



ASSOCIATED SCHOOLS OF CONSTRUCTION  
**TRADEMARK POLICY**  
AND BRANDING GUIDELINES

\*This guide was adapted from the U.S. Green Building Council (USGBC) Trademark Policy and Branding Guidelines for use by the Associated Schools of Construction (ASC).

# USING THE TRADEMARKS

We created these guidelines to help our members and the larger community use our brand assets consistently and correctly. In the pages ahead, you'll find common uses and misuses of Associated Schools of Construction's (ASC's) brand assets, including trademarks and logos. Help reinforce our brand to the market by applying these guidelines carefully, and contacting ASC's Marketing Committee with any questions, [info@ascweb.org](mailto:info@ascweb.org).

When using trademarks owned by the Associated Schools of Construction (ASC), referenced below as "a mark" or "the mark", please...

## DO:

- Accompany the mark with an acknowledgement of ASC ownership, either as a footnote appearing next to the user's copyright notice, at the end of a printed document, or at the bottom of a webpage. For example: *ASC and the related logo are trademarks owned by the Associated Schools of Construction and are used with permission.*
- Use the mark when referring to ASC.

## DON'T:

- Use the mark as a verb or incorporate the mark into another word (e.g., ASCED, ASCING, ASCSHIP, etc.).
- Use the trademark (or any word that is confusingly similar to this trademark) as part of a company's name, logo, domain name or brand name for a product or service.
- Use marks on products, labels and packaging. This includes intellectual products such as online resources, virtual products, educational offerings, ASC certification resources, etc. ASC does not review, certify, or endorse products or services, and ASC's marks must not be used in the following ways:
  - To indicate any kind of endorsement by ASC of any product or service;
  - To indicate that an official status for any product or service has been conferred by, or is otherwise associated with ASC;
  - To show any kind of relationship with ASC aside from those permitted by the terms and conditions specified for each proprietary mark or as mutually agreed upon by the user and ASC through a written signed agreement.
- Use the mark on official or legal documents unless written permission is obtained from the ASC President.
- Use the mark in email signatures.
- Use the mark in connection with any disparaging statements about ASC or its products, services, or statements that otherwise reflect poorly on ASC.

# UNACCEPTABLE USES OF THE TRADEMARKS



Distortion or warping of the mark



Two-color or colors beyond those specified within the logo policies



Effects that distort edge crispness



Wrapping text

WHILE THIS POLICY GENERALLY OUTLINES THIRD PARTIES USAGE OF ASC'S MARKS IN PARTICULAR LIMITED WAYS, ASC RETAINS THE RIGHT TO REVOKE SUCH PERMISSION IN ITS SOLE DISCRETION. ANY UNAUTHORIZED USE OF AN ASC PROPRIETARY MARK MAY RESULT IN LEGAL ACTION.

## USING THE ASC LOGO

The ASC logo must always appear in the following colors:



Black



Grey



Blue\*



Blue Alternate\*

\*Navy blue – PMS#295; light blue – PMS#278

### IN PRINT:

- Original print size is set in the files provided. Do not reduce the logo to more than 20% or enlarge it to more than 380% of its original print size.

### ON-SCREEN/WEB:

- Use lower-resolution, web-optimized JPEG or GIF file formats.
- The height and width of the mark must be constrained to its original proportions.
- Do not reduce the mark to less than a 50-pixel height, and do not enlarge the mark to more than a 200-pixel height.

When designing with our brand assets:

DO:

- When using the logo on websites, link it to [ascweb.org](http://ascweb.org). Linking to sites other than [ascweb.org](http://ascweb.org), other pages on websites belonging to ASC, the owner or any other third-party websites is prohibited.
- Contact the ASC Marketing Committee to request permission to use the ASC logo, [info@ascweb.org](mailto:info@ascweb.org).

DON'T:

- Alter the logo in any way. Do not animate, color, rotate, skew, or apply any effects to the logo.
- Wrap additional text around the mark. See page 4 for examples of unacceptable uses.
- Use the mark as the most prominent visual element on the materials. The user's name and logo must be significantly larger than the mark. This does not apply to use of the ASC Region logo by official regions.
- Integrate the mark into other logos. The mark is intended to stand-alone.

## USING ASC IN TEXT

The official organization name is the Associated Schools of Construction and ASC is the official acronym. Use the complete name on first references and acronym on subsequent references.

When using ASC in text...

DO:

- Precede with articles such as "the" or "an" when using ASC as an adjective. For example:  
*Contact the ASC Marketing Committee.*
- Omit articles when using ASC as a noun or in the possessive. For example:

*ASC is headquartered in Windsor, CO.*

*ASC's headquarters.*

# ASC REGIONS

The ASC Region Logo is designed as a stand-alone logo to represent an approved region's affiliation with the ASC community. It identifies an entity as a fully chartered region of ASC. The Region Logo, in conjunction with the approved region name, creates the unique identifier for each region.

## USING THE ASC REGION LOGO

Only officially recognized ASC Regions are permitted to use the ASC Region logo. For Regions with an additional, unique name and/or logo, the ASC Region logo must appear as the primary and foremost logo in any graphical representation of that chapter. All ASC Region logos should be created in accordance with the following *ASC Region Design Template*.

Use of the ASC Region logo is authorized by ASC on establishment of the Regions. The logo must always be used in conjunction with the name of the region for all marketing and communications efforts, including but not limited to web presence, e-communications, digital materials, print collateral, print and electronic advertising, publicity, news items, tradeshow exhibit materials and fundraising literature. Regions are encouraged to seek ASC marketing review and input prior to committing significant resources to design and production. Contact [info@ascweb.org](mailto:info@ascweb.org).



## USING ASC REGIONS IN TEXT

Regions should be identified as ASC Regions in all communications including but not limited to written, electronic, and verbal communications.

# ASC MEMBERS

The ASC logo is available for use by members with active standing to promote their membership with ASC. If ASC membership is terminated or lapsed, members are no longer permitted to use the logo.

The logo is available for download <http://tinyurl.com/asclogo1>

## USING THE ASC LOGO:

### DO:

- Use the logo in connection with the member's business and marketing materials including but not limited to stationery, letterhead, business cards, print ads, brochures, flyers, tradeshow exhibit materials and signage.
- Link to [ascweb.org](http://ascweb.org) when using the ASC logo online. Linking to other pages on ASC's website or to any other third party website is prohibited.

### DON'T:

- Make the ASC logo the most prominent mark on the business and marketing materials.
- Use the mark on official or legal documents (i.e. sales contracts, official disclosure documents, etc.)