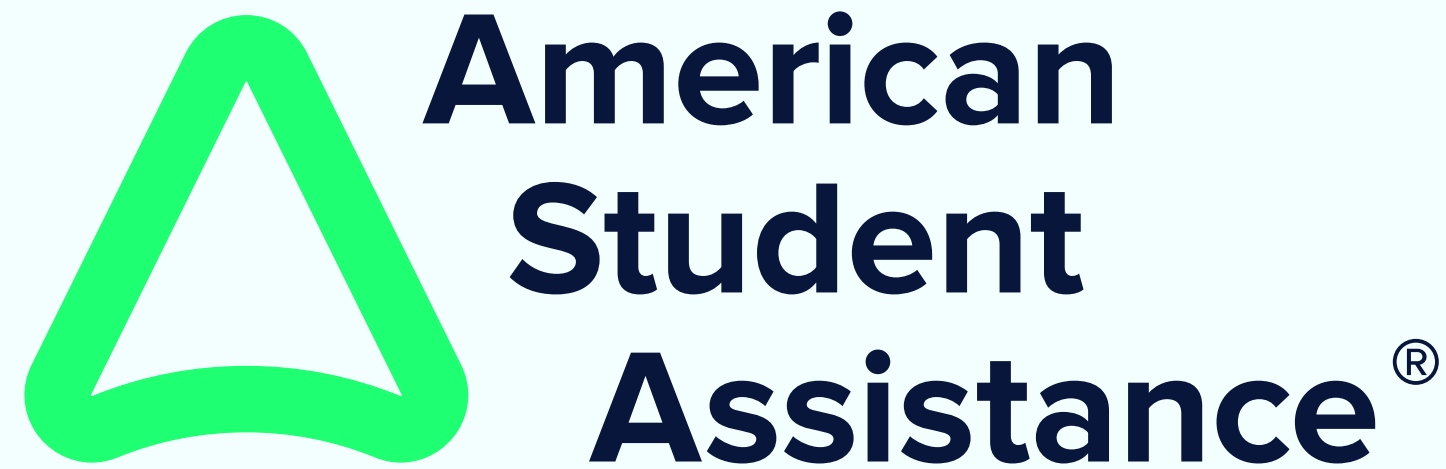




# Logo Usage

## | Brandmark



### **Our logo**

The ASA brandmark reflects a destination for helping young people navigate their education to career pathways. By showing the Delta A point upwards, we communicate our value to the world: aspiring to help young people navigate to a positive, successful future.

### **The shape**

The Delta A is a universal symbol of change. The activated, arched bottom adds flexibility to the shape to promote movement and solidify own-ability.

### **The color**

ASA Growth Green is a signifier of innovation and forward thinking in the marketplace. It breaks through the clutter and becomes a beacon of activation for the brand.

**To ensure its consistent recognition, when color is available, the Delta A should always be displayed in ASA Growth Green. (See logo usage)**

### **Brand in copy**

On the first occurrence of “American Student Assistance,” use the full name followed by a superscripted registration mark (®) and “ASA” in parentheses. On the first occurrence of “ASA” separate from the spelled-out name, a superscripted registration mark (®) should be included as well. Use just “ASA” on all subsequent occurrences. ASA is completely uppercase with no periods.

# Logo usage

**Two-Color**—preferred use



**One-Color**—limited use only

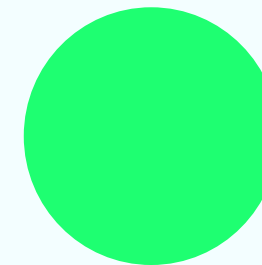


When appearing in full color, the Delta A should always be in ASA Growth Green



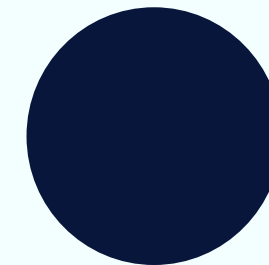
When appearing in one color, use only ASA Blue or black

Primary colors



**ASA Growth Green**

HEX: 1EFF71  
R-30 G-255 B-113  
PMS 7479 C  
\*\*For digital print projects  
set file to PMS 7479\*\*



**ASA Blue**

HEX: 09163B  
R-9 G-22 B-59  
PMS 282 C  
C-100 M-92 Y-42 K-55

## Clear Space

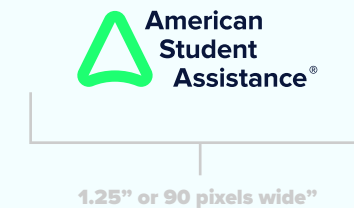
Proper use of clear space protects the integrity of our brand mark.

1. Set your logo to size required.
2. Use the "Am" in "American" to measure your clear space around the logo.



## Minimum Size

The ASA logo should never go smaller than 1.25" or 90 pixels

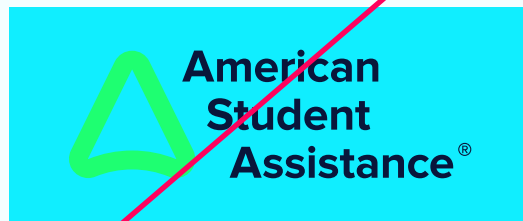


# Incorrect logo usage

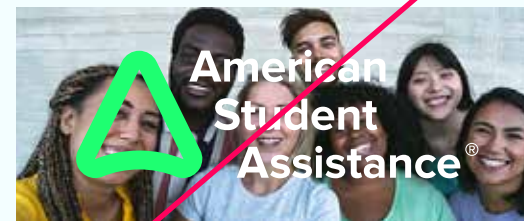
**Do Not**  
show the Delta A in white. Always show in ASA Growth Green.



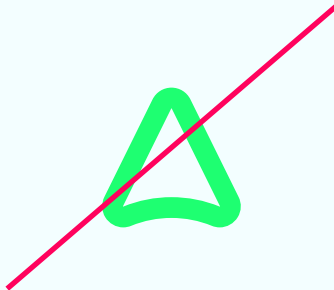
**Do Not**  
place the full color brandmark on a secondary brand color. The Delta A in ASA Growth Green should always be legible. Only use contrasting dark colors to ensure legibility.



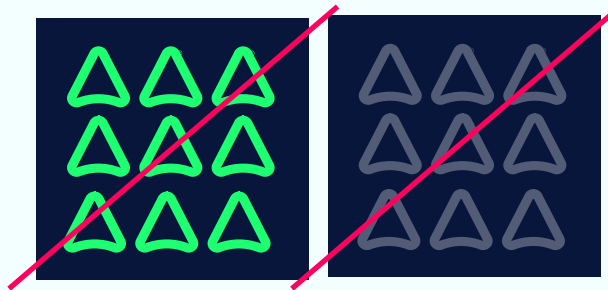
**Do Not**  
show the brandmark on a busy photo or illustration.



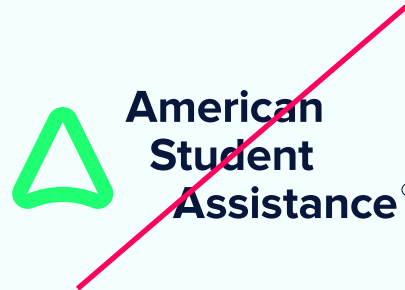
**Do Not**  
use the Delta A icon as a logo.



**Do Not**  
use the Delta A icon as a pattern background.



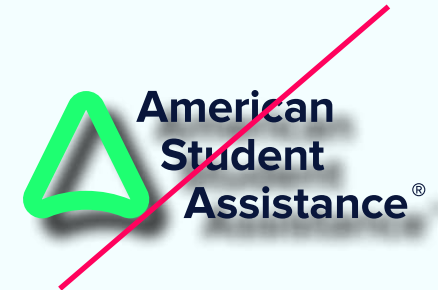
**Do Not**  
change the size of the Delta A



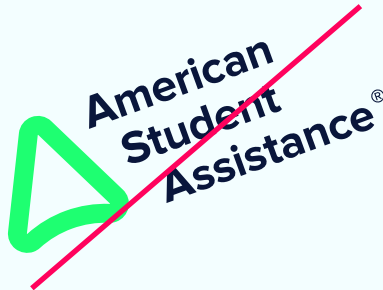
**Do Not**  
change the color of the Delta A.



**Do Not**  
add a drop shadow.



**Do Not**  
place on an angle or vertical.



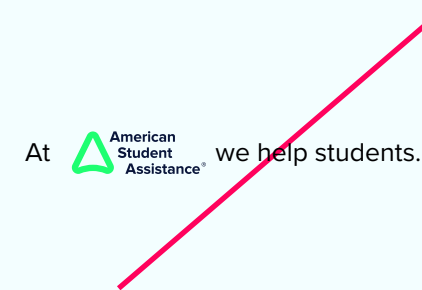
**Do Not**  
skew or stretch.



**Do Not**  
outline.



**Do Not**  
place the brandmark in a sentence.





**[asa.org](https://asa.org)**

**For more information or to get a full  
ASA Brand Guidelines Book, please contact:**

**ASA CONSUMER MARKETING, CREATIVE**

**Kristen Burns Munevar  
Creative Director**

**[CreativeServices@asa.org](mailto:CreativeServices@asa.org)**