



# BRAND USAGE GUIDELINES

August 2017

# ELEMENTS

The ASE identity consists of one main element, the ASE gear. Inside the gear are the iconic brand letters “ASE”. Featuring a slight slant on the left arch of the “A” and a seamless connection between the “S” and “E” characters, this brand mark plays a prominent role in all entities associated with Automotive Service Excellence.

## Blue Gear

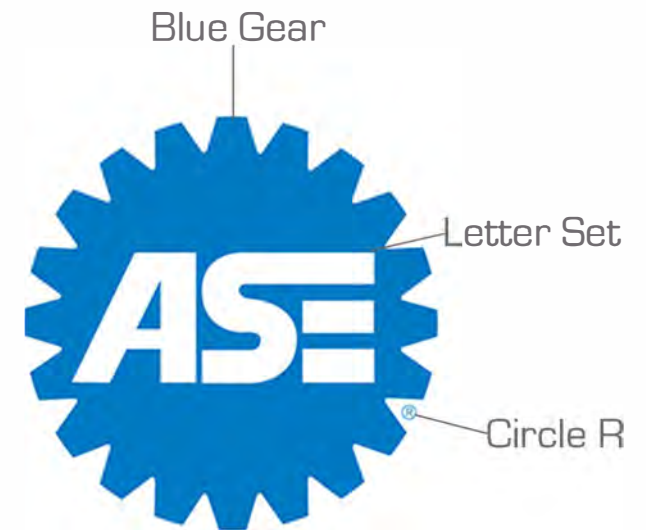
Featuring a 2px white stroke (only visible on non-white backgrounds), the PMS 300 gear is perfectly symmetrical and cleanly cut.

## Letter Set

Although sometimes used without the presence of the Blue Gear, when housed inside the gear, the Letter Set should always be displayed in #ffffff.

## Circle R

ASE’s Registered trademark should ALWAYS be included in the brand mark, aligned just inside the second and third spoke down from center on the mark’s right side or 4 o’clock.



# CLEAR SPACE

Clear space is the area surrounding the identity that must be kept free of any elements, such as text, graphics, borders and other logos. A minimum of .5" of free space in ALL directions is required for any printed applications of the ASE brand mark.



# MINIMUM SIZE

Please note the minimum size is the smallest the identity can be reproduced without jeopardizing legibility, specifically in reference to the Registered Trademark. The minimum size the ASE brand mark may appear in any form is .75" x .75".



.75"

# INCORRECT USAGE

Using the ASE identity consistently and accurately is essential in maintaining its integrity and building brand awareness. These examples illustrate only a few uses that should be avoided.

ASE logo skewed.



ASE logo warped perspective.



ASE logo stretched.



ASE logo squeezed.



ASE logo on similar blue background.



# COLOR PALETTE

To ensure brand standards are upheld, ASE has identified a color palette to be used in conjunction with ASE publications, media, and materials.

Additionally, the Eurostile font family is to be used to accompany ASE's brand mark. This includes but is not limited to:

- > Eurostile Regular
- > Eurostile Bold
- > Eurostile Italic



**Pantone: 300**  
**RGB: 0 121 193**  
**HEX/HTML: 0079C1**  
**CMYK: 100 44 0 0**



**Pantone: 165 C**  
**RGB: 255 103 31**  
**HEX/HTML: FF671F**  
**CMYK: 0 70 100 0**



**Pantone: 424 C**  
**RGB: 109 111 112**  
**HEX/HTML: 6D6F70**  
**CMYK: 59 48 48 15**

# RECOMMENDED BACKGROUNDS

There are 3 recommended backgrounds for the ASE brand mark: white, black, or gray. This allows for optimum representation and clarity of the ASE identity.

Although it may be acceptable to place the identity on other colored backgrounds, it is important to make sure there is sufficient contrast between the identity and the background.

Additionally, on all backgrounds (other than white), a 2 px white stroke is visible on the outside of the ASE brand mark.

These are some examples of how the ASE logo should appear on other backgrounds.

ASE logo on black background.



ASE logo on gray background.



ASE logo on white background.



ASE logo on pattern background.



ASE logo on navy background.



# VARIABLE MATERIALS

ASE's brand mark lends itself to a variety of material uses, including but not limited to:

- Print
- Web
- Email & Signatures
- Embroidery
- Signage
- Business Cards

Accordingly, steps must be taken to preserve the integrity of the brand mark, while understanding that certain materials do NOT lend themselves to ASE's traditional brand standards.

When ASE's logo is embroidered onto patches, or apparel, it is important to preserve the "stroke" surrounding the ASE gear and circle R. Please visit [ASE.com/brand](http://ASE.com/brand) to download approved ASE logos, specifically designed for variable material use cases.

Print



Embroidery



Email

