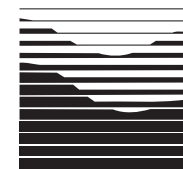


Visual Identity for ASLA



AMERICAN
SOCIETY OF
LANDSCAPE
ARCHITECTS

Our Mission

The Society's mission is to lead, to educate, and to participate in the careful stewardship, wise planning, and artful design of our cultural and natural environments.

Identity Elements

A collection of three visual elements make up the ASLA identity.

- Mark
- Color
- Typography

By applying these guidelines to ASLA's identity, we will have a quick recognition by our audience.

Please read these guidelines carefully and refer to them while you work.

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The Mark

This mark is the graphic representation for ASLA.

There are 5 versions of the mark

- acronym
- two lines of text
- four lines of text
- stacked
- circular corporate member

Avoid changing the proportions, style, spacing and color of the mark. Only authorized copies of the mark should be used.

1. mark with acronym



2. mark with two lines



3. mark with four lines



4. mark stacked



5. circular corporate member mark



How to Use the ASLA Logo

Per ASLA bylaws, the ASLA Logo can be used only in the following ways:

Individual Full, Associate, or International Members may use the logo for personal business and professional purposes such as business cards, stationery, documents, publications, and websites. It cannot be used by such members' firms, companies, or any other groups or institutions to suggest any kind of collective standing in the Society. Such memberships do not exist.

CHAPTERS

Chapters can use the logo coupled with one of two official designations:

- STATE NAME Chapter of the...
- STATE NAME Chapter, ASLA

These designations plus the logo can be used for the chapter's own business and professional purposes such as chapter stationery, documents, publications, directories, signage, and websites. They can also be used to indicate that the chapter is a sponsor of an event or initiative. They cannot be used to indicate that an outside firm, company, or any other group or institution has any standing with the chapter or national.

SECTIONS

Sections can use the logo coupled with one of two official designations:

- YOUR NAME Section of the CHAPTER NAME of the...
- YOUR NAME Section, CHAPTER NAME, ASLA.

These designations plus the logo can be used for the section's own business and professional purposes such as section stationery, documents, publications, directories, signage, and websites. They can also be used to indicate that the section is a sponsor of an event or initiative. They cannot be used to indicate that an outside firm, company, or any other group or institution has any standing with the section, chapter, or national.

STUDENT CHAPTERS

Student Chapters can use the logo coupled with one of two official designations:

- YOUR NAME Student Chapter of the...
- YOUR NAME Student Chapter, ASLA.

These designations plus the logo can be used for the student chapter's own business and professional purposes such as section stationery, documents, publications, directories, signage, and websites. They can also be used to indicate that the student chapter is a sponsor of an event or initiative. They cannot be used to indicate that an outside firm, company, or any other group or institution has any standing with the student chapter, section, chapter, or national.

CORPORATE MEMBERS

Corporate Members, a membership classification, have a dedicated mark (#5) that they can use in their business communications.

Mark Application

There are four different treatments of the mark – Reverse (white), Black, ASLA Blue, ASLA Green.

ASLA blue color is the preferred color option for the mark. Specific color formulas have been developed for four-color, RGB and web use. For more information please refer to the Primary color palette on page 5.

The ASLA mark has been formatted into several different versions for your everyday use.

- .eps – (Encapsulated PostScript)
this is a vector based graphic file that can be opened and easily edited for color, type, etc. in Adobe Illustrator or vector based programs
- .jpg – this is an image based format great for most media formats
- .tif – this is a rasterized graphic format, great for most media
- .gif – a low resolution file, best used for web based application

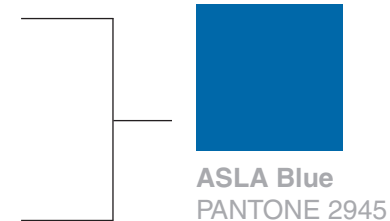
Reverse



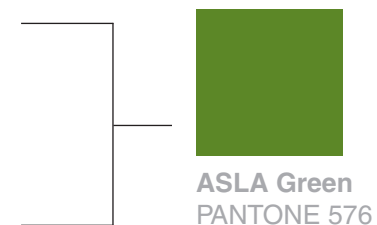
Black



ASLA Blue



ASLA Green



Colors

The primary color palette is made up of Black, ASLA Blue, and ASLA Green. Specific formulas have been developed for four-color, RGB and web use. Specific PANTONE® colors have been selected for use when possible.

Four-Color Process Formulas

Printing is often done in “four-color” or “full-color” process. Printing always uses the standard process colors of cyan, magenta, yellow, and black.

RGB Color Formulas

This formula has been developed for web sites, slides or any material which is intended to be viewed electronically.

Please note that different monitors display colors differently.



ASLA Blue
PANTONE 2945
CMYK C100 M52 Y2 K12
RGB R0 G84 B159

ASLA Blue

The official, default color for the ASLA mark.



ASLA Green
PANTONE 576
CMYK C52 M6 Y79 K25
RGB R105 G146 B58

ASLA Green

An alternative, secondary choice designed for use in context of all sustainability initiatives and messaging.



Black
PANTONE Pro Black
CMYK C0 M0 Y0 K100
RGB R30 G30 B30

ASLA Black

The logo can be reversed out as well, but out white only.

Note: For accurate PANTONE® Color Standards, refer to the current edition of the PANTONE color formula guide. PANTONE® is a registered trademark of PANTONE, Inc.

Typography

To achieve a consistent graphic image, Helvetica is the preferred typeface for ASLA. In cases where Helvetica is unavailable, use Arial.

A variety of weights (light, regular, bold) and styles are available for use. The selection of a weight and style depends on the application. Regular is easier to read as body text, while bold works well for headlines. Use italics and bold for emphasis.

The type guideline has been established for most communication materials, but please check before applying Helvetica to your material.

Helvetica Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Light Italics:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890