



AMERICAN SALVAGE  
ASSOCIATION

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## LOGO STYLE GUIDE

Updated January 19, 2015



## AMERICAN SALVAGE ASSOCIATION

# LOGO RATIONALE

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The logo for the American Salvage Association represents the countries and territories associated with the American Salvage Association, its General Members and its Associate Members. Because the ASA is committed to the unification of the commercial marine salvage industry across North, Central and South America as well as the Caribbean Sea, the land depicted in the logo represents our partnerships that stretch all the way from the western tip of Alaska and the Hawaiian islands to the south eastern tip of Argentina. Additionally, the marine nature of the industry is depicted by the shades of blue and the waves at the base of the logo.

# BLACK-&WHITE AND SINGLE COLOR APPLICATION

In situations where the full color logo cannot be produced, the logo can appear in its one-color version. If the logo is on a black/dark background, it is to be reversed out along with the type. Never print the logo in any color other than the official colors below unless pre-approved for special applications (i.e. awards plaques, business cards etc.)

Reverse application



BLACK	Pantone Process Black C	
	RGB	0/0/0
	CMYK	0/0/0/100
	Hex	#000000

Reverse application



ASA BLUE	Pantone 534 C	
	RGB	20/75/142
	CMYK	100/81/14/2
	Hex	#134B8E

# FULL AND SPOT COLOR APPLICATION

Maintaining consistency in color reproduction is extremely important. The logo can be produced in either the Pantone matching System (PMS) or by four-color process printing. RGB & Hex colors are permitted for web usage only.

Reverse application



ASA BLUE	Pantone 534 C	
	RGB	20/75/142
	CMYK	100/81/14/2
	Hex	#134B8E

For a full-color reverse application, please provide enough white space around the logo

ASA CYAN	Pantone 279 C	
	RGB	56/151/211
	CMYK	72/28/0/0
	Hex	#3698D4



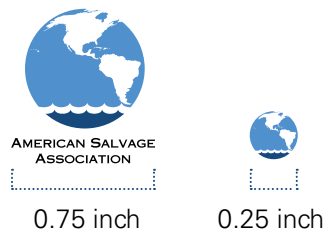
BLACK	Pantone Process Black C	
	RGB	0/0/0
	CMYK	0/0/0/100
	Hex	#000000

# PROPER LOGO USAGE AND SPACING

The logo has a protected area surrounding it which must be respected at all times. No trade names or high contrast graphic elements should infringe upon this area.

## MINIMUM SIZE

To keep the association name mark legible, the logo should not be sized less than 0.75 inch wide. If a smaller size is required, the logo should be used without the association name



## SPACING

Please leave a clear space equal to the x-height of the “waves” from the globe as shown.



## LOGO FONT



# IMPROPER LOGO USAGE EXAMPLES

Please avoid altering & using the logo in situations as follows:

**Do not** alter the logo or change the font typeface of the logo



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American Salvage  
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**Do not** distort or scale part of the logo separately



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**Do not** place the logo against a busy background, background of similar color or on an angle



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# ASA LOGO USAGE GUIDELINES FOR GENERAL MEMBERS, CORPORATE ASSOCIATE MEMBERS AND ASSOCIATE MEMBERS

Logo usage guidelines outlined in pages 3-6 of this document apply to the usage of ASA General Member, Corporate Associate Member and Associate Member logos, in addition to the following rules:

- Only use the ASA logo associated with your member status.



- Never use the official ASA logo without your member designation at the top.



- Only use the ASA logo when your own logo is also displayed on the page.



- When using the ASA logo on letterhead, the ASA logo should be located in the footer of the letterhead

