



ID Package and Guide

American Seniors Association Guide

Overview

This guide is intended as a resource when applying the company logos to marketing materials. If followed, it will help protect the American Seniors Association brand and help maintain a uniform public image.

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1.0 American Seniors Association Primary Logos

Logo A

The “long” primary logo for American Seniors Association consists of a symbol and logotype.

The Symbol is a stylized American flag.

The logotype is based on the font Segoe UI.



Symbol

Logotype

Logo B

The “short” primary logo for American Seniors Association also consists of a symbol and logotype.

The Symbol is the ‘stripes’ portion of an American flag.

The logotype is a three-letter acronym based on the font Segoe UI.



PMS: 2955 C
C:100 M:45 Y:0 K:60
R:0 G:56 B:101
Hex #003865



PMS: 7622 C
C:0 M:73 Y:70 K:42
R:147 G:39 B:44
Hex #93272C



Color Palette

The primary logos were created with Pantone Color Matching System colors 7622C and 2955C. The CMYK and RGB/Hex equivalents are shown to the left. The primary logos are best used on a white background.

2.0 American Seniors Association Secondary Logos

Logo Variants

In addition to the primary logos, the following are acceptable variants when necessary.

Grayscale

To be used in applications where color printing is not possible.



One-color

To be used in applications where grey tints are not possible.



Reverse

To be used on dark backgrounds.



3.0 American Seniors Logo Space Requirements

Logo Spacing

By keeping adequate space around the American Seniors Association logo equal to the height of the “O,” it will maintain its readability. This rule is especially important when used with other logos or in advertising.



4.0 American Seniors Improper Logo Use

Logo Use

To maintain a consistent identity, the logo should be used only according to the proposed guidelines. The logo should not be stretched or distorted or changed in any material way. Examples of improper uses are shown below.



Do not stretch or condense the logo.



Do not use the logotype without the symbol.



Do not violate the space around the logo.



Do not rotate the logo.



Do not use the primary logo on a dark background.



Do not place the logo on a busy background.



Do not move elements of the logo.



Do not use a different font for the logotype.