



# GRAPHIC GUIDELINES

As the preeminent educator and advocate for retirement plan professionals, the ASPPA® brand name and its family of 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.

Members can strengthen the ASPPA brand image and heighten awareness of ASPPA credentials through consistent application of the ASPPA name, tagline and logo. Every use of the ASPPA name and logo presents an opportunity to strengthen, or weaken, the overall brand image. Therefore, it is vital that members are good stewards of the ASPPA brand.

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

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### Our Name

ASPPA is our 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.

### Our Logo's Symbolism

The logo itself shows the ideal road to retirement—direct and clear of any obstacles. The logo also bears a tagline, "*Working for America's Retirement*," which communicates the overall mission of our organization, thus separating us from other A-S-P-P-A sounding entities like the American Society of Public Administrators or the American Shrimp Processors Association (yes, this is a real association!).

### Our "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.
- When you deal with an ASPPA member, you are dealing with a retirement plan expert.

Consistency is key to building a strong brand. These guidelines will help to ensure consistency in the use of the ASPPA logo and corresponding mark to support the success of ASPPA’s branding effort.

### Approved Logo Usage

The primary element used to identify American Society of Pension Professionals and Actuaries (ASPPA) is the logo.

The logo consists of:

- The brand name, “ASPPA.”
- The graphic element (road with bar at top)
- The registration identification “®”  
(The logo should never be used without the “®”).
- The tagline, “Working for America’s Retirement”



### Logo Colors

ASPPA’s brand identity is built on two colors: ASPPA green and ASPPA orange. It is essential that the precise color specified is used.<sup>1</sup> Never attempt to “guess” in matching or specifying an ASPPA 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.

	Green	Orange
<b>Pantone</b>	Match Pantone 576	Match Pantone 716
<b>CMYK*</b>	C 49 M 0 Y 100 K 39	C 0 M 45 Y 91 K 0

### Single Color

If the logo is reproduced in a single color (other than black), it must be one of the palette colors, preferably “ASPPA Green.”

ASPPA Green (Preferred)



### Black and White

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

Black



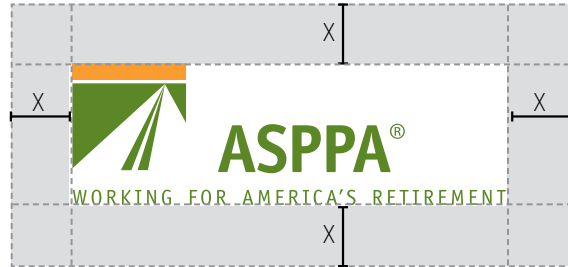
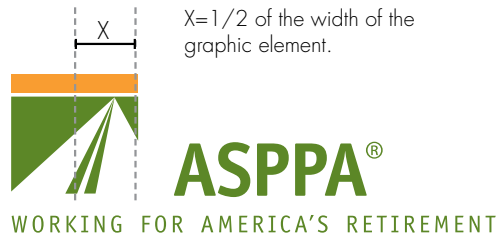
Reverse



## 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.

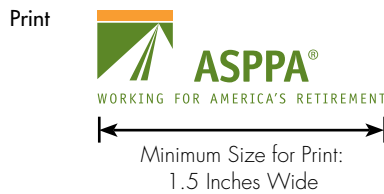
It is important to maintain a “comfort zone” defined as “X”, ( $X=1/2$  of the width of the graphic element) around the logo. No copy, images or other graphic elements should infringe in this area.



## Logo Minimum Size

When using the ASPPA logo in printed material, it should appear no smaller than 1.5 inches in width.

On the Web, the ASPPA logo should be no smaller than 199 pixels wide.



## Small Specialty Items

For very small applications such as specialty items such as pencils, ASPPA has established the following:

Two Color  **ASPPA®** • WORKING FOR AMERICA'S RETIREMENT

One Color  **ASPPA®** • WORKING FOR AMERICA'S RETIREMENT

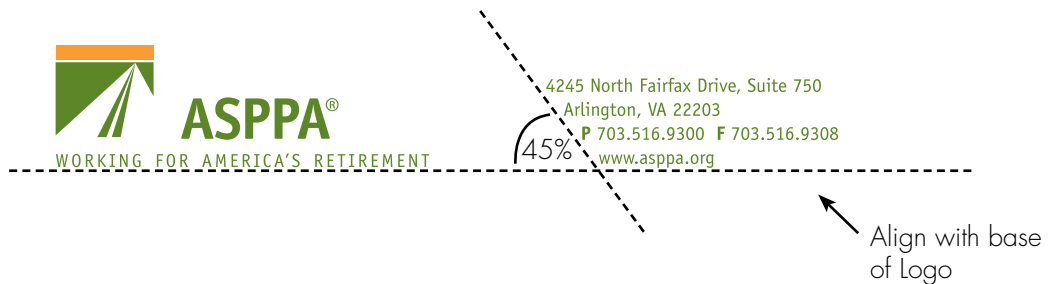
Black  **ASPPA®** • WORKING FOR AMERICA'S RETIREMENT

## Location Identifier

When the address is used with the logo, it is set in Officina Sans, book. Careful consideration must be given to the font size in relation to the logo. On a dark background, the Location Identifier may be reversed to white (see below). Special attention must be given to the logo and Location Identifier if they are reproduced using process color (CMYK). With process color, the green requires a “build” of three colors. This may create a registration problem for some printers. Consult with the printer regarding this question. Otherwise it is advisable to use the black version as shown below.

### Horizontal Version

Color



Black



Reverse



### Vertical Version

Color



4245 North Fairfax Drive, Suite 750  
Arlington, VA 22203

www.asppa.org

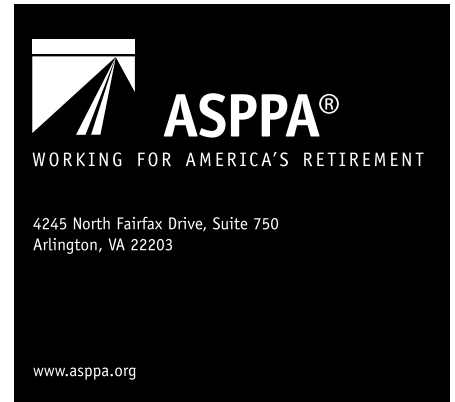
Black



4245 North Fairfax Drive, Suite 750  
Arlington, VA 22203

www.asppa.org

Reverse



4245 North Fairfax Drive, Suite 750  
Arlington, VA 22203

www.asppa.org

## ASPPA 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.

					
<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>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

### \*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.

**⊘ Don'ts**

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

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

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

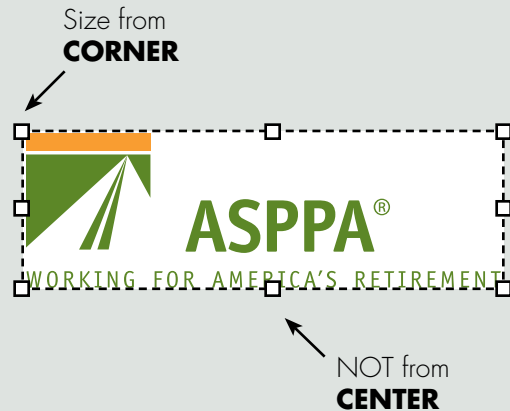
⊘  **Don't** reset the tagline or otherwise change the logo.

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

⊘  **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.



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

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

## Typography

Typography is a critical component of ASPPA's 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.

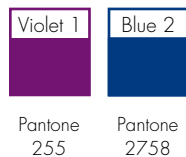
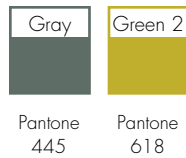
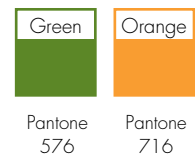
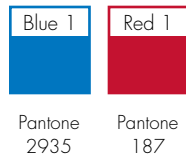
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**Minion**

**Helvetica Neue**

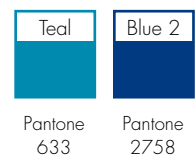
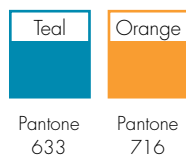
## ASPPA Family of Logos

There are four additional ASPPA logos: ASPPA PAC, ASPPA Benefits Councils, ASPPA Pension Education and Research Foundation, and ASPPA Member. These logos are designed to appear as siblings. All of the “logo don’t” rules, described on page 7, apply to the entire family of logos.



## ASPPA Member Logo

When using the logo to identify a member, the “ASPPA Member” logo should be used. This version includes the word “Member” as part of the design. “Member” should not be typeset and added to any other versions of the logo.



## Chapter Logos



**ASPPA® Benefits Council**  
Atlanta



**ASPPA® Benefits Council**  
Greater Cincinnati



**ASPPA® Benefits Council**  
Central Florida



**ASPPA® Benefits Council**  
New England



**ASPPA® Benefits Council**  
Chicago



**ASPPA® Benefits Council**  
New York



**ASPPA® Benefits Council**  
Cleveland



**ASPPA® Benefits Council**  
North Florida



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



**ASPPA® Benefits Council**  
Northern Indiana



**ASPPA® Benefits Council**  
Delaware Valley



**ASPPA® Benefits Council**  
South Florida



**ASPPA® Benefits Council**  
Detroit



**ASPPA® Benefits Council**  
Texas Gulf Coast



**ASPPA® Benefits Council**  
Great Northwest



**ASPPA® Benefits Council**  
Western Pennsylvania

## For Members

Using the ASPPA logo or name on personal marketing materials will reinforce not only your personal credentials, but help build strength in those credentials through public awareness. The ASPPA logo or name may only be used by members in good standing and must be used in accordance with ASPPA's graphic standards.

Since ASPPA's membership is individual and not by company, the logo or name cannot be used on corporate materials. It can be used on materials pertaining to the individual member only. Think of using the ASPPA affiliation the way you would use any personal credential.

### Approved uses for the logo or name:

- Personal Business Cards
- Personalized Letterhead, Note Paper or Fax Cover Sheet
- Personal Brochures (for consultants, etc.)
- Website—only as part of personal biographical information
- Personalized Newsletters—as part of your personal biographical information
- Email—as part of your personal signature information

### Non-approved uses for the name or logo:

- Generic Company Stationery or Fax Cover Sheets
- Company Newsletters
- Corporate Website—except as stated above in approved uses
- Corporate Brochure
- Corporate Ads



When using the logo to identify a member, the "ASPPA Member" logo should be used. This version includes the word "member" as part of the design. "Member" should not be typeset and added to any other versions of the logo.

### How to use the acronym without using the logo:

The acronym ASPPA can be used alone in places where there is limited space and/or the audience may already be familiar with ASPPA, such as on business cards.

When using the acronym as text only, the words "A member of" should appear before the name.

#### Example:

A member of ASPPA.

If you are writing an article or a paper and refer to the organization, the first mention should use the full name with the acronym in parentheses. Future references can use the acronym.

#### Example:

Recently, at a meeting of the American Society of Pension Professionals and Actuaries (ASPPA), the attendees were given beautiful lapel pins displaying the organization's new logo. John Doe, a member of ASPPA was quoted as saying, "This pin will be a great conversation starter".

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).