

# ASA Graphic Standards Manual

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## Introduction

A strong, unified graphic identity strengthens our association's communications. By understanding and following these graphic standards, you project a clear, consistent image that promotes the association's mission to external and internal audiences.

ASA Chapters, Sections, and Committees may use these graphics on their official web pages and in print publications. All others wishing to use these graphics must request permission by contacting [publicaffairs@amstat.org](mailto:publicaffairs@amstat.org).

## ASA Seal

### **When to use this graphic**

The ASA Seal (referred to as the Seal) is the association's official mark. It should be used on all ASA journals, scholarly articles, and official publications.



### **Print use:**

- The Seal must be reproduced at a resolution of at least 300 dots per inch.
- The Seal must not be printed smaller than 1" wide x 1 1/4" high.
- The Seal must be printed in black.
- The Seal must be printed on a plain, light background, preferably white.
- The Seal may be reversed out of a solid, dark-colored background. Black or dark blue is ideal. When reversing the Seal out of a background, take particular care to use a high-resolution original file to avoid degradation of the image quality.
  - **When reversing the Seal out of a background other than black, please send a copy of your artwork to [publicaffairs@amstat.org](mailto:publicaffairs@amstat.org) for approval.**
- If the Seal is screened, the minimum screen is 10 percent.
- The registration mark - ® - in the lower right area of the Seal **must** appear.
- The Seal must not be edited or altered in any way other than as described above.

#### Web use:

- The Seal must appear in black on a neutral background.
- The minimum size of the Seal is 74 x 87 pixels.
- The Seal may be reversed out of a solid, dark-colored background. Black or dark blue is ideal. When reversing the Seal out of a background, take particular care to use a high-resolution original file to avoid degradation of the image quality.
  - **When reversing the Seal out of a background other than black, please send a copy of your artwork to [publicaffairs@amstat.org](mailto:publicaffairs@amstat.org) for approval.**
- The image must not be edited or altered in any way other than as described above.

## ASA Logo

#### When to use this graphic

The ASA Logo (referred to as the Logo) may be used for internal audiences – members, employees, etc. - in items such as newsletters and in-house documents. It also can be used for external marketing purposes, but it should not be used for scholarly or technical publications. A color and a black/white version of the logo are available.



#### Print use:

- The Logo must be reproduced at a resolution of at least 300 dots per inch.
- The Logo must not be printed smaller than 1.25” wide x 5/8” high
- The color of the Logo is Pantone 287. The boxes are a 10 percent screen of Pantone 287.
- A CMYK Logo also is available if a color-build version is desired.
- The Logo should be printed on a plain, light background, preferably white.
- **The Logo must not be reversed.**
- The image must not be edited or altered in any way other than as described above.

#### Web use:

- The Logo must appear in the Pantone or color-build blue on a neutral background.
- The minimum size of the Logo is 152 x 70 pixels.
- **The Logo must not be reversed.**
- The image must not be edited or altered in any way other than as described above.

## JSM Logo

The JSM Logo exists to promote our annual Joint Statistical Meetings and can be used whenever appropriate in addition to the Seal or Logo. Please be sure to use the latest JSM Logo, as a unique version is developed for each annual meeting. You can obtain the most current JSM Logo on the ASA web site at <http://www.amstat.org/pressroom/index.cfm?fuseaction=logos>



Examples of places to use the JSM Logo include:

- On envelopes or mailing pieces
- On a chapter web site, linked to event information on amstag.org
- On signage at events

The image must not be edited or altered in any way. Color and black/white versions are available.

## Chapter Logos

ASA chapters that would like to have a chapter-specific logo may create one by combining the Logo with the chapter name. The chapter name should appear beneath the Logo, and the width of the text should not exceed the width of the Logo. The type should be reproduced in the same Pantone 287 or color-build blue as the Logo, and the preferred font is Humanist. Example:



## Preferred Typefaces

Our preferred typefaces for communications materials are Garamond and Humanist. In this document, the body type is in Garamond, and the section headlines are Humanist. These fonts are pre-installed on many PCs. If you do not have access to these fonts, you can choose a close match from those you have available.

## **How to Obtain Graphics**

All ASA graphics are available in the Newsroom section of the ASA web site, at <http://www.amstat.org/pressroom/index.cfm?fuseaction=logos>  
Graphics are provided in a variety of file formats and can be distinguished by the three-letter extension to the file name. Please be sure to select the format most appropriate for your needs:

- For print use, use the encapsulated postscript (EPS), Adobe Illustrator (AI), or tagged image (TIF) files.
- For web use, use the JPEG (JPG) or GIF (GIF) files.

If you require other file formats than are available on the web site, please contact [publicaffairs@amstat.org](mailto:publicaffairs@amstat.org) to obtain them.

If you are unsure which file format will work for your application, please consult with the printer or designer producing materials for you, or contact [publicaffairs@amstat.org](mailto:publicaffairs@amstat.org).

## **Answering Questions About Using the Graphics**

If you have any questions about using the graphics, such as which graphic to select, or whether your use fits the graphic standards, please contact [publicaffairs@amstat.org](mailto:publicaffairs@amstat.org).