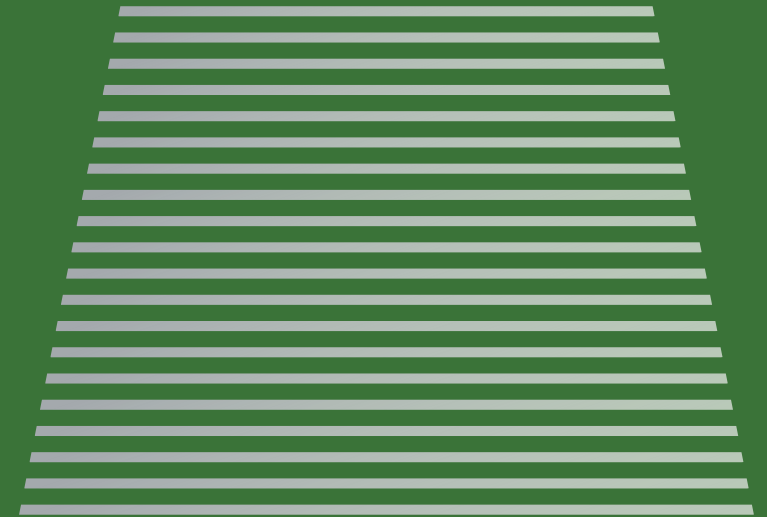


# Members' logo guidelines

Version 2 – May 2024



## Member's logo

**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.

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.

If you have any questions about the use of ASI logos, please contact:

[communications@aluminium-stewardship.org](mailto:communications@aluminium-stewardship.org)

# Member's logo

## colour options

### 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

Full colour



Full colour on dark background



One colour



One colour on dark background



# Member's logo clearspace

## 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.

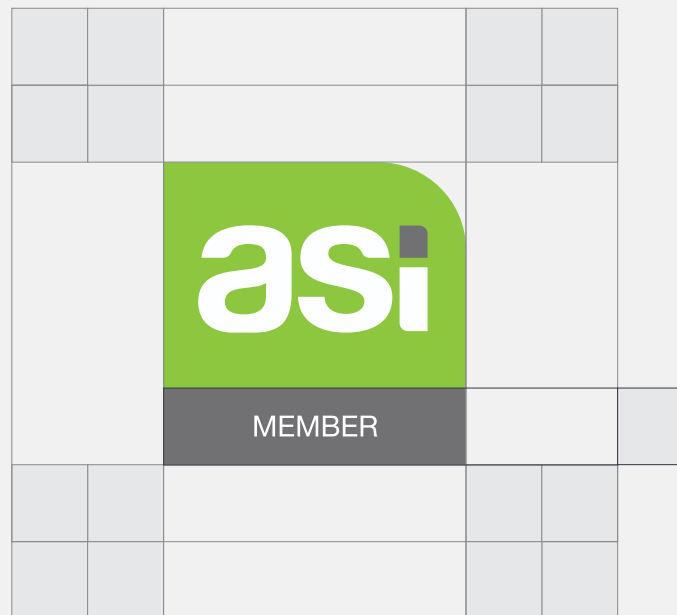
The clearspace measurement is taken from the height of the 'Member' grey box. This measurement will be the clearspace that will be required around the outer extremities of the Member's logo.

## Minimum size

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

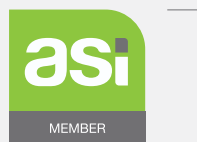
**Print** – the Member's logo must never be smaller than 18mm in height.

**Digital** – the minimum Member's logo dimension for digital should not be below 40 pixels in height.



Clearspace measurement taken from height of member grey box

## Print minimum size



Minimum 18 mm - height

## Digital minimum size



Minimum 40 pixels - height

# Member's logo usage

## Positioning on registered Member's website or email signature (white background)

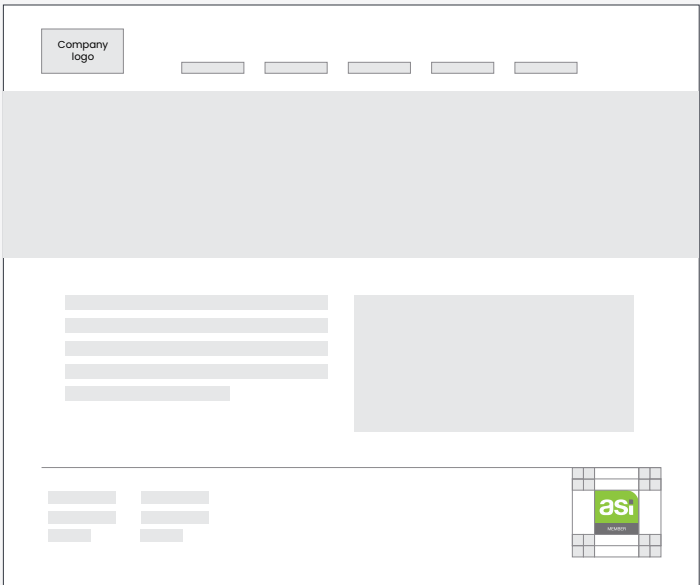
There is no restriction on the placement of the logo. We do however request in all instances of application that the clear space be applied.

## Positioning on registered Member's website (dark background)

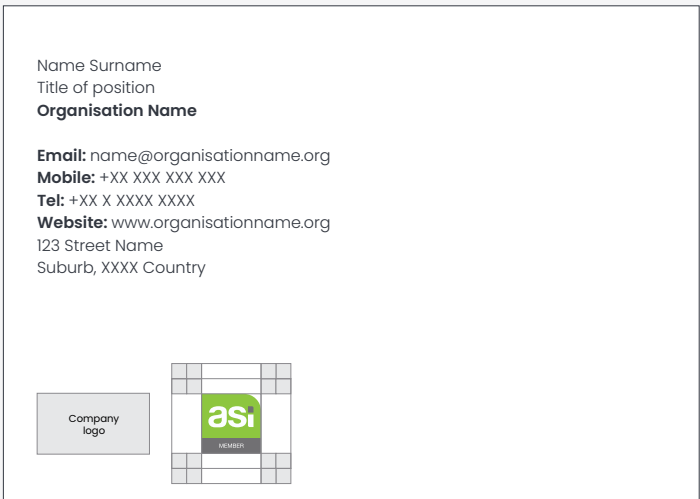
If a Member's website is designed with a dark background, be sure to apply the Full colour version provided for dark backgrounds.

### Light background

#### Website

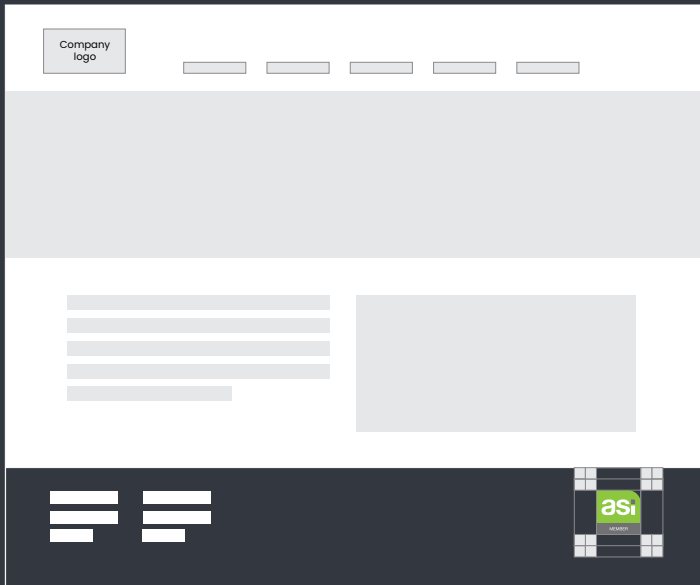


#### Email signature

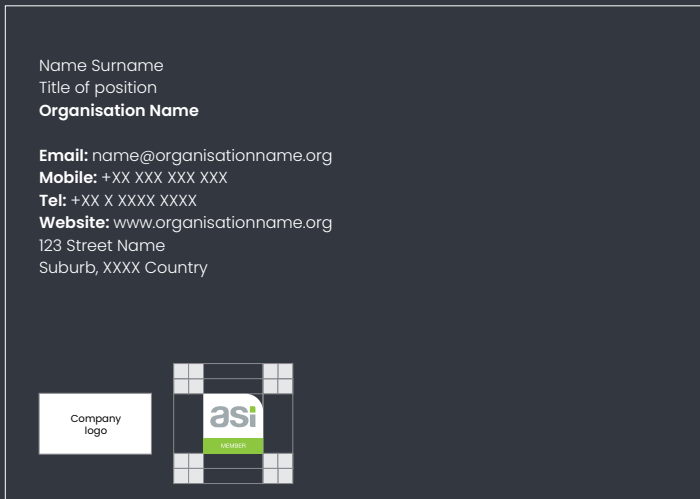


### Dark background

#### Website



#### Email signature



# 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.

## Light background

Factsheet

Company logo

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## Dark background

Factsheet

Company 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](mailto: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.

# Certification logo overview

## 1. ASI Certified Performance

Certification achieved against the ASI Performance Standard.

## 2. ASI Certified Chain of Custody

Certification achieved against the ASI Chain of Custody Standard.

## 3. 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.

## 4. 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.

## Full certification

### 1. ASI Certified Performance



### 3. ASI Certified Chain of Custody



## Provisional

### 5. ASI Certified Performance – Provisional



### 6. ASI Certified Chain of Custody – Provisional





# ASI Certified Performance logo colour options

## 1. Full colour version

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

## 2. 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.

## 3. 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.

## 4. 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.

## 5. Full colour version with website

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

## 6. 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.

### 1. Full colour version



### 2. One colour version



### 3. Full colour version on dark background



### 4. One colour version on dark background



### 5. Full colour version with website



### 6. Full colour version with Provisional Certification



# ASI Certified Chain of Custody logo colour options

## 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.

### 1. Full colour version



### 2. One colour version



### 3. Full colour version on dark background



### 4. One colour version on dark background



### 5. Full colour version with website



ALUMINIUM-STEWARDSHIP.ORG

### 6. Full colour version with Provisional Certification



PROVISIONAL CERTIFICATION

# Certification logo

## clearspace

### 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.



Clearspace measurement taken from height of line dividers

### Digital minimum size



Minimum 40 pixels - height



### Digital minimum size



Minimum 50 pixels - height



### Digital minimum size



Minimum 50 pixels - height

# Member's Certified Tab overview

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



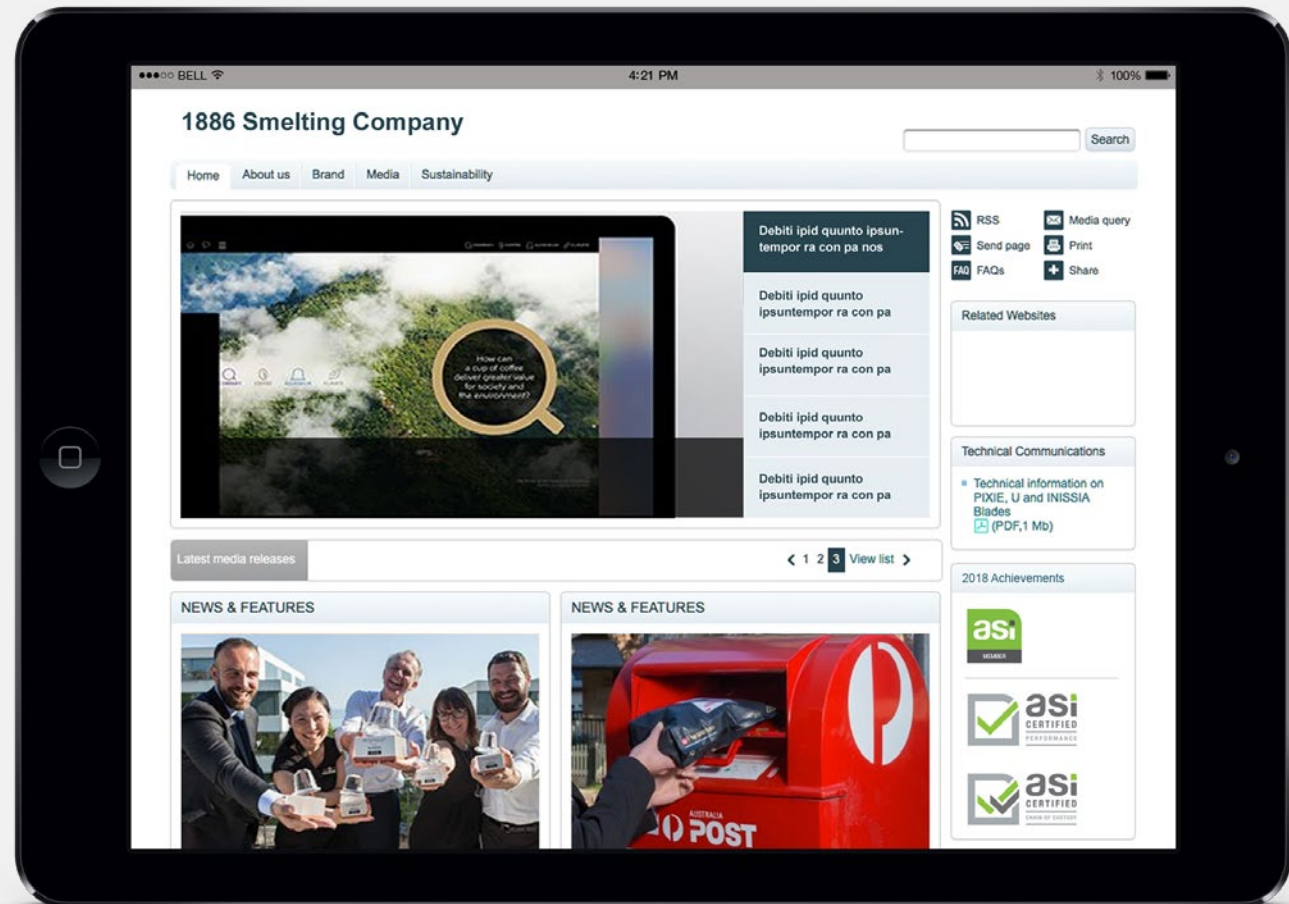
## Certification details link via QR code – landscape version



# 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.



## ASI 'on-product' logo usage

**ASI has developed three 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.