



ASUN LOGO STANDARDS

Introduction

The ASUN logo is the most prominent visual representation of the association and should be presented consistently and accurately to build recognition of the ASUN brand and effectively reflect the association’s image and identity. The RGB file should be used for digital use; for high-quality printing, use the two-color or CMYK file. For questions and logos, please contact Inkblot Promotions at 775-682-5411.

The ASUN Logo

The following renditions of the ASUN Logo are acceptable designs:



ASUN Logo Color Swatches

The following are the main color swatches for the ASUN Logo:

	PMS 282 C C= 100 R= 0 M= 68 G= 45 Y= 0 B= 98 K= 54		Grey C= 0 R= 0 M= 0 G= 0 Y= 0 B= 55 K= 55		*PMS MC 8401 C= 55 R= 116 M= 47 G= 115 Y= 47 B= 114 K= 13
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*Use for 2 color printing only

Logo Misuse

For formal communications using the ASUN logo, please adhere to the following guidelines. License may be taken for creative applications/communications as deemed appropriate by ASUN. THESE GUIDELINES APPLY TO ALL LOGOS IN USE BY ASUN.



No distortion of the Logo, Don't use any colors other than the ones specified in the color swatches (unless granted permission). Do not add special elements to the logo (drop shadow OK for contrast). Do not subtract elements from or deconstruct the logo. Do not change the orientation of the logo (tilt, skew, etc.). Do not overlap or occlude the logo. To ensure legibility, the minimum size at which the ASUN logo should be used is 0.38" x 0.38". There is no maximum size for the ASUN logo. Clear space implies that the logo shall not be infringed upon with similar shades or tints of color and that, if the logo does not sufficiently contrast, then a clear space around the logo (minimum distance of the size of the 'U' of ASUN) should be used as a guide to separate the logo from any artwork and the edge of a page. If the logo overlays a design and does not sufficiently contrast, then please use the clear space rules.

Typography

For formal communications using the ASUN logo, it is recommended to use the OPEN SANS font family (file included) to complement the logo. The EUROSILE font is also acceptable. ROCKWELL EXTRA BOLD font family is used for the PackPride Hashtag. License may be taken for creative applications/communications as deemed appropriate by ASUN.

Pack Pride Hashtag

Logo misuse guidelines also apply to the Pack Pride Hashtag. The following renditions of the Pack Pride Hashtag (ROCKWELL EXTRA BOLD font family) are acceptable designs:

#PackPride

#PackPride

#PackPride

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