may be used at your discretion. The minimum acceptable width for the Master Brand is 1.25", and the Initials version is .75"; however, it is recommended that you consult with the vendor for their suggested minimal embroidery sizing.



✓ **SMALL ITEMS, SUCH AS PINS AND PENS:**

Do not use the full name on items with minimal space. Use the Master Brand Initials version or the Master Brand Name Only version if space is limited. Refer to page 12 for size minimums.

USE OF COLOR:

The preferred use of color on imprinted items is the full-color ASA Master Brand. Normally this will be done using a four-color process. If budget does not allow for full color, then use only one color: ASA Dark Blue (PMS 540 C), ASA Gray (PMS 431 C), ASA Bright Blue (PMS 2995 C), black or white (reversed). You should be able to submit the black .eps version of the ASA Master Brand configuration you are using and specify the PMS color. If you cannot submit a PMS color, select white, black or 70% black for the Gray.



● ASA MASTER BRAND STANDARDS

ASA Master Brand Files Download

The following ASA Master Brand files can be found here in the [ASA Brand Toolkit](#).

EPS (VECTOR)

The EPS (Encapsulated Post Script) logos are for use in professional graphic design applications. EPS files can be enlarged to any size (vector) without loss of quality and is the preferred format. Color variations have been provided to accommodate various applications.

FILE NAMES

ASA Master Brand:

ASA_Master_Brand_PMS.eps
ASA_Master_Brand_CMYK.eps
ASA_Master_Brand_PMS2995.eps
ASA_Master_Brand_PMS431.eps
ASA_Master_Brand_PMS540.eps
ASA_Master_Brand_Black.eps
ASA_Master_Brand_70% Black.eps
ASA_Master_Brand_Reversed.eps

ASA Master Brand Initials:

ASA_Master_Brand_Initials_PMS.eps
ASA_Master_Brand_Initials_CMYK.eps
ASA_Master_Brand_Initials_PMS2995.eps
ASA_Master_Brand_Initials_PMS431.eps
ASA_Master_Brand_Initials_PMS540.eps
ASA_Master_Brand_Initials_Black.eps
ASA_Master_Brand_Initials_70% Black.eps
ASA_Master_Brand_Initials_Reversed.eps

ASA Logomark:

ASA_Logomark_PMS.eps
ASA_Logomark_CMYK.eps
ASA_Logomark_PMS2995.eps
ASA_Logomark_PMS431.eps
ASA_Logomark_PMS540.eps
ASA_Logomark_Black.eps
ASA_Logomark_70% Black.eps
ASA_Logomark_Reversed.eps

ASA Name Only:

ASA_Name_PMS.eps
ASA_Name_CMYK.eps
ASA_Name_PMS2995.eps
ASA_Name_PMS431.eps
ASA_Name_PMS540.eps
ASA_Name_Black.eps
ASA_Name_70% Black.eps
ASA_Name_Reversed.eps

PNG

The PNG (Portable Network Graphic) logos are suitable for most web, Microsoft, and non-professional printing applications. PNG's have a transparent background and can be placed over a color background. PNG's are not recommended for email usage.

FILE NAMES

ASA Master Brand:

ASA_Master_Brand_Color.png
ASA_Master_Brand_Dark_Blue.png
ASA_Master_Brand_Bright_Blue.png
ASA_Master_Brand_Black.png
ASA_Master_Brand_70% Black.png
ASA_Master_Brand_Reversed.png

ASA Master Brand Initials:

ASA_Master_Brand_Initials_Color.png
ASA_Master_Brand_Initials_Dark_Blue.png
ASA_Master_Brand_Initials_Bright_Blue.png
ASA_Master_Brand_Initials_Black.png
ASA_Master_Brand_Initials_70% Black.png
ASA_Master_Brand_Initials_Reversed.png

ASA Logomark:

ASA_Logomark_Color.png
ASA_Logomark_Dark_Blue.png
ASA_Logomark_Bright_Blue.png
ASA_Logomark_Black.png
ASA_Logomark_70% Black.png
ASA_Logomark_Reversed.png

ASA Name Only:

ASA_Name_Color.png
ASA_Name_Dark_Blue.png
ASA_Name_Bright_Blue.png
ASA_Name_Black.png
ASA_Name_70% Black.png
ASA_Name_Reversed.png

JPG

The JPEG (Joint Photographic Experts Group) logos are suitable for most web and Microsoft applications. The JPEG always has a white background and the color versions are saved as an RGB (Red/Green/Blue) file, which is suitable for onscreen usage.

FILE NAMES

ASA Master Brand:

ASA_Master_Brand_RGB.jpg
ASA_Master_Brand_RGB_Dark_Blue.jpg
ASA_Master_Brand_RGB_Bright_Blue.jpg
ASA_Master_Brand_Black.jpg
ASA_Master_Brand_70% Black.jpg

ASA Master Brand Initials:

ASA_Master_Brand_Initials_Color.jpg
ASA_Master_Brand_Initials_Dark_Blue.jpg
ASA_Master_Brand_Initials_Bright_Blue.jpg
ASA_Master_Brand_Initials_Black.jpg
ASA_Master_Brand_Initials_70% Black.jpg
ASA_Master_Brand_Initials_Reversed.jpg

ASA Logomark:

ASA_Logomark_RGB.jpg
ASA_Logomark_RGB_Dark_Blue.jpg
ASA_Logomark_RGB_Bright_Blue.jpg
ASA_Logomark_Black.jpg
ASA_Logomark_70% Black.jpg

ASA Name Only:

ASA_Name_RGB.jpg
ASA_Name_RGB_Dark_Blue.jpg
ASA_Name_RGB_Bright_Blue.jpg
ASA_Name_Black.jpg
ASA_Name_70% Black.jpg




ASA BRAND COLOR SYSTEM


● ASA BRAND COLOR SYSTEM

ASA Primary Color Palette

Color is a critical component of the ASA brand image. Below are the three primary colors of the ASA brand color palette, which should be used for all communications. In most cases, the ASA Master Brand and complete brand identity system should be printed using 4-color (4C) process. For online or video usage, use either RGB or Hex Code values.

 **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


NOTE: PRINT ONLY
Body copy should be set in black, PMS 431/ PMS 540/ CMYK equivalents, or 80% black.


ASA Secondary Color Palette

This secondary color palette allows ASA flexibility to extend the brand identity, add variety and differentiate products and services.

 **ASA SUNSET**
PMS: 172C
CMYK: 0/87/99/0
RGB: 255/70/18
Hex Code: #FF4612

 **ASA APPLE GREEN**
PMS: 7490C
CMYK: 60/23/91/5
RGB: 115/152/74
Hex Code: #73984A

 **ASA HEATWAVE**
PMS: 7408C
CMYK: 2/26/100/0
RGB: 249/190/0
Hex Code: #F9BE00

 **ASA PURPLE**
PMS: 7678C
CMYK: 70/84/11/1
RGB: 107/71/142
Hex Code: #6B478E

 **ASA RUBY RED**
PMS: 201C
CMYK: 24/100/78/17
RGB: 164/31/53
Hex Code: #A41F35

 **ASA WARM GRAY**
PMS: 7535C
CMYK: 29/26/38/0
RGB: 184/176/156
Hex Code: #B8B09C

The colors specified herein are based upon the PANTONE® Matching System (PMS); the specified breakdowns were generated in Adobe® Illustrator® CC 2018.

● ASA BRAND COLOR SYSTEM

Color Variations

The ASA Master Brand is provided in the following color variations:



☒ Full-color version (preferred)



☒ Reversed (shown out of a solid color)



☒ One color application (black): for use in black & white/grayscale applications.



☒ One-color application (PMS) ASA PMS 2995C Bright Blue, ASA PMS 540C Dark Blue or ASA PMS 431C Gray (for use when only a single-color application is available, such as a branded giveaway).



☒ One color application (black at 70%): For use when a gray or a neutral logo may be necessary.



ASA BRAND TYPOGRAPHY

● ASA BRAND TYPOGRAPHY

Primary Typeface

The primary typefaces for ASA are Gotham and Playfair Display. Gotham is a sans-serif typeface that allows for easy readability in all printed communications. The fonts are available in many weights and styles as identified below. Playfair Display is a serif font that should only be utilized for headlines. It comes in a few weights, but the regular weight is the preferred weight when utilizing this font. When Gotham is not available (e.g., documents created in Microsoft Office), alternative fonts are listed on page 21.

GOTHAM

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PLAYFAIR DISPLAY (GOOGLE FONT)

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NOTE: Playfair Display is a free Google font. ASA Brand [FONTS DOWNLOAD](#) here.

Alternative Typeface

For instances when Gotham is not available (e.g., documents created in Microsoft Office), the following alternative fonts may be substituted.

ARIAL FONT FAMILY

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Narrow Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Narrow Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OPEN SANS FAMILY

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semi-Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Extra Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Open Sans is the Web Font

Because Gotham is not a web safe font, acousticalsociety.org and other digital applications use Open Sans (a Google font).

Open Sans can be downloaded free from Google and may be used in nondigital applications as well.

Typography Samples

Below are examples of typographic styles that can be utilized in ASA's communications. Various weights, sizes, and colors are used to create a structured hierarchy of information.

NOTE: This information is not provided as a definitive list of usages, but rather simply as examples.

NOTE: PRINT ONLY

Body copy should be set in black, PMS 431/ PMS 540/ CMYK equivalents, or 80% black.

Sample Main Header

ACOUSTICAL
SOCIETY
OF AMERICA

FONT: Playfair Display

FONT SIZE: 24

COLOR: Bright Blue or any color from palette

Sample Main Header

ACOUSTICAL
SOCIETY OF
AMERICA

FONT: Gotham Bold

FONT SIZE: 21

COLOR: Dark Blue or any color from palette

Sample Subhead

ACOUSTICAL SOCIETY
OF AMERICA

FONT: Gotham Bold

FONT SIZE: 13

COLOR: Dark Blue or any color from palette

Sample Subhead

Acoustical Society
of America

FONT: Playfair Display

FONT SIZE: 17

COLOR: Bright Blue or any color from palette

Sample Smaller Subhead

ACOUSTICAL SOCIETY
OF AMERICA

FONT: Gotham Bold

FONT SIZE: 11

COLOR: Dark Blue or any color from palette

Sample Smaller Subhead

Acoustical Society of America

FONT: Gotham Bold

FONT SIZE: 9

COLOR: Bright Blue or any color from Palette

Sample Body Copy

To generate, disseminate, and promote the knowledge and practical applications of acoustics

FONT: Gotham Light

FONT SIZE: 9

COLOR: PMS 431/CMYK or 70% Black

Sample Smaller Body Copy

To generate, disseminate, and promote the knowledge and practical applications of acoustics.

FONT: Gotham Book

FONT SIZE: 9

COLOR: PMS 431/CMYK or 70% Black

Sample Callout Copy

The Acoustical Society of America was founded in 1929.

FONT: Gotham Book

FONT SIZE: 7

COLOR: PMS 431/CMYK or 70% Black

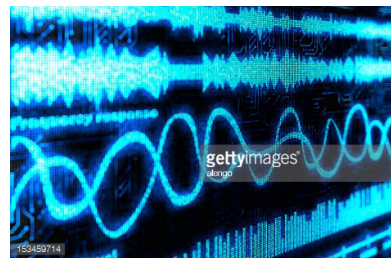


ASA BRAND IMAGERY

● ASA BRAND IMAGERY

Brand Imagery Examples

Featured here are examples of image styles that are recommended for ASA's communications. Care should be taken to ensure that any imagery accurately reflects the subject matter (scientific and otherwise) for which it is being used. It is important that all images are of a professional quality, and therefore should be sourced from a professional photographer (who may be hired for a specific photo shoot) or a credible online stock photography service. When used in print, photos must be high resolution (300 DPI or greater) to uphold the professionalism of the brand. Any photo that is used must be used with subject's/originator's written consent; a release form from online stock websites is acceptable.





ASA BRAND IDENTITY SYSTEM

● ASA BRAND IDENTITY SYSTEM

ASA Brand Identity System

While the ASA Master Brand is at the heart of the ASA brand identity, it is not the sole visual representation of the Society. A complete brand identity system has been designed to be used in all ASA communications, both printed and online. This “look and feel” offers a clean, simplified design that projects a sense of energy and professionalism. This system allows the ASA Master Brand to shine and provides staff, leadership, members, partners, and others in the ASA community flexible, easy-to-use resources.

COMPONENTS

Logomark Icon

The logomark icon is a strong component of the design. The use of it as a design element screened back or over white or solid colors is a visual way to build awareness of ASA’s brand.

NOTE: The logomark cannot be used to solely represent the Society.



Dotted Lines

Dotted lines can be used to separate copy or to underline headlines.

ACOUSTICAL
SOCIETY
HEADER

Boxes

The use of solid lines or boxes with a keylined box over it can be used to highlight information, a call out box or to hold a header.

NOTE: Call out box example.
Lorem ipsum colod omnit,
autemporeius eossimus num
conserc ipsumquo.

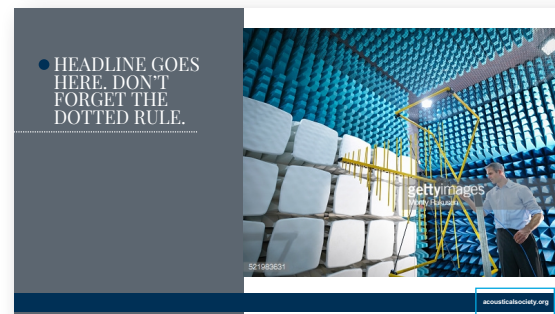
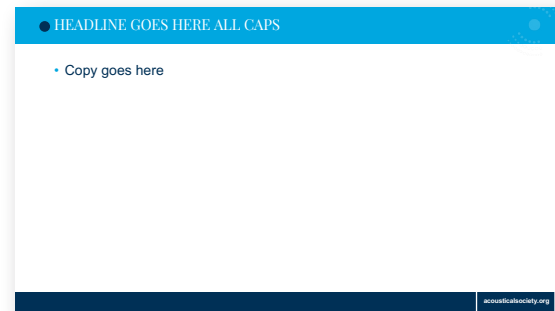
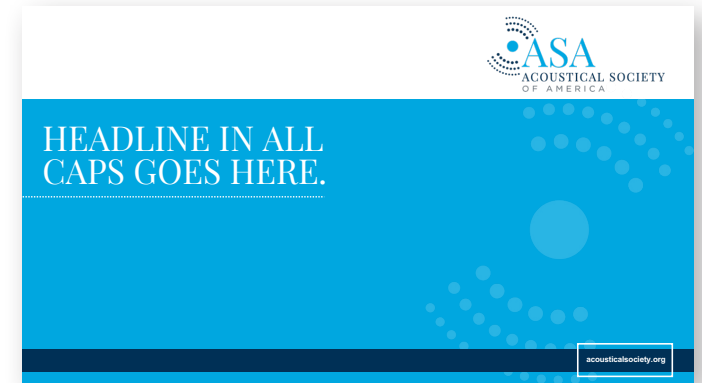
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HEADER COULD GO HERE

● ASA BRAND IDENTITY SYSTEM

ASA Brand Identity Usage Examples

Below are examples of the ASA brand identity system, including letterhead, business cards, and a PowerPoint template.



NOTE: The PowerPoint template utilizes Playfair Display, which is a Google font that can be downloaded for free.



ASA BRAND EXTENSION

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● ASA BRAND EXTENSION

ASA Products/Services/Chapters

Below are examples of the how ASA can extend the Master Brand for use with ASA products, services and chapters. All brand extensions are to be created by ASA staff or approved third-party partners. For ASA Master Brand extension requests, contact Dan Farrell, Web Office Manager, at DFARRELL@ACOUSTICALSOCIETY.ORG.



ASA
Regional
Chapters



ASA
Student
Chapters



ASA
Products/
Services