



American Foundry Society

# Logo Standards & Policy for Usage

# AFS Primary Logo

## LOGO PARTS

Consistent use of the AFS logo promotes recognition, familiarity and trust with customers and others – and expresses our unity as an organization. The AFS logo is a tremendous asset that should be protected through uniform and proper treatment.



### Proportion

The logomark and logotype are linked together in a fixed proportional relationship called the “lock-up,” which should never be altered. All reproductions of the corporate logo, in any medium, should be generated from an approved lock-up.



### Clear Space

There is a specified amount of “clear space” (also known as “the exclusion zone”) surrounding the logo that should always be incorporated when placing the logo.

# AFS Primary Logos

## USAGE

Our logo serves as a “visual signature.” Because our logo is protected only through consistent, correct application, it’s important to stick to the following standards.

### ONE-COLOR LOGO

Design, budget or print specifications frequently require the corporate logo to be printed in one color.

When reproducing a one-color corporate logo, the logomark and logotype should be at 100% of Pantone 293 or Black.

Another option is to use 100% white on a 100% solid background.



### MINIMUM SIZE

For legibility, we recommend printing the logo at least 1” wide.

If necessary to print smaller than 1” wide, please use solid crescent with no tagline.



### RESOLUTION

Do not scan, use a low resolution logo or attempt to recreate the AFS logo. The logo is available in approved, reproducible formats from the AFS Marketing Department.

# AFS Alternate Logos

## USAGE










In general, we recommend only using the logo with tagline in a larger size. If the logo is smaller than 1", the tagline text becomes illegible. To keep the integrity of the brand, use the logo without the tagline in the smaller size.



# AFS Logo

## UNACCEPTABLE APPLICATIONS

The configurations below are examples of the definite logo “don’t’s.” Remember: Proper and consistent logo treatment protects and strengthens our brand. That’s why it’s important to use approved logo artwork only.

✓ Do	✗ Do Not	
 <p>Use only approved logo</p>	 <p>Use only approved logo</p>	 <p>Do not alter the logo configuration</p>
 <p>Do not change sizes relative to other elements</p>	 <p>Do not distort the logo horizontally or vertically</p>	 <p>Do not substitute typefaces</p>
 <p>Do not place over busy photos</p>	 <p>Do not substitute colors</p>	 <p>Do not combine with other graphics</p>

# AFS Typeface

For consistency in appearance, all materials should use the same typefaces, or fonts, as additional visual cues that they come from AFS. These typeface families were chosen for their clarity, readability and versatility.

Typefaces for pre-printed materials	Use for:
<b>Gotham Light</b> Handgloves 1234567	<ul style="list-style-type: none"><li>• Pre-printed external forms</li><li>• Pre-printed business system</li><li>• Pre-printed newsletters</li><li>• Marketing collateral</li><li>• Trade shows and exhibit booths</li><li>• Product packaging</li><li>• Signage</li></ul>
<i>Gotham Light Italic</i> <i>Handgloves 1234567</i>	
<b>Gotham Book</b> Handgloves 1234567	
<b>Gotham Bold</b> <b>Handgloves 1234567</b>	

Typefaces for employee created and electronic materials	Use for:
<b>Arial Regular</b> Handgloves 1234567	Information authored by employees: <ul style="list-style-type: none"><li>• Body of letters or envelopes</li><li>• PowerPoint presentations</li><li>• Web site content</li><li>• Word Documents</li></ul>
<i>Arial Italic</i> <i>Handgloves 1234567</i>	
<b>Arial Bold</b> Handgloves 1234567	
<b><i>Arial Bold Italic</i></b> <i>Handgloves 1234567</i>	

# AFS Color Palette

## SPECIFICATIONS AND DISTRIBUTION

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### Logo Color

AFS Colors are to be used strictly for the AFS logomark. When using color for any other applications (i.e., borders, rules, accents, etc.), use a secondary support color palette.

When possible, use the cmyk logo for printing, as this allows for the best “blue” possible, since individual inks can be tweaked to create the “blue” color preferred.

### AFS Blue


#### Pantone 293

C	100	R	000
M	68	G	091
Y	00	B	168
K	02		

#### HTML 0046ad

## Official Policy for the Use of the AFS Registered Trademark



AFS<sup>®</sup> and AFS<sup>®</sup> logo (  ) are both registered trademarks of the American Foundry Society Inc. The logo remains the property of the American Foundry Society Inc. and may only be used in accordance with the guidelines described below. Any and all exceptions need to be addressed, in writing, to the Executive Vice President of the Society.

1. The acronym for the American Foundry Society Inc., (the three letters “A F S”) and the AFS logo shall be used only by the Society, it’s officially operating Chapters, and Corporate Members in **good standing**.
2. The acronym and logo may only be used by the Society, Chapters and Corporate Members in connection with official stationery, publications, rosters, booklets, texts, websites, and other similar educational and promotional material.
3. The acronym and logo shall always be used only in a manner that is in keeping with the dignity and high position of the Society. AFS may withhold approval of the use of the logo at its sole discretion, and it reserves the right, in its sole discretion, to terminate or modify permission to display the AFS logo at any time.
4. The acronym and logo **shall not** be used in any case following or immediately in connection with the name or signature of a firm, partnership, or corporation unless the firm, partnership, or corporation is an AFS Corporate Member in good standing and does not infer any acceptance of liability by the Society through its usage.
5. The logo may appear only once on each sheet of stationery, letterhead, webpage, etc.
6. Proper use of the logo will incorporate both the graphic and text elements. It is understood, however, that certain uses of the logo preclude the inclusion of the text element. For example, use of the logo on a pin or badge, or on the spine of a book may necessitate the use of the graphic element alone. Wherever possible, however, the graphic and text elements should be used together.
7. To maintain consistency and logo integrity, reproductions of the acronym and logo can be obtained from the headquarters office and may be resized as needed.



8. The acronym and logo must be reproduced either in the full official color PMS 293 Blue, or if in a one-color process, only in Black. Refer to the AFS logo style guide for complete details. All other exceptions must be sent for review to the AFS national office.

9. Only a Corporate Member in good standing or an official Chapter in good standing may use the acronym or logo. Should the Corporate Membership status of a member company change, or the Chapter disbanded, the acronym or logo may no longer be used, in any case, following or immediately in connection with the name or signature of the firm or Chapter.

10. Use of the logo implies acceptance of, and agreement with, all terms and conditions of this policy.