Identity guidelines

Aluminium Stewardship Initiative

Aluminium Stewardship Initiative

identity guidelines

This style guide covers the rules for working with the Aluminium Stewardship Initiative (ASI) identity, and defines how to use typefaces, colours and imagery.

This style guide is intended as a reference and guide for the use and reproduction of the ASI brand.

It describes the main parameters, elements and applications of ASI designed collateral.

In order to maintain a strong and consistent impression for ASI, these specifications should always be followed.

Aluminium Stewardship Initiative

logo guidelines

The Aluminium Stetwardship Initiative (ASI) logo has various versions to ensure optimum reproduction quality in all applications. This includes technical variants for a range of printing processes.

The logo may only be used as original artwork in the combination defined in the following pages.

No changes may be made to the colour, spacing or proportions of the logo, including the relationship between the symbol and adjacent text.

Aluminium Stewardship Initiative

logo guidelines

Full colour version

This version of the ASI logo is to be used on all white and light coloured backgrounds

Full colour version on dark background

This version of the ASI logo is to be used on all dark backgrounds or over dark areas of images

Greyscale version

This version of the ASI logo is to be used when colour cannot be used on all white and light coloured backgrounds

Greyscale version on dark background

This version of the ASI logo is to be used when colour cannot be used on all dark backgrounds

Aluminium Stewardship Initiative

logo guidelines

Minimum size

To ensure that clarity and integrity of the ASI brand is maintained, minimum size specifications have been developed and must be observed at all times.

The ASI logo must never be smaller than 40mm wide.

40mm wide - horizontal

Clearspace

To maximise the visual impact of the ASI brand, a ‘clearspace’ has been defined. The clearspace is the minimum area required around the logo.

No other graphic elements should be positioned inside the clearspace. Wherever possible, maintain more clearspace around the logo than the minimum specified.

The clearspace can be found by measuring the height of the first two lines reading ‘Aluminium Stewardship’. This measurement will be the clearspace that will be required around the outer extremities of the logo.

Aluminium Stewardship Initiative

logo guidelines

Do not compress, extend, straighten or distort the logo.

Do not swap the colour elements of the logo.

Do not contain the logo within a shape other than the condoned round corner rectangle (see page 12 for example).

Do not reproduce the logo in any typeface.

Do not substitute the colours of the logo for any other than ones stated in the master brand ‘colour palette’ section.

Do not place any words or marks immediately preceding, above, after or immediately underneath the logo i.e. within the clearspace.

Aluminium Stewardship Initiative

typography guidelines

Type is a visible language.

The type family used in the ASI brand reinforces the identity and recognition.

The fine graduation of the weights makes the typefaces easily legible in all sizes. Regular, Medium and Bold weights provide a method of differentiating headlines according to their hierarchy and significance.

Aa

Aluminium Stewardship Initiative

typography guidelines

Helvetica Neue LT

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

typeface

Helvetica Neue LT Light is the primary typeface and is to be used for body copy and headlines. This is the only acceptable font for external facing collateral.

Roman and Bold weights can be used for subheading, table headings or other areas which need extra levels of hierarchy.

Helvetiva Neue LT should not be replaced or substituted with a different sans serif font in any application. If the typeface is not available within an application (e.g. Microsoft Word) the typeface Verdana is to be used (refer to page 8).

Aluminium Stewardship Initiative

typography guidelines

Calibri

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

typeface

Calibri Light is the secondary typeface and is to be used for body copy and headlines. This typeface can be used for internal facing collateral only when Helvetica Neue LT is not available.

The Bold weight can be used for subheading, table headings or other areas which need extra levels of hierarchy.

When Helvetiva Neue LT cannot be used or is not available, Calibri should not be replaced or substituted with a different sans serif font in any application.

Aluminium Stewardship Initiative

colour palette

Colours are a central, vital element of the ASI branding and have a major impact on the entire identity.

The colours used for ASI have been carefully chosen for a distinctive look and feel and create the basis for recognition when consistent applications used.

Aluminium Stewardship Initiative

colour palette

PMS 376 C

Lab Breakdown
L=74 a=(-35) b=58

CMYK Breakdown
C=50 M=0 Y=100 K=0

RGB Breakdown
R=141 G=198 B=63

PMS 192 C

Lab Breakdown
L=69 a=(-2) b=(-3)

CMYK Breakdown
C=37 M=27 Y=26 K=0

RGB Breakdown
R=164 G=169 B=173

PMS Cool Gray 11 C

Lab Breakdown
L=47 a=1 b=(-2)

CMYK Breakdown
C=0 M=2 Y=0 K=68

RGB Breakdown
R=113 G=112 B=115

Primary colours

The primary colours are the colours within the symbol and text of the logo. These are also to be used in all supporting material for ASI. The colour values are defined for different application areas.

Publications normally present colours using the 4 colour process (CMYK). Pantone (PMS) colours are used depending on the printing process and the printing material. Use RGB for digital (on-screen) colour reproductions.

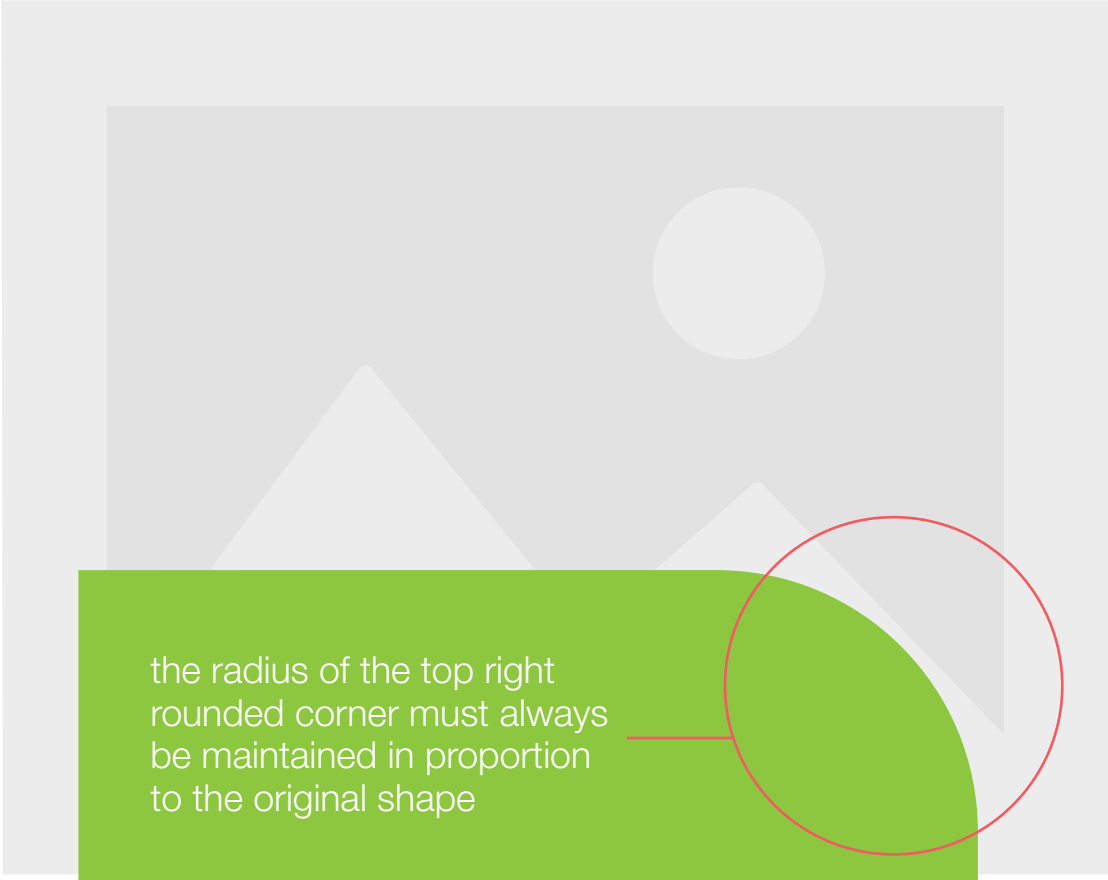
Aluminium Stewardship Initiative

applications and examples

The following applications are a collection of best practice examples to illustrate the interaction of the basic elements and style guide rules.

Aluminium Stewardship Initiative

the round cornered rectangle



the round cornered rectangle

The round cornered rectangle shape is taken from the green dot of the ‘i’ in ASI.

When you require a device to contain the logo, or highlight important text such as pull-out quotes, call to actions or a URL, use the round cornered box.

When scaling this shape larger and smaller, the radius of the top right rounded corner must always be maintained in proportion to the original shape.

The round cornered box should always sit on the top layer e.g. over images, bleed off the bottom of the page and sit 10mm from the left or right edge of the page.

Aluminium Stewardship Initiative

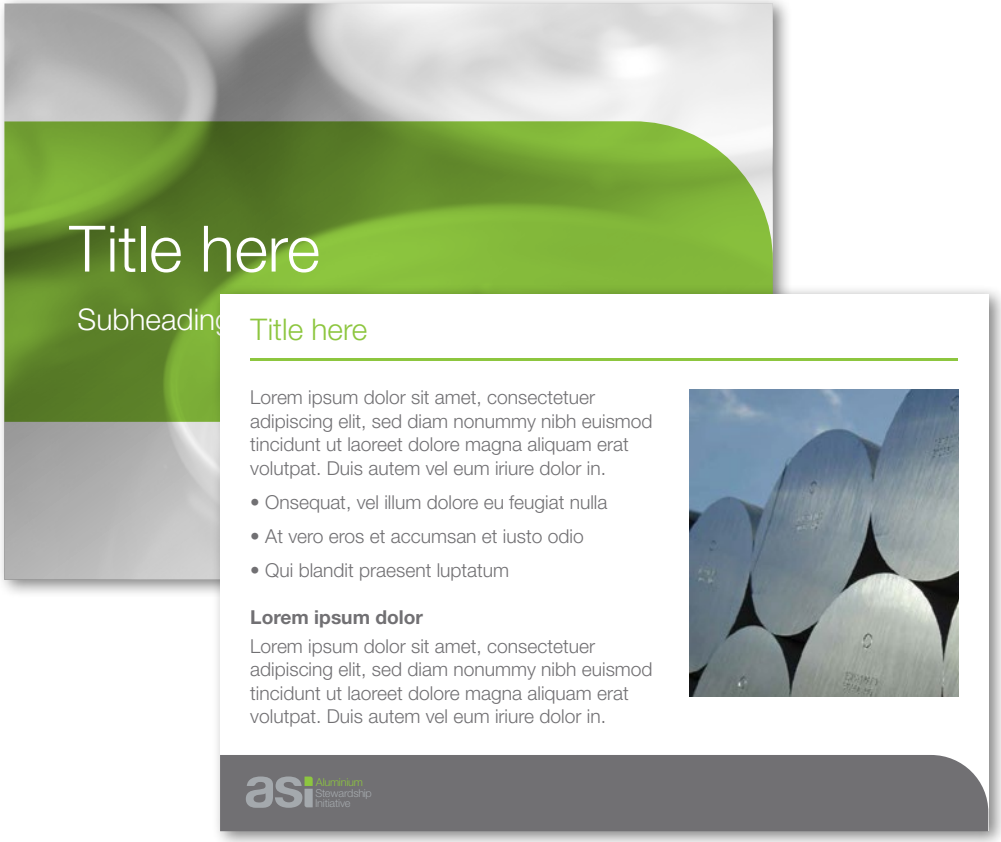
stationery

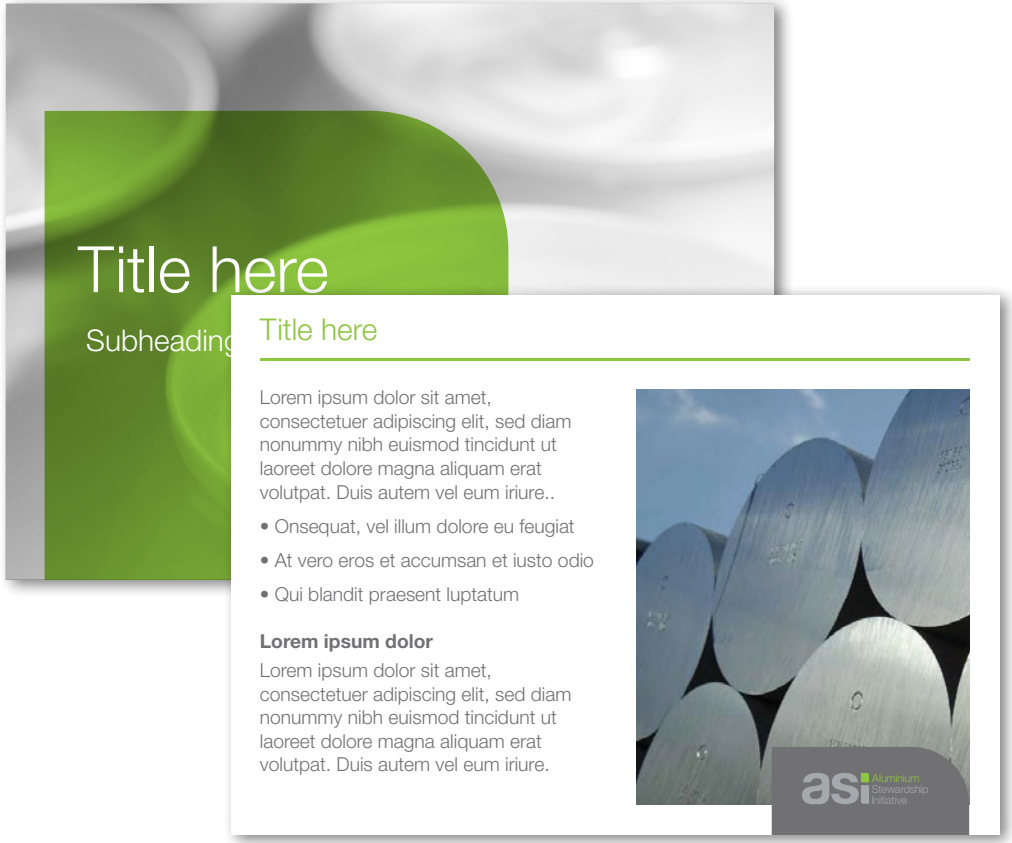
business card and letterhead

A business card and letterhead have been designed for ASI.

Aluminium Stewardship Initiative

PowerPoint slides





PowerPoint

A range of PowerPoint slides are available for deployment.
If Helvetica Neue LT is not available, Calibri Bold should be used for titles and Calibri Light for body copy within the PowerPoint presentation.

Aluminium Stewardship Initiative

Member's logo guidelines

ASI Members are entitled to use the ASI Member's logo in their communications and this section provides guidelines on use. Use of the Member's logo is encouraged and helps to communicate and promote membership in ASI. The Member's logo and this Guide will be provided to new Members when their ASI membership is confirmed. If you have any questions about the use of ASI logos, please contact: communications@aluminium-stewardship.org

As part of the development of the ASI Certification program during 2016-2017, additional logos will be developed to reflect ASI certification status, following which this guide will be updated.

The logo may only be used as original artwork in the combination defined in the following pages.

No changes may be made to the colour, spacing or proportions of the logo, including the relationship between the symbol and adjacent text.

Aluminium Stewardship Initiative

Member's logo guidelines

Full colour version

This version of the ASI Member's logo is to be used on all white and light coloured backgrounds

Full colour version on dark background

This version of the ASI Member's logo is to be used on all dark backgrounds or over dark areas of images

One colour version

This version of the ASI Member's logo is to be used when colour cannot be used on all white or light coloured backgrounds

One colour version on dark background

This version of the ASI Member's logo is to be used when colour cannot be used on all dark backgrounds

Aluminium Stewardship Initiative

Member's logo guidelines

Minimum size

To ensure that clarity and integrity of the ASI brand within the Member's logo, minimum size specifications have been developed and must be observed at all times.

The Member's logo must never be smaller than 18mm wide.

18mm wide - horizontal

Clearspace

To maximise the visual impact of the ASI brand in the Member's logo, a 'clearspace' has been defined. The clearspace is the minimum area required around the logo.

No other graphic elements should be positioned inside the clearspace. Wherever possible, maintain more clearspace around the logo than the minimum specified.

The clearspace measurement is taken from the height of the grey box. This measurement will be the clearspace that will be required around the outer extremities of the Member's logo.

Clearspace measurement taken from height of grey box

Aluminium Stewardship Initiative

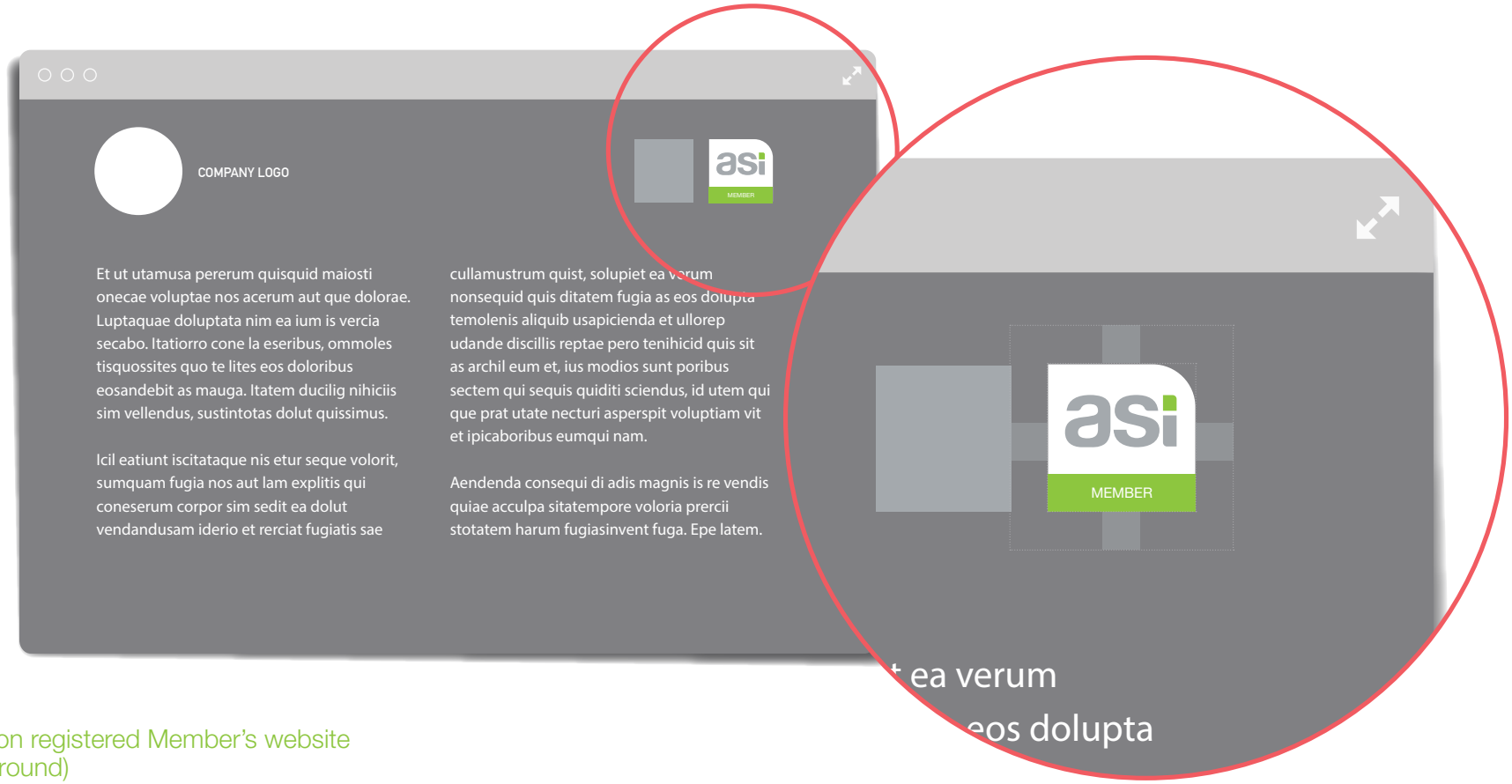
Member's logo guidelines

Positioning on registered Member's website (white background)

There is no restriction on the placement of the logo. We do however request in all instances of application that the clear space be applied.

Aluminium Stewardship Initiative

Member's logo guidelines

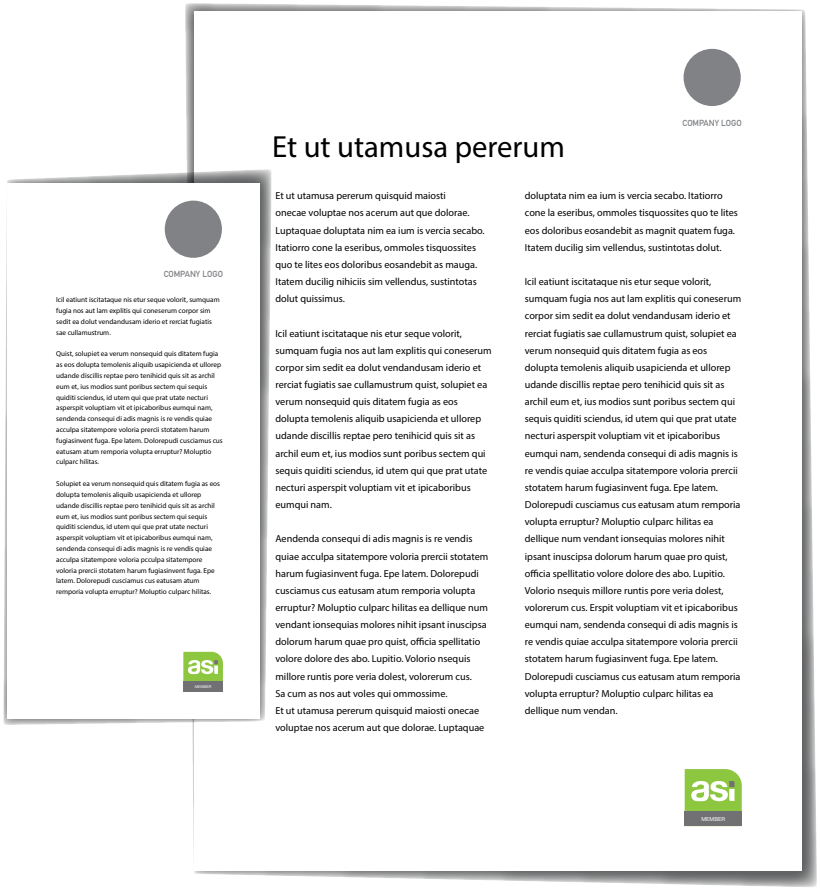


Positioning on registered Member's website (dark background)

If a Member's website is designed with a dark background, be sure to apply the Full colour version provided for dark backgrounds.

Aluminium Stewardship Initiative

Member’s logo guidelines



Positioning on registered members printed materials

When applying the ASI members logo to printed collateral, we request that the minimum space of the ASI Member’s logo, defined earlier in this document, be applied. Also ensure the background colour of the material be considered in selecting the correct logo.