

Identity guidelines

Version 1.3_2020

asi 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



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.



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logo guidelines

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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

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Helvetica Neue LT

Light

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.

Helvetica 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).

If the typeface is not available within an application, the typeface Verdana is to be used as first preference. For Microsoft Word, refer to page 8 (next page).

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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typography guidelines

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Calibri

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

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 Helvetica 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

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PMS 376 C



PMS 192 C



PMS Cool Gray 11 C

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.

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

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

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

Aluminium Stewardship Initiative

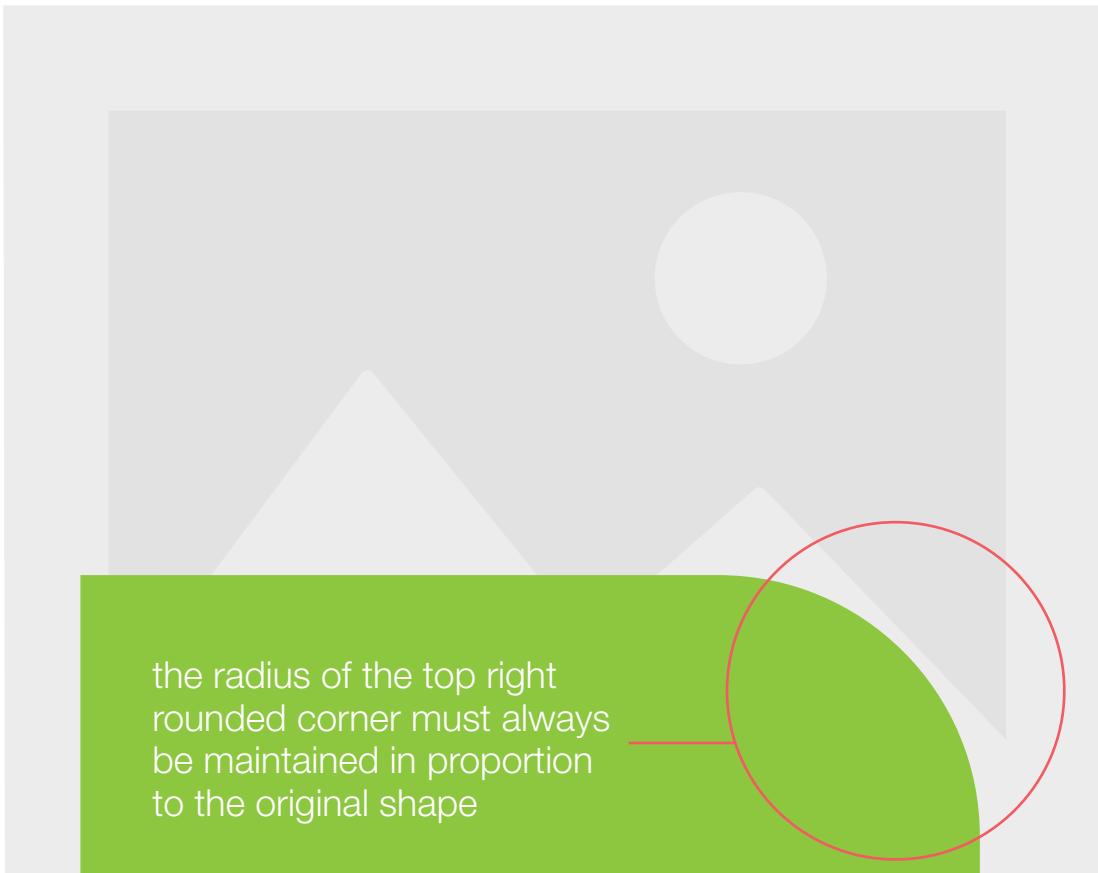
applications and examples

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

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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.

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stationery

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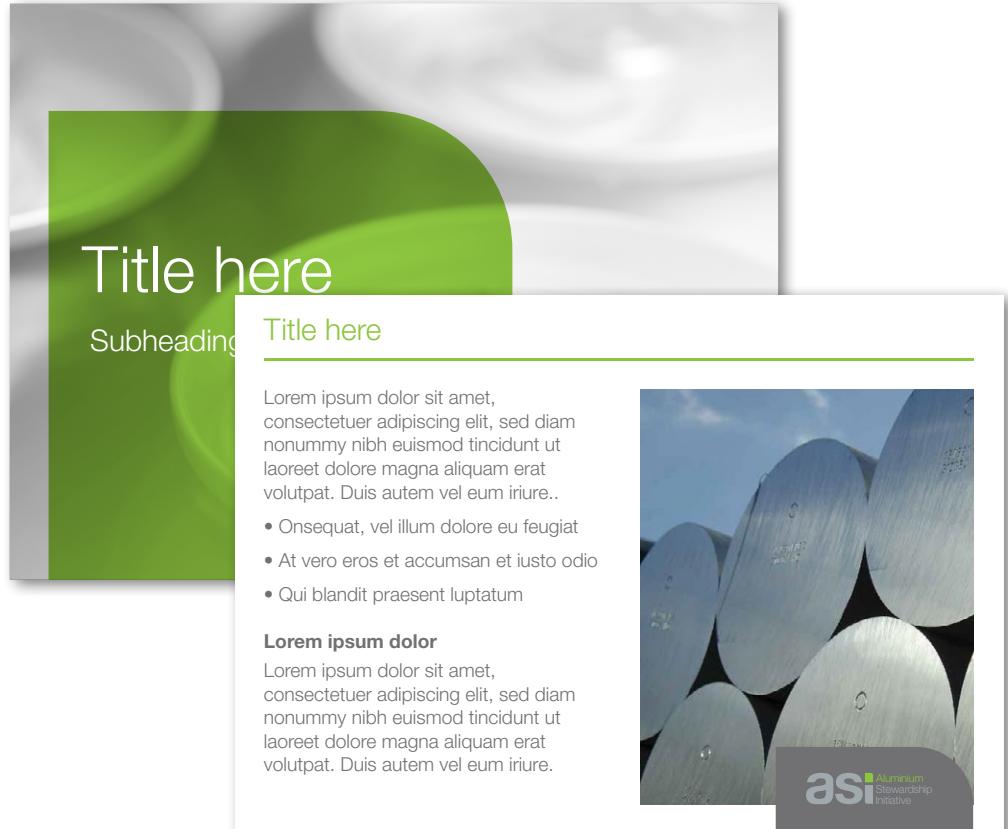
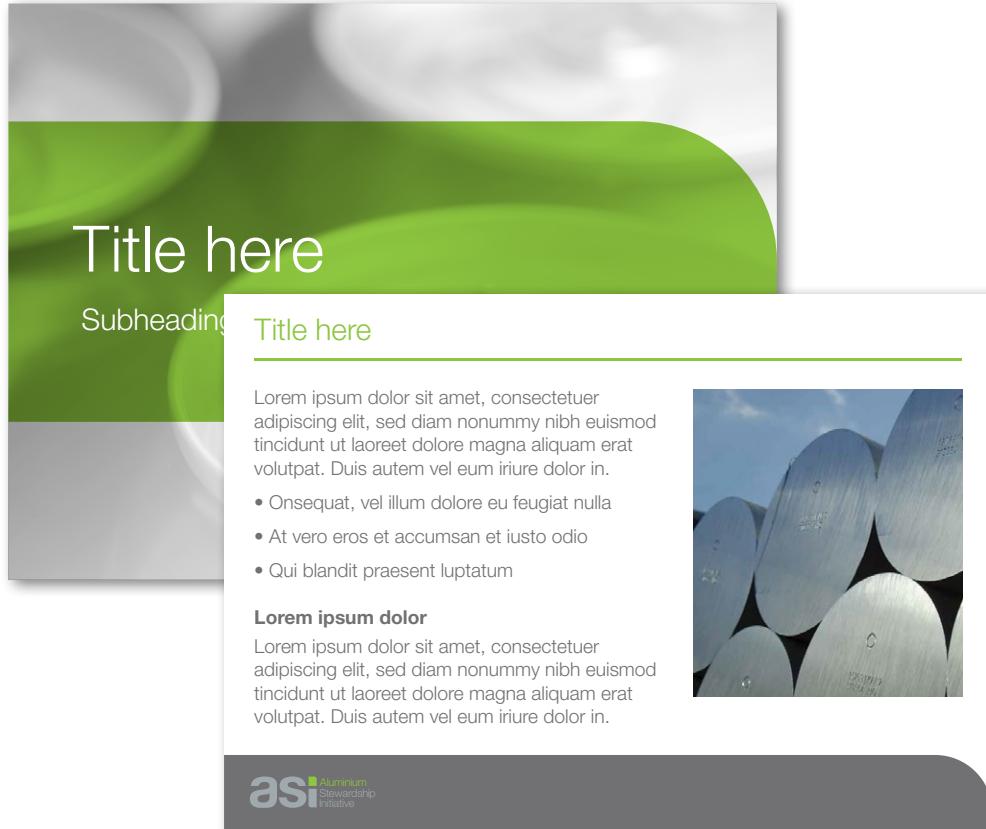
business card and letterhead

A business card and letterhead have been designed for ASI.

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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.

ASI STYLE GUIDE

Member's logo guidelines

Version 1.3_2020

asi Aluminium
Stewardship
Initiative

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

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.

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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

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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.

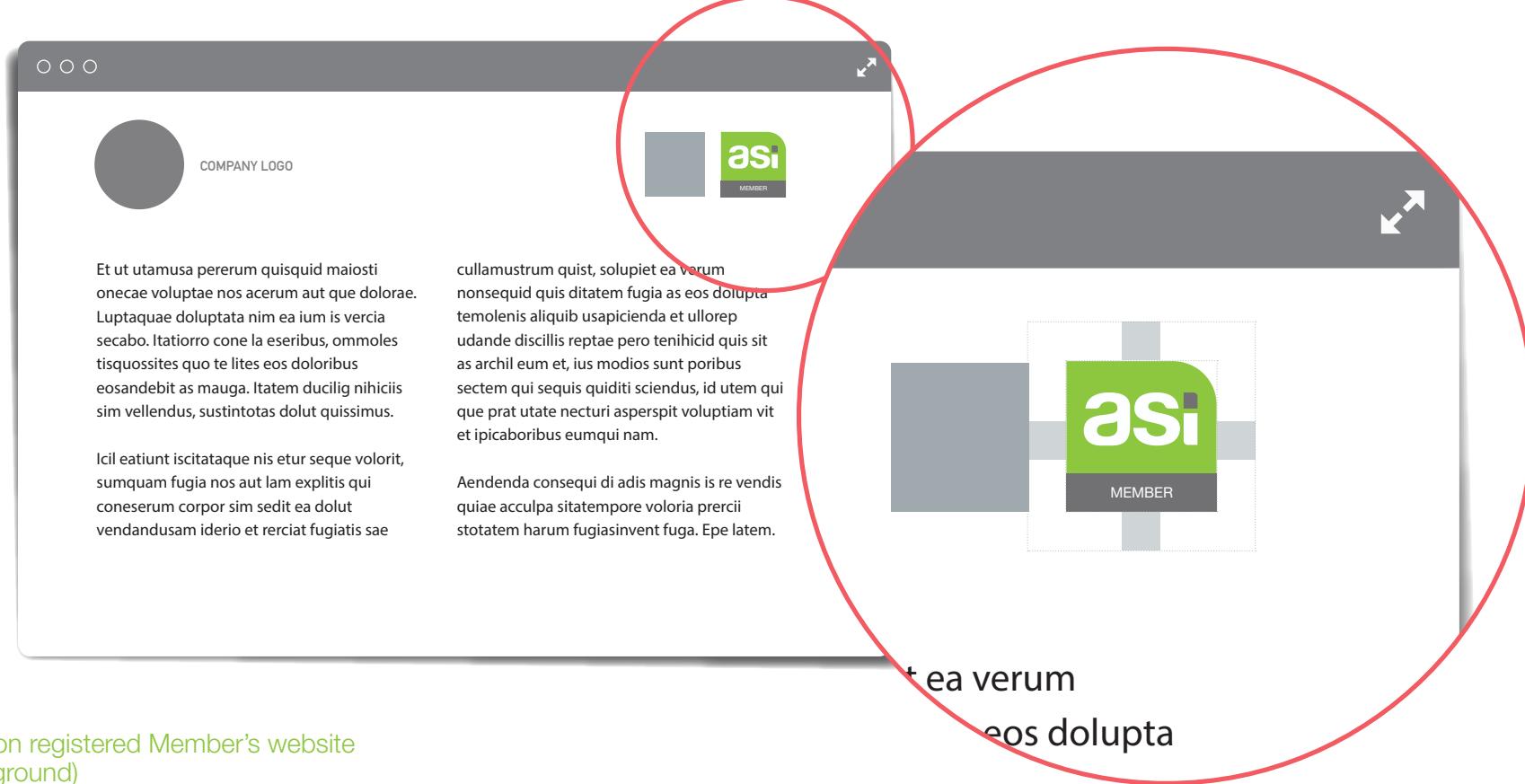


Clearspace measurement
taken from height of grey box

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Member's logo usage



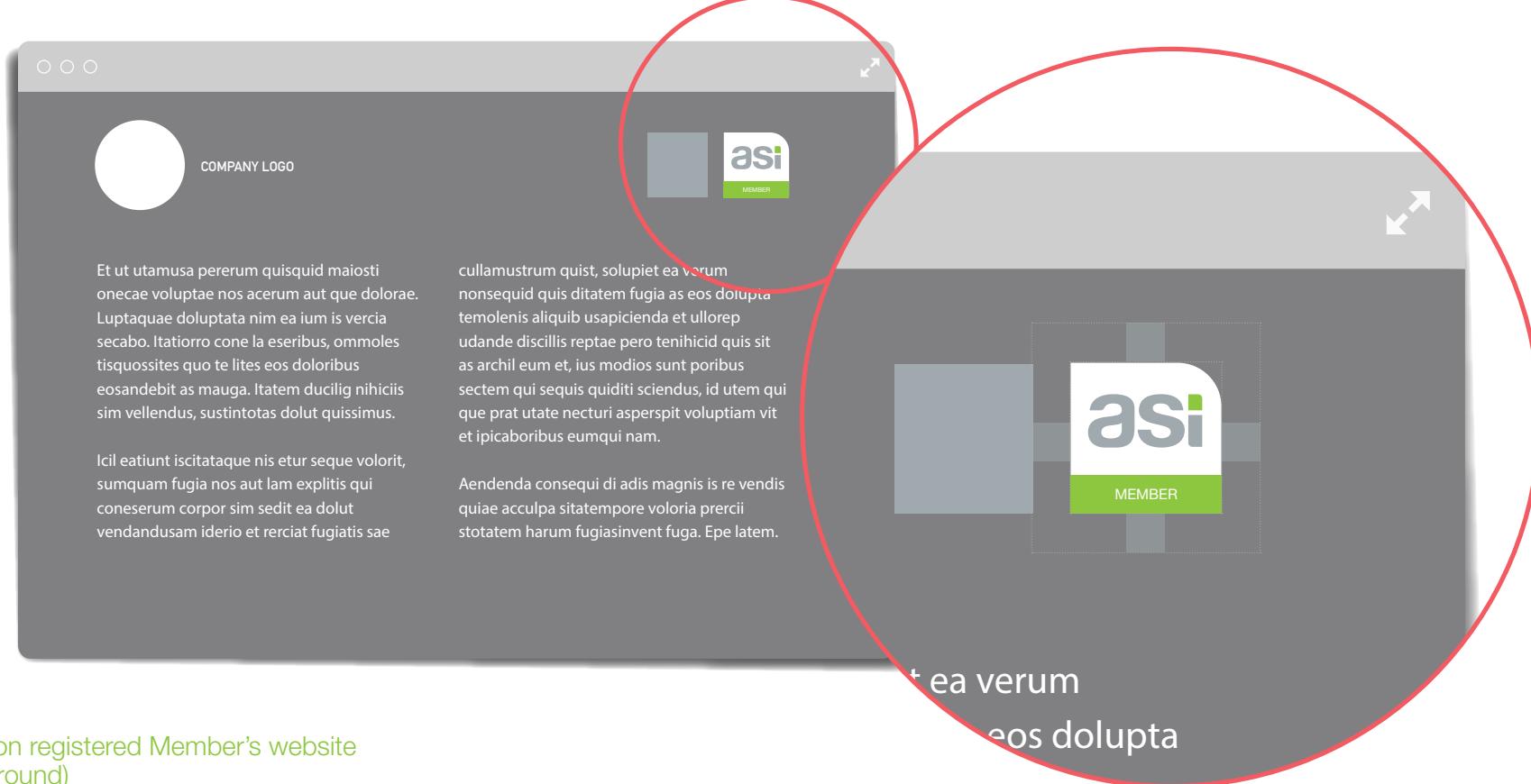
Positioning on registered Member's website
(white background)

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.

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Member's logo usage

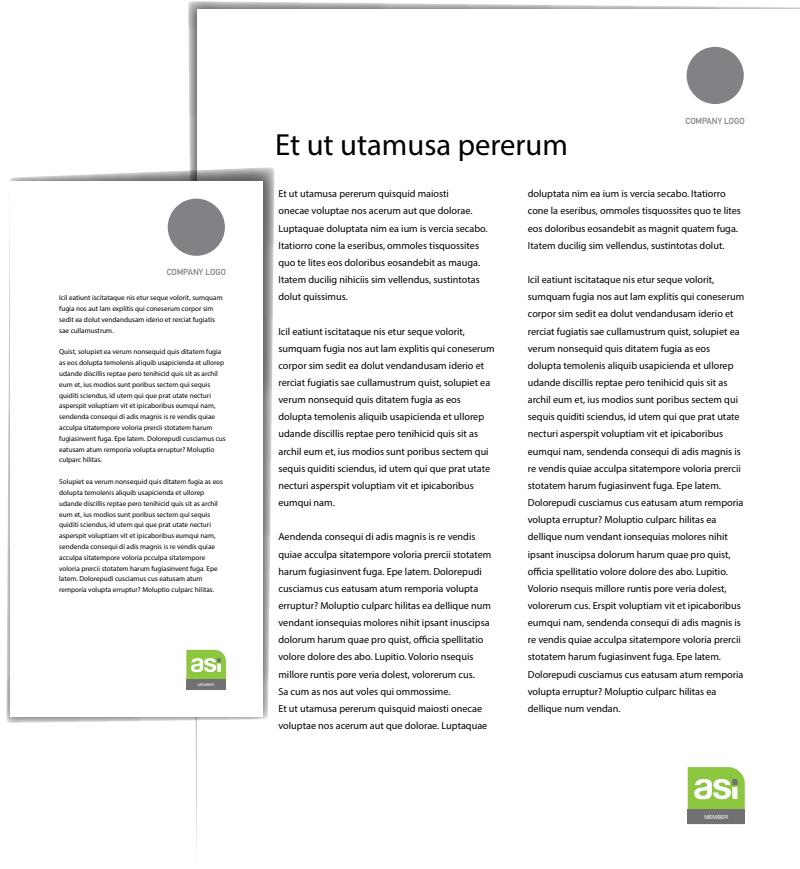


Positioning on registered Member's website
(dark background)

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

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Member's logo usage



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.

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Certification logo guidelines

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.

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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

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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

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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.



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.

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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.

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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.

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Member's Certified logo guidelines

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.



Clearspace
measurement
taken from height
of line dividers



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



These guidelines are applicable to all logos in the ASI Member's Certified logo suite.

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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.



Full certification
details



Provisional
certification details



Certification details
link via QR code –
portrait version



Certification details link via QR code
– landscape version

Aluminium Stewardship Initiative

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ASI 'on-product' logo usage

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.



16mm

30mm

Mini logo with clearspace



Micro logo with clearspace



1mm minimum clear space for mini logo



12mm



14mm

12mm

8.5mm

ASI logo and claims

The ASI logo can be placed on every visible place of the design, including the bottom.

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.

