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.
The Aluminium Stewardship 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

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
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

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.
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

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

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.

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.
Aluminium Stewardship Initiative

Member’s logo usage

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.
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.
When applying the ASI members logo to printed materials, 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.
ASI members in the ‘Production and Transformation’ and ‘Industrial Users’ membership classes are eligible to make claims about ASI Certification, once it is achieved.

There are two ASI Standards for certification – the ASI Performance Standard and the ASI Chain of Custody (CoC) Standard. Either Provisional or Full Certification may be achieved. The Member will be provided with the relevant logo for the achieved level of Certification, as well as a copy of this Guide.

It is essential to consult the ASI Claims Guide to understand what claims may be made about your Certification. Some types of claims, such as on-product claims, require prior approval by the ASI Secretariat. If you have any questions about the use of ASI Certification logos, please contact: communications@aluminium-stewardship.org

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
Certification logo suite

Full certification

ASI Certified Performance
Certification achieved against the ASI Performance Standard.

ASI Certified Performance – Material Stewardship
Certification achieved against the ASI Performance Standard, covering Material Stewardship only.

ASI Certified Chain of Custody
Certification achieved against the ASI Chain of Custody Standard.

ASI Certified Chain of Custody – ASI Credits
Certification achieved against the ASI Chain of Custody, covering ASI Credits only.

Provisional

ASI Certified Performance – Provisional
Provisional Certification achieved against the ASI Performance Standard, with the Member implementing an agreed Corrective Action Plan to achieve Full Certification.

ASI Certified Performance – Material Stewardship – Provisional
Provisional Certification achieved against the ASI Performance Standard, covering Material Stewardship only, with the Member implementing an agreed Corrective Action Plan to achieve Full Certification.

ASI Certified Chain of Custody – Provisional
Certification achieved against the ASI Chain of Custody Standard, with the Member implementing an agreed Corrective Action Plan to achieve Full Certification.

ASI Certified Chain of Custody – ASI Credits – Provisional
Certification achieved against the ASI Chain of Custody, covering ASI Credits only, with the Member implementing an agreed Corrective Action Plan to achieve Full Certification.
Aluminium Stewardship Initiative

ASI Certified Performance logo

Full colour version
This version of the ASI Certified Performance logo is to be used on all white and light coloured backgrounds.

Full colour version on dark background
This version of the ASI Certified Performance logo is to be used on all dark backgrounds or over dark areas of images.

Full colour version with website
This version of the ASI Certified Performance logo is to be used on all white and light coloured backgrounds.

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

Full colour version with Provisional Certification
This version of the ASI Certified Performance – Provisional logo is to be used on all white and light coloured backgrounds.
Aluminium Stewardship Initiative

ASI Certified Performance – Material Stewardship logo

- **Full colour version**
  This version of the ASI Certified Performance logo is to be used on all white and light coloured backgrounds.

- **Full colour version on dark background**
  This version of the ASI Certified Performance logo is to be used on all dark backgrounds or over dark areas of images.

- **One colour version**
  This version of the ASI Certified Performance 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 Certified Performance logo is to be used when colour cannot be used on all dark backgrounds.

- **Full colour version with website**
  This version of the ASI Certified Performance logo is to be used on all white and light coloured backgrounds.

- **Full colour version with Provisional Certification**
  This version of the ASI Certified Performance – Provisional logo is to be used on all white and light coloured backgrounds.
Aluminium Stewardship Initiative
ASI Certified Chain of Custody logo

Full colour version
This version of the ASI Certified Performance logo is to be used on all white and light coloured backgrounds.

Full colour version on dark background
This version of the ASI Certified Performance logo is to be used on all dark backgrounds or over dark areas of images.

Full colour version with website
This version of the ASI Certified Performance logo is to be used on all white and light coloured backgrounds.

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

Full colour version with Provisional Certification
This version of the ASI Certified Performance – Provisional logo is to be used on all white and light coloured backgrounds.
Aluminium Stewardship Initiative

ASI Certified Chain of Custody – ASI Credits logo

Full colour version
This version of the ASI Certified Performance logo is to be used on all white and light coloured backgrounds.

Full colour version on dark background
This version of the ASI Certified Performance logo is to be used on all dark backgrounds or over dark areas of images.

Full colour version with website
This version of the ASI Certified Performance logo is to be used on all white and light coloured backgrounds.

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

Full colour version with Provisional Certification
This version of the ASI Certified Performance – Provisional logo is to be used on all white and light coloured backgrounds.
Clearspace

To maximise the visual impact of the ASI brand in the Member’s Certified 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.

Minimum size

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

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

30mm wide - horizontal
Aluminium Stewardship Initiative
Member’s Certified Tab guidelines

The Member’s Certified Tab Logos have been developed to provide ‘at a glance’ information about an individual certification, including the level of Certification (Full or Provisional), the Certification Period, the unique Certification Number, and a link to the ASI website.

There is also a version that includes a QR code that can be customised to link to the Certification details on the ASI web page.

The examples presented can be used for all types of Certification against ASI Standards (both the ASI Performance Standard and ASI Chain of Custody Standard). On achieving ASI Certification, ASI would provide the relevant logo to the Certified Entity.
ASI has developed two simplified on-product logos to help communicate ASI Certification to end customers and consumers. Smaller clearspace requirements are permitted to enable on-product use in space constrained situations like packaging. Remember that all on-product use of ASI logos or claims must be approved by the ASI Secretariat - see the ASI Claims Guide for more details on the process. The use of the ASI logo on-product is optional.

**Standard landscape logo with clearspace**

2mm minimum clear space for standard landscape logo

**Minimum size**

ASI logo may be placed **larger** than the specified minimum size requirements. **Smaller** than the minimum size requirements are not permitted.

<table>
<thead>
<tr>
<th>Size</th>
<th>Standard Landscape Logo</th>
<th>Mini Logo</th>
</tr>
</thead>
<tbody>
<tr>
<td>16mm</td>
<td>30mm</td>
<td>14mm</td>
</tr>
<tr>
<td>12mm</td>
<td>16mm</td>
<td>14mm</td>
</tr>
</tbody>
</table>

**Certificate number**

Certificate number is optional in space constrained environments.

**Translations**

Aluminium Stewardship Initiative cannot be translated without also retaining the English language version. Other words like ‘Chain of Custody’ and ‘Certified’ can be translated but require prior approval from the ASI Secretariat, who will provide an approved version of the relevant logo.

**Logo file type**

Vector based EPS file format of the standard landscape and mini logo is available for production. This provides flexibility in updating and maintaining high image quality of the standard landscape and mini logo.

This vector based EPS file should be the only format used for production and not JPEG or PNG.
Aluminium Stewardship Initiative

ASI ‘on-product’ logo usage

Colour

The mono colour version can be printed in the darkest colour in the printing decor. If ASI logo is to be placed on a dark background, the lightest colour option can be used.

Design example – no black available – darkest color is brown

Dark Colour background

The boxed version of the ASI logo is to be used when logo is printed on a dark background.
Aluminium Stewardship Initiative

Member’s Certified logo usage

Positioning on certified 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.