



ASPPA MEMBER™

WORKING FOR AMERICA'S RETIREMENT

LOGO 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 Member logo and tagline. Every use of the ASPPA name and ASPPA Member logo presents an opportunity to strengthen, or weaken, ASPPA's overall brand image. Therefore, it is vital that members are good stewards of the ASPPA brand.

ASPPA Member Logo Guidelines describe acceptable uses and how to reproduce the ASPPA Member logo in order to support ASPPA's overall branding goals.

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Our Name

ASPPA is a brand name and it's still pronounced as a single word, "as-pa", just like our old ASPA 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 retirement plan professionals.
- Most have undergone the most rigorous and specialized education and credentialing programs.
- We serve as the pension 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 Member logo and corresponding graphic to support the success of ASPPA's branding effort.

For Members

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

Since ASPPA's membership is individual and not by company, the ASPPA Member 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 Member logo 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.)
- Web site—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 Web site—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/or 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 is already 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."



Approved Logo Usage

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

The logo consists of four elements (see right):

- The brand name, "ASPPA Member."
- The graphic element (road with bar at top)
- The tagline, "Working for America's Retirement"
- The trademark identification "TM"
(The logo should never be used without the "TM").



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.¹ Never attempt to "guess" in matching or specifying an ASPPA color. See CMYK chart for the breakdown of colors when printing in process color.

¹ Exceptions may include foil stamping, metallic signage and other approved uses.

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

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



Single Color

If the logo is reproduced in a single color (other than black), it must be one of the palette colors (see page 5), preferably "ASPPA Green" (PMS 576).

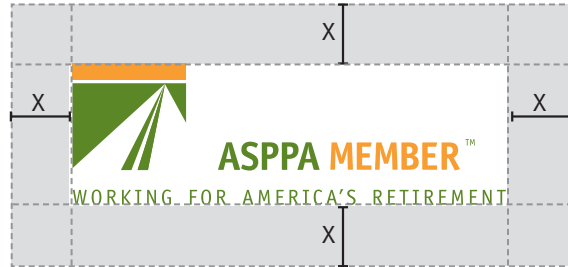
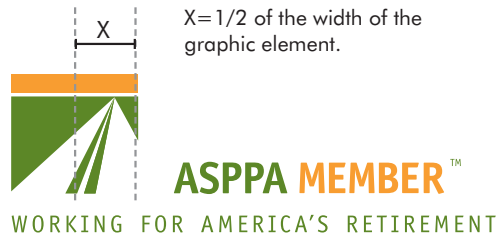
ASPPA Green (Preferred)



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.



Special Consideration for Business Cards

When adding the logo as a supplemental logo/ credential/distinction on a current corporate business card, it may be used as small as 0.875 inches in width.

In this case, and this case only, the tagline, “Working for America’s Retirement” should be removed.



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. Please note the logo may only be reproduced as black, white, or the ASPPA green with orange.

	Green	Orange	Red 1	Blue 1	Teal
Pantone	Match Pantone 576	Match Pantone 716	Match Pantone 187	Match Pantone 2935	Match Pantone 633
CMYK*	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
Web	6D8D5B	F99D30	C4102F	0076BF	008AB0

	Blue 2	Gold	Red 2	Green 2	Gray
Pantone	Match Pantone 2758	Match Pantone 1395	Match Pantone 181	Match Pantone 618	Match Pantone 445
CMYK*	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
Web	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.

⊘ Logo Don'ts

Generally the graphic element (i.e. the road) should not be used alone, separated from the words "ASPPA Member" 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.

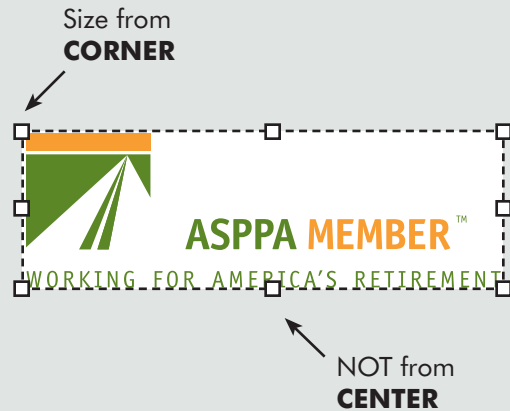
⊘  **Don't** reset the tagline or otherwise change the logo.

⊘  **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 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.

Electronic logo artwork is available for downloading at http://www.asppa.org/resources/res_styleguides.htm.