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LOGO DESCRIPTION

The refreshed logo uses a vibrant new color palette to reflect the energy and professionalism that current and aspiring members bring to establishing, growing, and succeeding in their freelance writing businesses.

Three multicolored squares reflect that ASJA members may be journalists, authors, or content marketing writers. These colors can be used to update ASJA publications, marketing materials, and the new website under development. They can also be used to identify targeted content, such as conference tracks for sessions on journalism, books, and content marketing.

The design uses a lower-case word mark for “asja” in a serif font, similar to the previous logo, to provide a connection to our legacy brand recognition. The full organization name is now larger and rendered in a more readable sans-serif font that complements the word mark font.

Together, the graphic elements of the refreshed logo support ASJA’s mission: **“To be the voice and career resource for independent, entrepreneurial, professional nonfiction writers.”**



FONTS & SPACING

FONTS

The ASJA logo uses font **Mencken STD Extra Bold** for the wordmark and **Atten New Bold** for the full organization name.

Mencken STD Extra Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

QqRrSsTtUuVvWwXxYyZz

12345678910

<https://fonts.adobe.com/fonts/mencken>

Atten New Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp

QqRrSsTtUuVvWwXxYyZz

12345678910

<https://fonts.adobe.com/fonts/new-atten>

SAFE SPACE

The height of the 'O' at the top of the "j" should be used as the size of the safe space all around the logo.



COLORS

These colors have been established as the color identity of ASJA. These colors can be used in combination with other colors to allow for the appropriate creative expression of the brand.

Each of the three main primary colors can be used individually to focus on a specific segment of ASJA.

BLUE: Journalists

PINK: Content Marketers

GREEN: Authors

PRIMARY

PANTONE PROCESS BLUE C	C100 M35 Y7 K0 R0 G130 B202 HEX #0082ca
PANTONE RHODAMINE RED C	C5 M97 Y0 K0 R230 G8 B149 HEX #e60895
PANTONE 802 C	C67 M0 Y100 K0 R51 G204 B51 HEX #33cc33
PANTONE BLACK 6 C	C30 M30 Y30 K100 R0 G0 B0 HEX #000000

SECONDARY

PANTONE 415 C	C43 M35 Y44 K3 R153 G153 B153 HEX #999999
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MINIMUM SIZE

In many cases, the ASJA logo can be used without the full organization name.



When the full organization name is required, the minimum size should be no less than 1.75" wide (approximately 4.5cm) for print and 125px wide for digital.



1.75" / 4.5cm / 125px



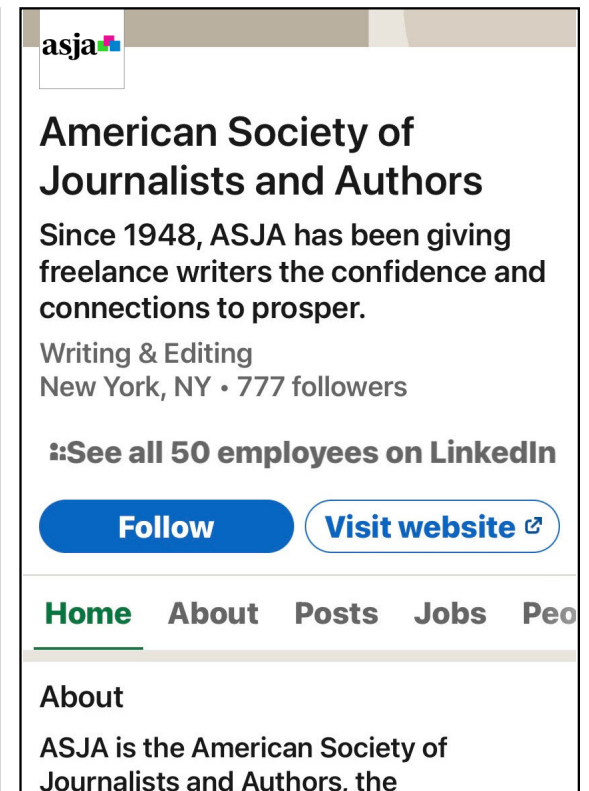
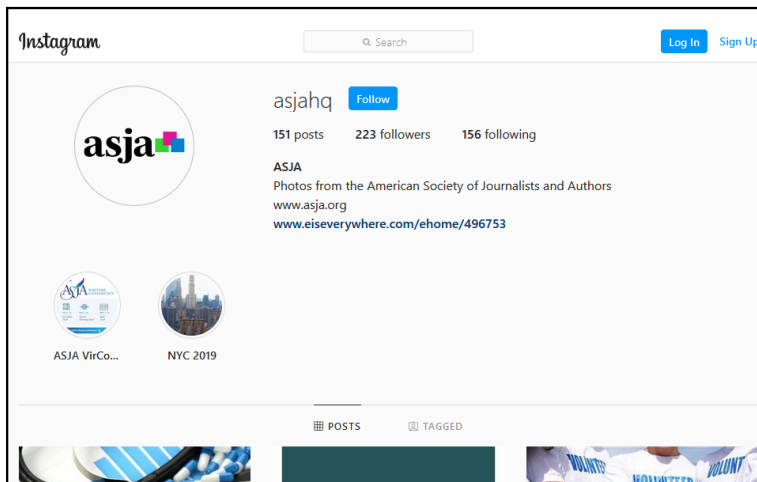
GRAYSCALE

Whenever possible, the logo should be shown in full color on a white background. When required, the grayscale versions are outlined below. The squares in the grayscale version are 20%, 40% and 60% black on both light and dark backgrounds.



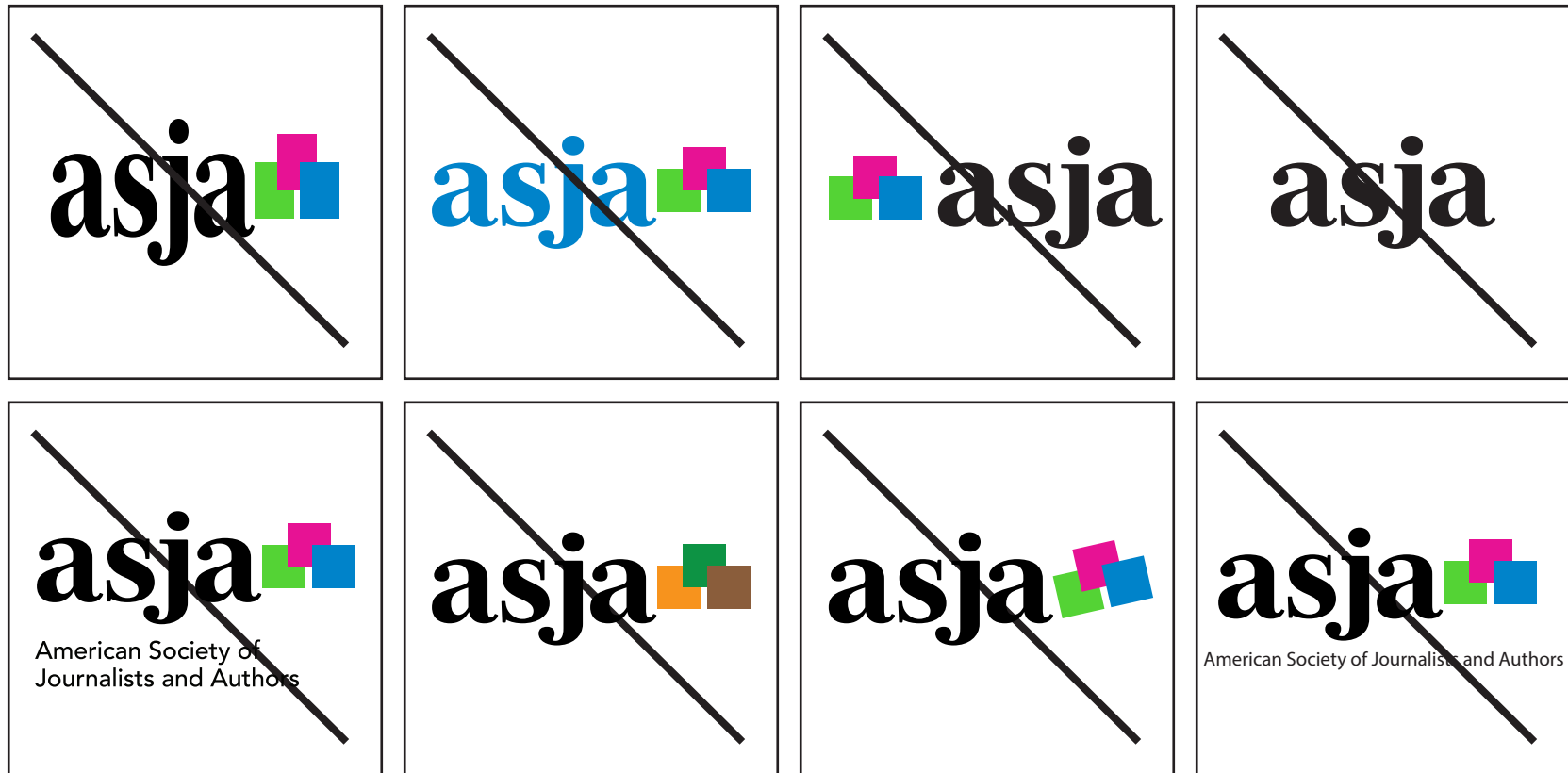
SOCIAL MEDIA

Below are some examples of the new logo being used within various social media platforms. Use the color logo with full organization name as the main company page cover image and the wordmark only for the profile image.



INCORRECT USE

The logo may not be stretched or altered in any way. It must always be portrayed as either the original full color logo or the grayscale logo. Alternate color palettes or rearranging the order of the colors is not permitted. The three squares are an important part of the logo identity. They should always be shown with the wordmark in the approved position only and not in any other position. They are an integral element of the total design.



FILE FORMATS

DIGITAL: WEB / SOCIAL MEDIA

Where possible the SVG versions of the logo and Wordmark should be used as they are a vector image format. This means that they can easily be made bigger or smaller without losing any quality or becoming blurry.

When the SVG file format cannot be used the next best option is the PNG file format. PNG files can be used for almost any digital purpose. They're also useful if you need digital images with transparency, such as logos to put on colored backgrounds or on top of other images. This file type is not recommended for print.

MICROSOFT OFFICE

For Microsoft Office products like Word, Excel PowerPoint and Outlook the PNG format is your best option. A transparent PNG file is included with the logo package.

When SVG and PNG file formats cannot be used your last alternative is to use a JPEG (.jpg) file. If you are combining the ASJA logo with other graphic elements like a photograph then a JPG will work. This file does not support transparent backgrounds. Similar to png, jpg files must be created with the correct size and resolution for the end usage. They can be used for your website and on social media and opened with any computer software.

RGB colour and the HEX color codes are best for digital/web use.

PRINT @ HOME

For printing at home on your own inkjet or laserjet printers you can use the .EPS, .PDF, .SVG or .PNG file formats. Vector files are always better but a large .PNG file will print just fine. The key here is to use the RGB color format (not CMYK or Pantone) for best colour representation.

PROFESSIONAL PRINTING

If you are printing magazines, signs, posters, business cards or anything else at a professional printer then you will want to use the .eps file in Pantone (if printer allows) or CMYK. Pantone will provide the most accurate color match for how the ASJA logo was intended. CMYK will be in close proximity.

