



**ASPPA Benefits Councils™**

## **LOGO GUIDELINES**

As the preeminent educator and advocate for retirement plan professionals, the ASPPA brand name and its family of logos, such as the ASPPA Benefits Council logos, have a high value. The overall brand image is more than a logo and tagline—it is truly a promise of integrity and quality.

As part of the ASPPA brand family, each ASPPA Benefits Council (ABC) can promote its own activities, as well as help build overall awareness of ASPPA through consistent use of the ASPPA Benefits Council (ABC) logos.

*ASPPA Benefits Council Logo Guidelines* describe acceptable uses and how to reproduce the logos supporting ASPPA's overall branding goals.

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**The Name**

ASPPA is a brand name and it's still pronounced as a single word, "as-pa", just like the previous name. We've kept the phonetic pronunciation the same in order to capitalize on the existing brand equity.

**The Logo's Symbolism**

The logo itself shows the ideal road to retirement—direct and clear of any obstacles.

**The "Elevator Story"**

- ASPPA is the leader in credentialing pension and retirement plan professionals.
- Most of us have undergone the most rigorous and specialized education and credentialing programs.
- We serve as the pension and retirement plan professionals' advocate and voice on Capitol Hill.
- As part of ASPPA's expanding reach, ABCs provide continuing education programs, local networking, professional development, cutting edge topics, national speakers, and legislative and regulatory information.

Consistency is key to building a strong brand. These guidelines will help to ensure consistency in the use of the ABC logo and corresponding graphic to support the success of ASPPA’s branding effort. The ASPPA Benefits Council (ABC) logo is intended to promote the local council and its events, not individual membership status with an ABC.

Acceptable uses of the logo include promotional materials, such as meeting notices, flyers, ABC Web sites, etc. The logo should not be included on business cards.

### Approved Logo Usage

The primary element used to identify the ABCs is the logo.

The logo consists of:

- The brand name, “ASPPA Benefits Council”
- The graphic element (road with bar at top)
- The trademark identification “TM”  
(The logo should never be used without the “TM”).
- The council name.



### Logo Colors

The ABC logo is built on two colors: ASPPA teal and ASPPA orange. It is essential that the precise color specified is used.<sup>1</sup> Never attempt to “guess” in matching or specifying the ABC color. See CMYK chart for the breakdown of colors when printing in process color.

<sup>1</sup> Exceptions may include foil stamping, metallic signage, and other approved uses. For other approved uses, please contact the ASPPA Marketing Department at 703.516.9300 or graphicstandards@asppa.org.

	Teal	Orange
<b>Pantone</b>	Match Pantone 633	Match Pantone 716
<b>CMYK*</b>	C 100 M 0 Y 10 K 25	C 0 M 45 Y 91 K 0

### Black and White

The ABC logo can be reproduced in 100% black and reversed (black or color background) to white as shown here.

Black



Reverse



### Single Color

If the logo is reproduced in a single color (other than black), it must be one of the palette colors from the ASPPA color palette (see page 5), preferably "ASPPA Teal" (PMS 633).

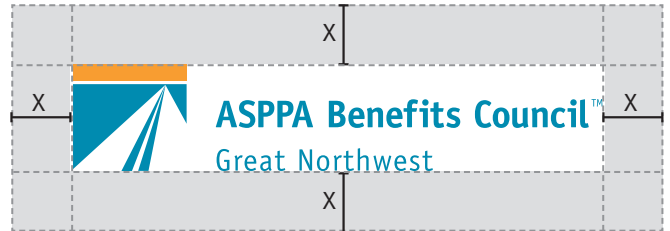
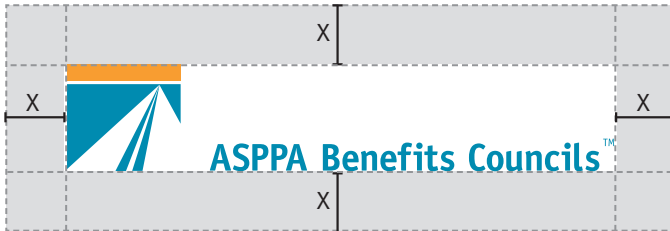
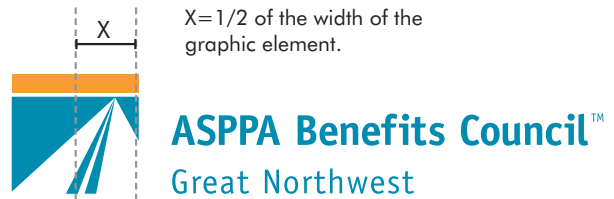
ASPPA Teal



### Minimum Space Around Logo

To maintain the integrity of the logo and avoid visual clutter, care should be taken to adhere to the positioning guidelines.

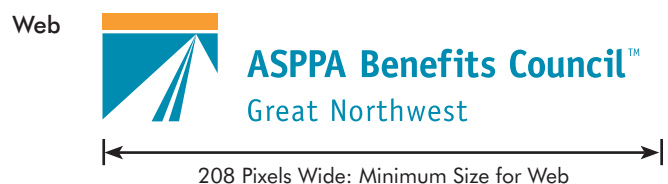
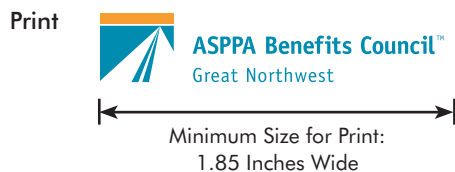
It is important to maintain a "comfort zone" defined as "X", ( $X = 1/2$  of the width of the graphic element) around the logo. No copy, images or other graphic elements should infringe in this area.



### Logo Minimum Size

When using the ABC logo in printed material, it should appear no smaller than 1.85 inches in width.

On the Web (and ABC websites), the ABC logo should be no smaller than 208 pixels wide.



### ASPPA and ABC Color Palette

Color is a critical branding element. The “ASPPA colors” have been carefully selected to present a unified palette, when used in any combination. Black may also be used with any combination of colors. Please note the logo may only be reproduced as black, white, or the ASPPA teal with orange.

	Green	Orange	Red 1	Blue 1	Teal
<b>Pantone</b>	Match Pantone 576	Match Pantone 716	Match Pantone 187	Match Pantone 2935	Match Pantone 633
<b>CMYK*</b>	C 49 M 0 Y 100 K 39	C 0 M 45 Y 91 K 0	C 0 M 100 Y 79 K 20	C 100 M 46 Y 0 K 0	C 100 M 0 Y 10 K 25
<b>Web</b>	6D8D5B	F99D30	C4102F	0076BF	008AB0

	Blue 2	Gold	Red 2	Green 2	Gray
<b>Pantone</b>	Match Pantone 2758	Match Pantone 1395	Match Pantone 181	Match Pantone 618	Match Pantone 445
<b>CMYK*</b>	C 100 M 80 Y 0 K 26	C 0 M 41 Y 100 K 37	C 0 M 74 Y 100 K 47	C 0 M 3 Y 87 K 30	C 15 M 0 Y 11 K 69
<b>Web</b>	003A81	AA7108	933B02	COAF28	5D6967

**\*What is CMYK?**

CMYK refers to the four colors used in process printing—Cyan, Magenta, Yellow and Black.

The CMYK values as described above are already imbedded in the logo art files and therefore do not need to be recreated when reproducing the logos using process (CMYK) color.

**ABC Logos**



**ASPPA Benefits Council™**  
Atlanta



**ASPPA Benefits Council™**  
Greater Cincinnati



**ASPPA Benefits Council™**  
Central Florida



**ASPPA Benefits Council™**  
New York



**ASPPA Benefits Council™**  
Chicago



**ASPPA Benefits Council™**  
North Florida



**ASPPA Benefits Council™**  
Cleveland



**ASPPA Benefits Council™**  
Northern Indiana



**ASPPA Benefits Council™**  
Dallas/Fort Worth



**ASPPA Benefits Council™**  
South Florida



**ASPPA Benefits Council™**  
Delaware Valley



**ASPPA Benefits Council™**  
Texas Gulf Coast



**ASPPA Benefits Council™**  
Great Northwest




**ASPPA Benefits Council™**  
Western Pennsylvania

Electronic logo artwork is available for downloading at [http://www.asppa.org/resources/res\\_styleguides.htm](http://www.asppa.org/resources/res_styleguides.htm).

**⊘ Logos Don'ts**

Generally the graphic element (i.e. the road) should not be used alone, separated from the words "ASPPA Benefits Council" plus the Council name. The logo, or any part of it, should **NOT** be used within a headline or as part of a sentence.

⊘  **ASPPA Benefits Council™**  
Great Northwest

**Don't** alter or add elements to the logo.


⊘  **ASPPA Benefits Council™**  
Great Northwest

**Don't** change the color from the approved colors.

⊘  **ASPPA Benefits Council™**  
Great Northwest

**Don't** reset the council name or otherwise change the logo.

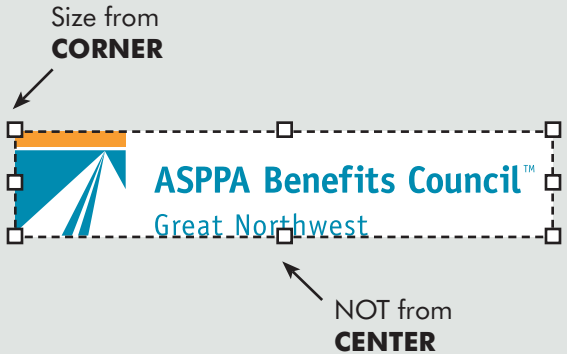
⊘  **ASPPA Benefits Council™**  
Great Northwest

⊘  **ASPPA Benefits Council™**  
Great Northwest

**Don't** reset the type or otherwise change the logo.

**Scaling the Logo**

To size the logo in an application like Word®, be sure to "grab" the graphic by one of the four corners (and not the center marks) to ensure proportional scaling.



⊘  **ASPPA Benefits Council™**  
Great Northwest

**Don't** distort or compress the logo.

⊘  **ASPPA Benefits Council™**  
Great Northwest

## Typography

Typography is a critical component of ASPPA's brand family identity system. While the typography within the logo may not be changed, altered or reset, any supporting materials may use the following suggested fonts (see examples below):

**Serif:** Minion and Berkeley

**Sans Serif:** Helvetica, Helvetica Neue, Futura, and Franklin Gothic

**All weights (both Roman and italic) from each font family may be used.** It is recommended that Serif fonts be used for headlines when sans serif fonts are used for body text, and vice versa. When the fonts below are not available, Arial is a good substitute, particularly in web site applications.

### Minion

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ!&? abcd  
efghijklmnopqrst  
vwxyz  
0123456789

### Berkeley

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ!&? abcd  
efghijklmnopqrst  
vwxyz  
0123456789

### Helvetica

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ!&?  
abcdefghijklmnopqrstu  
vwxyz0123456789

### Helvetica Neue

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ!&?  
abcdefghijklmnopqrst  
vwxyz0123456789

### Futura

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ!&? abc  
defghijklmnopqrstuv  
wxyz0123456789

### Franklin Gothic

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ!&? abcdef  
ghijklmnopqrstuvwxy  
z0123456789

If you have any questions about these graphic standards, please contact the ASPPA Marketing Department at 703.516.9300 or by e-mail at [graphicstandards@asppa.org](mailto:graphicstandards@asppa.org).

Electronic logo artwork is available for downloading at [http://www.asppa.org/resources/res\\_styleguides.htm](http://www.asppa.org/resources/res_styleguides.htm).