

CHAPTER LOGO GUIDELINES

HOW TO ACCESS LOGO FILES

The ASHRAE Marketing department will create and disseminate all approved versions of the ASHRAE logo signature. Only artwork files provided by ASHRAE may be used. Images captured from websites, publications, and other sources may not be used. All previous versions of the ASHRAE mark (previous to 2012) are no longer allowed.

All uses must include the appropriate registered trademark (®) symbol. The appropriate symbol will be part of the artwork provided by ASHRAE.

Chapters can find the approved logos on their chapter's Basecamp project. Current chapter committee members should have access to their chapter's Basecamp project. Please contact the ASHRAE Marketing/Public Relations staff at loginformation@ashrae.org if you have any questions or need a new logo created. ASHRAE staff can provide new logos for print, web and social media websites upon request.

Society Level



Shaping Tomorrow's
Built Environment Today

Region, Chapter and Student Branch Level



Society Level Programs



UNAPPROVED LOGO USAGE

The ASHRAE logo must never be altered in any way. Any improper use of the logo causes confusion, jeopardizes its legal protection and devalues our brand logo. Never change or alter the ASHRAE logo, colors, size minimums or reproduction guidelines.

Examples of misuses are shown here.



Do not use old or unapproved logos



Do not reposition logo elements



Do not distort or rotate elements



Do not change from ASHRAE brand colors



Do not use neon versions of the logo



Do not add signature elements



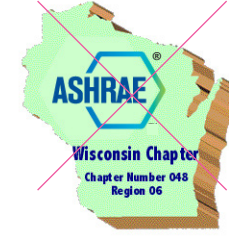
Do not remove registered trademark



Do not use degraded art work



Do not place in a shape



Do not use with unapproved chapter logos



Do not use signature elements by themselves



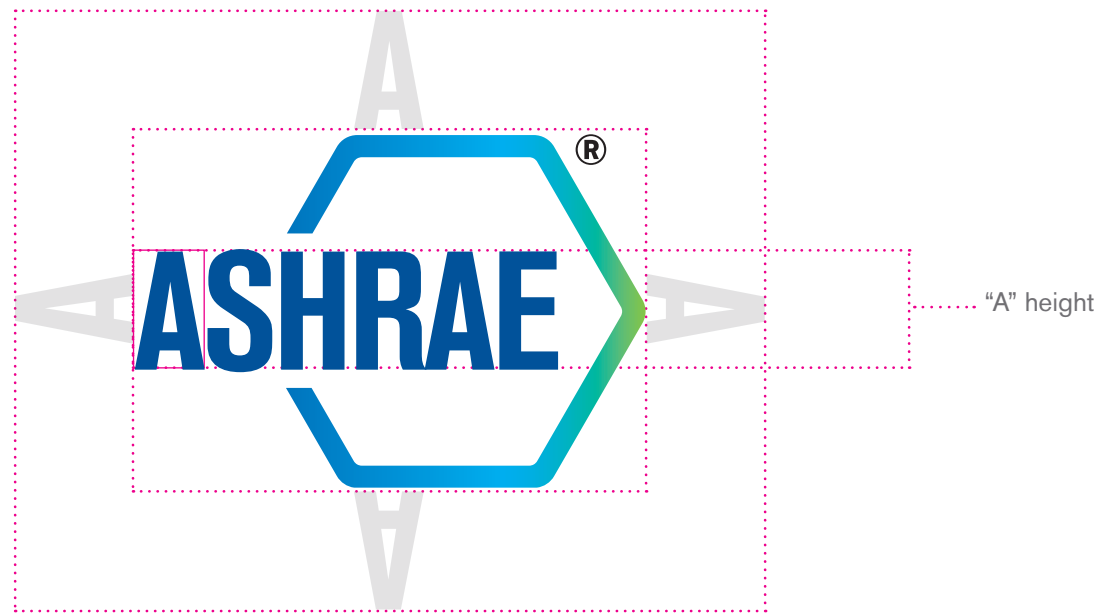
Do not alter the chapter signature line in any way.

CLEAR SPACE & SMALL SCALE REPRODUCTION

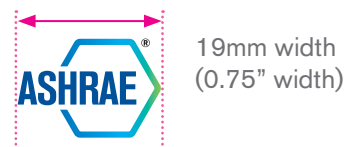
To ensure maximum legibility and visibility, always use the appropriate amount of clear space around the logo. The clear space is the height of the “A” in the ASHRAE logo.

The size of the ASHRAE logo depends upon its usage. To maintain legibility the logo should never be smaller than 19mm in width (0.75” width).

Clear space for the corporate logo



Minimum size for the corporate logo

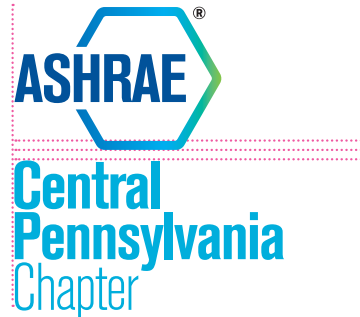


REGION, CHAPTER AND SECTION SIGNATURES

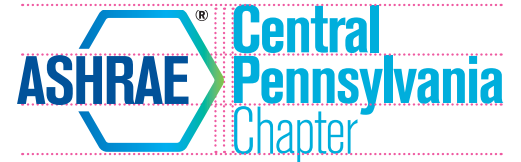
The only approved formats for the region, chapter and section signatures are shown here.

- The ASHRAE logo and region, chapter and section signatures should look “clean” (i.e. ample white space for visibility).
- The region, chapter and section names should appear to the right side of the logo (horizontal format) or neatly stacked underneath (vertical format).
- Berthold Akzidenz Grotesk Bold and Light Condensed fonts are required.
- The clear space between the region, chapter and section signatures and logos are equal to the width of the right corner of the hexagon for horizontal formats and the height of the bottom section of the hexagon for vertical formats.
- The region, chapter and section states are equal in prominence to the ASHRAE name in the logo.
- The region, chapter and section name may only appear in four colors – Pantones 376, 312, 300 or Cool Gray 11.
- Regions, chapters and sections are allowed the same color options.
- The clear space and minimum logo size should maintain the guidelines, as stated on page v.

Vertical



Horizontal



REGION, CHAPTER AND SECTION SIGNATURES

(Continued)

- Regions, chapters and sections are allowed to use the one-color black, Pantone 287 or reversed out in white on a solid color when necessary. Four-color is required for electronic use.

Vertical



Horizontal



Default Secondary Versions



COLOR PALETTE

Bold and vibrant colors are fundamental components of our logo design system.

