



Logo Guidelines

Using the Automotive Service Association logo on advertisements, business cards, work orders, etc., is an effective means of letting customers know your business belongs to the nation's largest automotive service trade association and is committed to performing only quality repairs.

Listed below are the guidelines to follow in the use of the ASA logo to maintain consistency and customer identification.

1. The association name, Automotive Service Association, and the ASA logo are registered by the U.S. Patent and Trademark office. The symbol ® should be used immediately following the name and logo to identify both as registered.

2. Active members of the association are authorized to identify their business as a member of the Automotive Service Association and use the registered ASA logo as outlined herein. Use of the ASA name or logo must be consistent with the policies of the association.

3. ASA recommends that members use the ASA logo on business items that will be seen by customers, such as signs, advertisements and business cards.

4. The ASA logo should not be altered in any way (i.e. inverting the colors, stripping out wording).

5. Logo colors are Reflex Blue and PMS 185 red.



6. If red and blue are not available, the ASA logo should be printed in solid black.

7. Unless otherwise authorized, the words "Automotive Service Association Member" must appear with the logo.

8. Regular members can identify ASA's associate members and member benefit providers when they use the ASA logo as well. Associate members (suppliers of goods, services or equipment) must follow guidelines No. 4 and No. 5 with text indicating "Associate Member" directly below the logo. Benefit providers (ASA-sponsored companies that offer benefits or discounts specifically for ASA members) must follow guidelines No. 4 and No. 5 with text indicating "Sponsored Benefit Provider" directly below the logo.

9. Never use the ASA name or logo to imply that ASA endorses a particular product, seminar, training program, etc. This applies to all members.

10. On termination of membership in ASA, immediately discontinue use of the ASA name, logo or other identification with the association. This includes removing the ASA name and logo from all advertisements, business cards and stationery, and taking down the ASA-member sign and window cling. This applies to all members.

11. Incorrect or unauthorized use of the ASA name or logo by any person should be reported to ASA, (817) 514-2901.

Automotive Service Association®
Driving Your Success!

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