ASA Graphic Standards Manual

www.amstat.org/ASA/Graphic-Standards.aspx

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 webpages and in print publications. All others wishing to use these graphics must request permission by contacting ***amstat@amstat.org***.

PREFERRED TYPEFACES

Our preferred typefaces for communications materials are **Georgia** (serif) and **Gill Sans** (sans serif). 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.

GENERAL GRAPHICS GUIDELINES

- ASA meetings logos are updated annually. Please be sure to use the latest versions of each logo, as a unique version is developed for each meeting. You can obtain the most current logos on the ASA website at ***www.amstat.org/ASA/Graphic-Standards.aspx***.

- Both CMYK and RGB color builds are available.

- Graphics must not be edited or altered in any way other than as described.

- Print logos must be reproduced at a resolution of at least 300 dots per inch.

- Logos should be printed on a plain, light background, preferably white. Some logos may be reversed; please refer to the individual guidelines.

HOW TO OBTAIN GRAPHICS

All ASA graphics are available in the Press / Media section of the ASA website at ***www.amstat.org/ASA/Graphic-Standards.aspx.*** 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 the encapsulated postscript (EPS), Adobe Illustrator (AI), or tagged image (TIF) file.

- For **web**, use the JPG, PNG, or GIF file.

If you require file formats that are not available on the website, please email ***amstat@amstat.org*** to obtain them. If you are unsure of which file format will work for your application, please consult with the printer or designer producing the materials for you or email ***amstat@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 email ***amstat@amstat.org***.

ASA SEAL

WHEN TO USE THIS GRAPHIC

The ASA Seal (referred to as the Seal) is the association's official mark.

The Seal should be used on all ASA journals, scholarly articles, and official publications.

PRINT USE

- The Seal must not be printed smaller than 1" wide × 1 ¼" high.

- The Seal must be printed in black.

- 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 ***amstat@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.

WEB USE

- The Seal must appear in black on a neutral background.

- The minimum size of the Seal is 74 × 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 ***amstat@amstat. org*** for approval.

ASA LOGO

WHEN TO USE THIS GRAPHIC

The Logo should be used on in-house documents, external marketing material, and meetings collateral.

Do NOT use the ASA Logo (referred to as the Logo) on scholarly or technical publications—use the ASA Seal.

PRINT USE

- The color of the Logo is

    BLUE: Pantone 3005u or 2935c.

    GREEN: Pantone 368u or 376c.

- The tagline of the Logo cannot appear in type smaller than 7 points.

    IF the tagline and the unabbreviated title of the ASA is unreadable (smaller than 7 points), the top part may be used alone, without the tagline.

- The Logo should be printed on a plain, light background—preferably white. However, if the background is a photo (e.g., magazine cover), use an all-white version of the Logo.

WEB USE

- The Logo must appear in the following colors:

    BLUE: HTML #1B75BB

    GREEN: HTML #8CC63E

- The smallest size the entire Logo can appear is 200 × 75 pixels.

    IF the Logo must appear smaller than 200 × 75 pixels, use only the ASA portion of the Logo and link the image to the ASA website.

ADDITIONAL STIPULATIONS

- AMERICAN STATISTICAL ASSOCIATION must be the same length as the tagline and one point larger.

- IF the Logo must fit into a long space, the text can be placed next to the acronym and on the same line.

SAMPLE

- Tagline and Logo should always include the registered trademark (®) symbol.

- IF one of the colors clashes with another ASA affiliation logo (e.g., *This*IsStatistics), the ASA Logo can appear in one of the two colors—green or blue.

CHAPTER LOGOS
(GENERAL AND STUDENT)

WHEN TO USE THIS GRAPHIC

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

BLUE
PRINT: Pantone 3005u or 2935c
WEB: HTML #1B75BB

GREEN
PRINT: Pantone 368u or 376c
WEB: HTML #8CC63E

as the Logo, and the preferred font is GILL SANS.

EXAMPLE

INTERNATIONAL PRIZE
IN STATISTICS LOGO

The Stats Prize logo is used to promote the International Prize in Statistics.

PRINT USE
- **Dark Blue** 73, 30, 0, 72

- **Gold** 0, 22, 62, 13

- **Light Gold** 0, 10, 23, 1

WEB USE
- **Dark Blue** #133247

- **Gold** #DDAC54

- **Light Gold** #F9C985

pstat® LOGO

WHEN TO USE THIS GRAPHIC

The pstat® logo may be used by accredited members of the ASA in good standing to designate their status as accredited members. pstat® is a registered trademark of the American Statistical Association.

PRINT USE

- When using the tagline Accredited Professional Statistician™, the logo must not be printed any smaller than 1'' wide and 0.377'' high.

- The registration mark—®—in the upper right-hand corner must appear.

- The trademark—TM—must appear.

- The logo **must not** be reversed.

- The "p" in pstat must be in lowercase.

- The color of the "p" in pstat is Pantone 3005u. All other type is black.

For authorized and proper usage of the pstat® mark in writing, see ***www.amstat.org/ASA/Your-Career/Accreditation.aspx***.

gstat LOGO

WHEN TO USE THIS GRAPHIC

The gstat logo may be used by accredited members of the ASA in good standing to designate their status as accredited members.

PRINT USE

- When using the tagline Graduate Statistician, the logo must not be printed any smaller than 1'' wide and 0.377'' high.

- The logo **must not** be reversed.

- The "g" in gstat must be in lowercase.

- The color of the "g" in gstat is Pantone 368u. All other type is black.

The marks pstat®, gstat, and ACCREDITED PROFESSIONAL STATISTICIAN are owned by the ASA and all use of the marks inure to the ASA's benefit. Members derive no rights in the marks from use. Once the member is no longer in good standing, all use of the marks must cease immediately and all materials bearing the marks must be destroyed.

Others wishing to use the logo must request permission by emailing ***publicaffairs@amstat.org***.

ASA DATAFEST

WHEN TO USE THIS GRAPHIC

The ASA DataFest is a celebration of data in which teams of undergraduates work around the clock to find and share meaning in a large, rich, and complex data set. The ASA DataFest logo may be used on materials promoting this particular purpose.

The ASA DataFest logo is trademarked. The trademark—TM—must always appear at the top right of the logo.

When referring to a specific DataFest event, please use the DataFest logo that includes the name of the school/event. To have a new DataFest logo created, contact Donna LaLonde at **donnal@amstat.org**.

PRINT USE

- The logo must not be printed smaller than 1.25'' wide.

- The color of the logo is Pantone 288U
  (286U is also acceptable).

- The logo **must not** be reversed.

WEB USE

- The logo must appear in the Pantone or color-build blue on a neutral background.

- The minimum size of the logo is 150px.

- The logo **must not** be reversed.

STAT*tr@k*

WHEN TO USE THIS GRAPHIC

Produced by the American Statistical Association, STAT*tr@k* **(stattrak.amstat.org)** is geared toward individuals who are in a statistics program, recently graduated from a statistics program, or recently entered the job world.

- When written in text, 'STAT' is always in uppercase and the '*tr@k*' is always in lowercase and italic.

- The color of the logo is

PRINT USE

BLUE: Pantone 3005u or 2935c.

GREEN: Pantone 368u or 376c.

WEB USE

BLUE: HTML #1B75BB

GREEN: HTML #8CC63E