ASPRS Logo Design Policy

Adopted 18 December 2023

The following is the Society's policy for custom logos established by the Society Councils, Divisions, Committees, Regions, Working Groups and Chapters (hereafter referred to as Subdivisions) as described in the Society Bylaws, Article XIV.

POLICY STATEMENT

Logos displayed by Subdivisions of ASPRS on their letterhead, websites, social media sites, and other such publications must maintain the basic form and format of the ASPRS logo, such that they can be clearly associated with the Society by its common law trademark.

PURPOSE

The purpose of this policy is to maintain the identity and branding of the Society and all affiliated Subdivisions by establishing clear guidelines for the design of custom logos.

DESIGN REQUIREMENTS

Standard logos are created for all Subdivisions of the Society, based on the form and format of the ASPRS logo.

National Logo Examples:

Standard Subdivision Logo Examples:

Custom Logo Requirements:

- Custom logos should utilize the same color scheme, using #abbd38 (Pantone 583) for green and #124b8f (Pantone 280) for blue.

- Custom logos should maintain the same font and layout for the name of the Society and its tagline.

- Custom logos should maintain the same font and layout for the name of Subdivision.

- Customization of the globe should clearly signify the unique identity of the Subdivision while maintaining design elements of the ASPRS globe, as shown in the examples below.

- Custom graphics signifying the unique identity of the Subdivision can be added to ASPRS globe on the far left or to the right of the standard form as shown in the examples below.

Custom Logo Examples:

APPROVAL PROCESS

1. Subdivisions should develop custom graphic elements following the guidelines and requirements set forth above.

2. Submit to ASPRS Headquarters the custom graphic elements as separate image files in formats suitable for web and print.

3. ASPRS Headquarters staff will incorporate the custom elements into a template containing the Society and Subdivision names in conformance with this policy.

4. ASPRS Headquarters staff will return the final design to the Subdivision leadership for approval.

5. ASPRS Headquarters staff will upload a standard set of files/image formats to the Subdivision Logo folder on the ASPRS file server, including banner and profile images for LinkedIn and Facebook.