



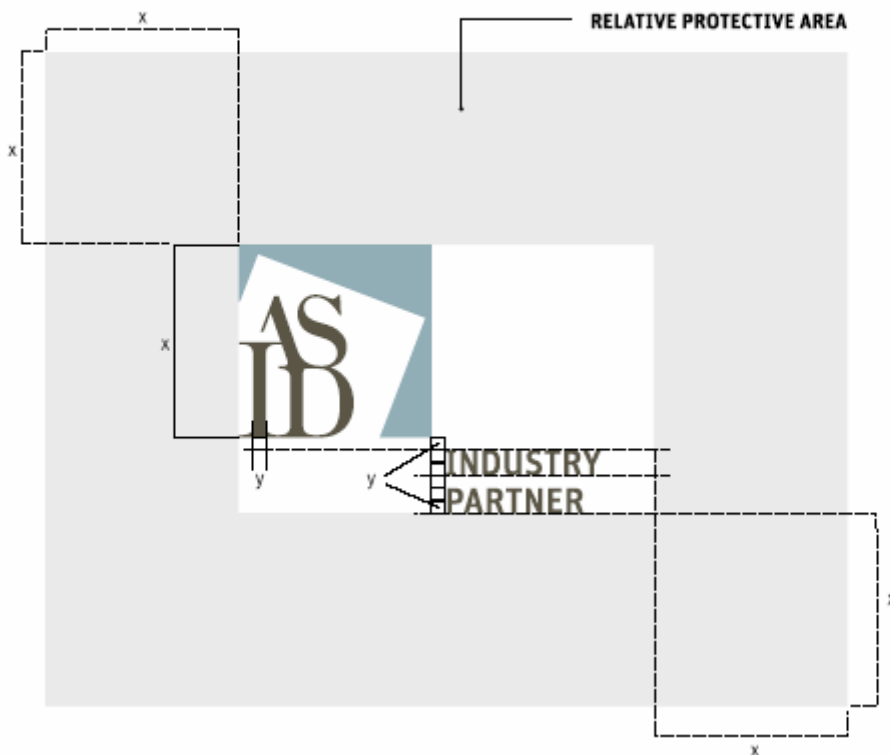
## Guide for Using the ASID Industry Partner Logo

The new ASID Industry Partner logo is considered a “sub-brand” of the new ASID brand identity system. As such, it is important that the logo be used according to the following guidelines and that it not be modified in any way. If you have questions about the proper use of the logo, please contact Michael Berens, director of communications & knowledge resources at ASID headquarters in Washington, D.C. at (202) 675-2362 or [mberens@asid.org](mailto:mberens@asid.org).

The logo should not be positioned with another logo or mark within the protective area.

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### APPROVED SUB-BRANDS



Please refer to the attached pages from the ASID Brand Standards Manual for the proper PMS colors and use of the logo in black and white, single color and reverse out.

The words “The American Society of Interior Designers” should not be used with the logo.

Color is a key element in our identity. No matter what you're designing or printing, make every effort to ensure that the colors you print or use match those specified here as closely as possible.

**OFFICIAL LOGO COLORS**



**INK COLORS FOR COATED PAPER**

Use PANTONE 5493C and PANTONE 405C when printing on coated paper or when specifying a color to be matched in paint, vinyl, fabric, or the like.



**INK COLORS FOR UNCOATED PAPER**

Use PANTONE 5493U and PANTONE 405U only when printing on uncoated paper. If you aren't sure which kind of paper you are using, please check with the printing office.



**CMYK PROCESS COLORS**

Use the following CMYK breakdowns of the official PANTONE colors when printing in 4 color process, on both coated and uncoated paper.



C 0  
M 7  
Y 17  
K 60



C 43  
M 0  
Y 14  
K 21

**WEB SAFE COLORS**

Use the following hexadecimal values for online applications.



R 102  
G 102  
B 102



R 102  
G 153  
B 153

While it is preferable to reproduce the identity in its two defined colors, project needs and constraints may require the mark to be used differently. It is also acceptable to reproduce the mark as described below.

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**PREFERRED ONE-COLOR USE**

When one color use is required, it is preferable to reproduce the logo in PANTONE 405.



PANTONE 405

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**BLACK ONLY**

When the logo appears in black and white, always make sure that there's enough contrast between the background and the color of the identity. If a colored background is necessary, you should only use the logo in black or white.



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**REVERSED**

If the document is printing in two colors other than the official PANTONE colors, and one of the colors is not black, the logo must be reversed out.



By using our new identity consistently, we will build recognition. This means using the logo in the same way whenever possible. Here are some ways in which you may be tempted to change the logo. Avoid them.



**DON'T ALTER THE IDENTITY MARK**

- Don't use colors other than those specified (except in one-color applications).
- Don't screen or tint the logo or any of its parts.
- Don't crop the logo in any way.
- Don't change the relative sizes or positions.
- Don't change the typeface of sub-brands.



**DON'T ADD ANYTHING TO THE IDENTITY MARK**

- Don't combine the mark with other elements.
- Don't put a box around the mark or add rules.
- Don't use one element without the other.
- Don't use the logo in a decorative fashion (drop shadows, wallpaper, etc.).

