

ASSP COMMUNITIES BRAND GUIDELINES

FOR DEVELOPING COMMUNICATIONS

Version 2.0 | February 2021



AMERICAN SOCIETY OF
SAFETY PROFESSIONALS

LOGO COMPONENTS

The ASSP Communities logo presents a consistent brand image that reinforces ASSP master brand and the professional expertise we bring to creating safe work environments. It is vital to present our master logo consistently and accurately to make it instantly recognizable.

The ASSP Communities logo consists of three components:

- ASSP Logomark
- ASSP Logotype
- Community Name

Primary Logo

The ASSP logo consists of two components: the logomark and logotype. **Do not** use the logotype without the shield logomark. **Do not** alter our logo or its color palette.

The ASSP Logomark should be non-transparent, having a white background between the inner and outer green shield.



Vertical Logo Lockup

The vertical logo lockup can be used as a secondary treatment.



LOGO COLOR VARIATIONS

Choose logo color option based on final design file ie CMYK for print, RGB for web/digital applications.

Color is an important element of our brand identity. In harmony with our logo, it's a key brand identifier to our audience. Our logo lockup can appear in three ways:

- Full Color
- Black
- White Reverse

In most cases, use the full color logo or white; black or white reverse should be reserved for when color is not an option.

Full Color

Information on the ASSP color palette can be found on page XXX. This color version of the logo is appropriate for most light colored backgrounds.



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Community Name

Black + White

The black and white option is reserved for when color is not available.



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Community Name

White Reverse

Use the white reverse variation when the lockup appears on a dark background.



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Community Name

LOGO CLEAR SPACE + MINIMUM SIZE

The following rules are in place to ensure legibility and accurate reproduction in all sizes and applications. A clear zone is a specific amount of empty space that must be maintained around the ASSP Communities logo. When using the ASSP Communities logo, follow the minimum-size guidelines.

Clear Zone

This diagram shows how our clear zones are constructed. No type or graphics may appear within this zone. When visual elements are too close to the logo, it can create hierarchical confusion.

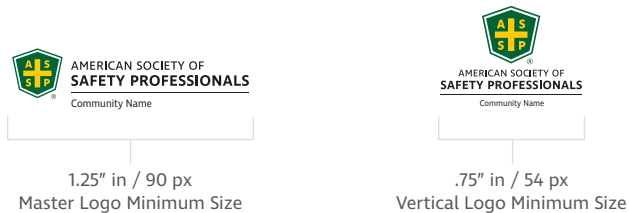


Minimum Size

The size listed here is the minimum size our logo can appear in any configuration. There is no maximum size for our logo lockup.

To ensure that the master logo remains clear and legible, please avoid scaling it smaller than 1.25 inches wide.

The logo should always be locked up with the ASSP name. On the rare occasion when the shield must be used alone, its dimensions should not be smaller than .25 inches in height or width.



LOGO INCORRECT USE

To help avoid improper use of the ASSP logo, we've compiled common mistakes that might occur. Please reference these scenarios so we can continue to build on the visual equity of our brand.



Don't stretch, condense or change the dimensions of the logo elements.



Don't alter or substitute the typefaces used in the logo.



Don't rearrange the logo elements.



Don't distort the logo.



Don't change the proportions of elements within the logo.



Don't place the logo on a complex background.



Don't change the colors of the logo beyond the approved colors.



Don't violate the clear zone.



Don't place the tagline within the clear zone of the logo.

BRAND COLORS

Our color palette reflects the strength and heritage of ASSP. The primary color palette should be used most prominently in any design, with the secondary colors serving as accent colors. Secondary colors should be used sparingly.

Primary Color Palette



Dark Green
C:100 M:30 Y:100 K:30
R:0 G:101 B:54
HEX #006435

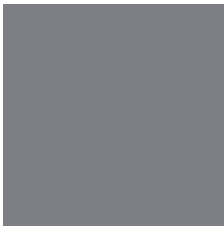


Gold
C:0 M:20 Y:100 K:0
R:255 G:203 B:5
HEX #ffcb05

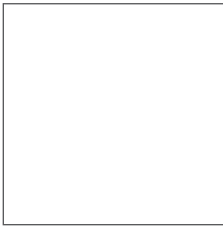


Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX #000000

Secondary Color Palette



Grey
C:53 M:44 Y:41 K:7
R:126 G:127 B:131
HEX #7e7f83



White
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
HEX #ffffff

BRAND TYPOGRAPHY

Our typography system consists Ingra, our primary font, in various weights. In cases that Ingra is not available or an editable document will be sent externally, please use the alternate font Arial. The brand system is dependent upon stylizing the primary font in four different ways. Each has a specific use, so please make sure to always apply them correctly. Using our fonts as intended will help to ensure that the ASSP brand is always presented consistently across all marketing communications.

Headlines

Ingra Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
The quick brown fox jumps over the lazy dog.

Titles

Ingra Semibold or Bold
(all-caps)

Unlike headlines, which tell a story, titles serve as content labels. Titles should be a maximum of four to five words.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Body Copy

Ingra Regular
(sentence case)

This primary font is to be used in nearly all instances of body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
The quick brown fox jumps over the lazy dog.

Dos and Don'ts of typeface usage:

- Do** use only approved colors
- Do** use only the approved ASSP typefaces
- Do** avoid using all-caps, except for titles, which should be all-caps
- Don't** place type in a hard-to-read format
- Don't** use special effects or distort typefaces to emphasize type
- Don't** change kerning when setting headlines or copy

Alternate Fonts

Whenever possible, you should use the typefaces outlined on the previous page.

If those fonts are not available to you, substitute with Arial



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