

asis&t

Branding Guide

Logo

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Association for Information Science and Technology

Whenever possible, the full mark should be used in full color and paired with the tagline below it.

The tagline should always be in the following grey:

HEX: #5E5E5E

RGB: 94,94,94

CMYK: 62, 54, 53, 25

60% tint of Black



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The mark is also available for one color use. This version should be used when colors are limited or a simplified mark is required.



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In cases where there is more limited space or size concerns, the wordmark portion can be used alone.



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When both colors and space are limited, the wordmark can be used alone in one color.



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Color palette: Red, Purple, Cyan, Grey, Yellow

The one-color version of the wordmark can be used in any of the main palette color.



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If the mark is used on a patterned or photographic background, use the one-color wordmark version in the brand color that offers the most contrast.

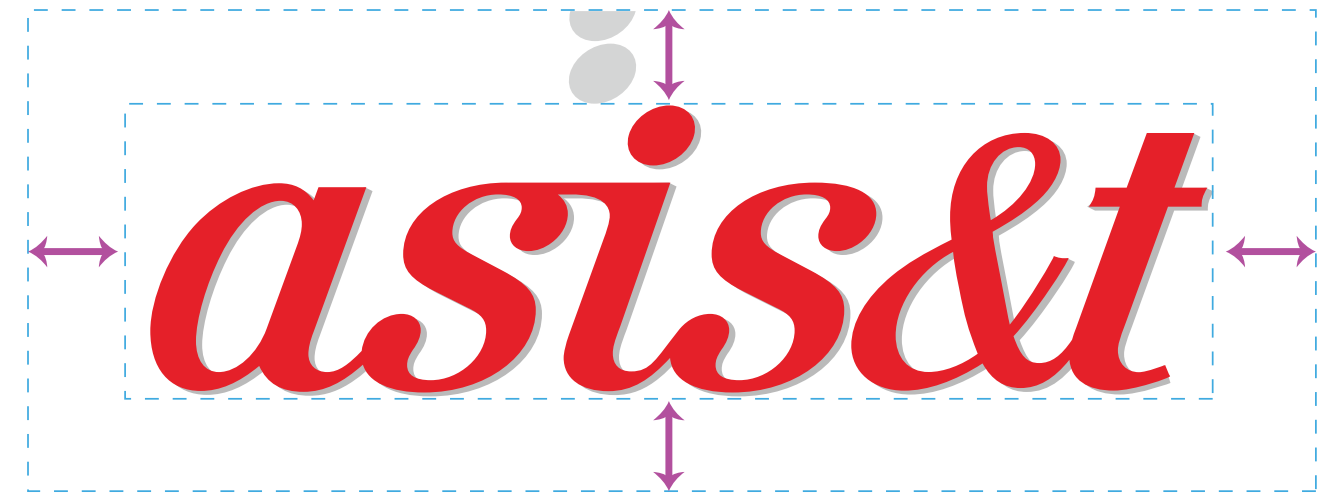
SPACE AROUND THE FULL MARK

- 1) The space between the bottom of the wordmark and the tagline below should be equal to the height of the dot of the i.
- 2) The space around all outer sides of the full mark should be equal to 1.5 times the height of the dot of the i.
- 3) No other elements should be inside the outer frame illustrated by the outer blue dashed line.



SPACING FOR THE WORDMARK ALONE

- 1) The space surrounding all sides of the wordmark should be equal to 1.5 times the height of the dot of the i.
- 2) No other elements should be inside the outer frame illustrated by the outer blue dashed line.



Don't place other objects on top of the mark or inside the spacing boundaries.



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Don't fill any part of the mark with multiple colors or gradients. Only use the solid brand colors as fill options for the mark.



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Don't use the mark on top of loud or distracting backgrounds.



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If the tagline text is too small to be read at the required display size, opt for the wordmark only version of the mark instead.



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Colors



HEX: #E6202A
RGB: 230, 32, 42
CMYK: 0, 86, 82, 10
PMS: 1795 C



HEX: #4C1A48
RGB: 76, 26, 72
CMYK: 0, 66, 5, 70
PMS: 518 C



HEX: #1BB8D0
RGB: 27, 184, 208
CMYK: 87, 12, 0, 18
PMS: 3125 C



HEX: #CEC9C0
RGB: 206, 201, 192
CMYK: 0, 2, 7, 19
PMS: 5175 C



HEX: #FFCC3A
RGB: 255, 204, 58
CMYK: 0, 20, 77, 0
PMS: 1225 C

Typefaces

FF Dagny Pro

from FontFont

FF Dagny Pro is available from Font Font and MyFonts.com. A web type version is available from Typekit.com.

Web font stack:
ff-dagny-web-pro,
HelveticaNeue, Helvetica, Arial,
sans-serif

FF Meta Serif

from FontFont

FF Meta Serif is available from Font Font and MyFonts.com. A web type version is available from Typekit.com.

Web font stack:
ff-meta-serif-web-pro, Georgia,
Times, 'Times New Roman', serif

SUGGESTED TYPE SIZINGS

The numeric type sizes indicated below can be applied to pixel or points depending on the medium.

H1 Dagny Pro Bold 54

H2 Dagny Pro Bold 44

H3 Meta Serif Bold Italic 34

H4 Meta Serif Bold Italic 26

H5 Dagny Pro Bold 22

H6 Dagny Pro Regular 14

(22 type size / 26 line height) To advance the information sciences and related applications of information technology by providing focus, opportunity, and support to information professionals and organizations.

(16 type size / 22 line height) Webinars are your source for online live and on-demand content. Our webinars connect you with experts and global thought leaders in information science, management, and business on relevant professional issues. Most are free to ASIS&T members.

Favicon



The favicon features the IS for information science and a graphical suggestion of a globe to signify ASIS&T's global community.

This icon can be used as a graphical addition to layouts as well as for apps and web page icons where needed.



The icon can be used in any of the four brand colors or shades of black and white.

The icon should always be filled with a solid color, never a gradient or pattern.

Subgroup Branding

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SPECIAL INTEREST GROUP

INFORMATION NEEDS SEEKING AND USE (USE)

Creating a custom logo for your SIG or chapter is allowed and encouraged.

The ASIS&T wordmark should be placed above or to the left of custom SIG or Chapter logos.

Being consistent with the ASIS&T wordmark is important. Nothing should overlap the ASIS&T wordmark in SIG or Chapter custom logos.



asis&t **Metro New York**

Always use one of the solid brand colors for the ASIS&T wordmark in custom SIG or Chapter logos. Patterns, gradients, or non-brand colors are not allowed.



asis&t **SIG-KM**

If you don't want to create a custom logo for your SIG or Chapter, use the ASIS&T wordmark with your group name next to it set in the FF Dagny Pro typeface.

Suggested color combinations to use for subgroup branding.



The Mark In Application

Suggested JASIST cover layout to show how the brand typefaces could be applied to the journal:



Suggested layout for front and back of a business card using the brand mark, typefaces and icon:

