ASHRAE Logo Guide

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PURPOSE & TRADEMARKS

Why are Logo Guidelines Important?

The ASHRAE logo guidelines are designed to give guidance on the authorized use and depiction of ASHRAE's trademarks and service marks by our members. This document highlights common uses and misuses of ASHRAE's logo, marks and language. Through consistent application of these guidelines, ASHRAE's image and credibility will be reinforced, there by increasing the value of ASHRAE.

These guidelines are not all-inclusive. If you have questions regarding logo use and guidelines, please contact the ASHRAE Marketing/Public Relations staff at publicrelations@ashrae.org

Use of ASHRAE Logo and Proprietary Marks

The following terms and conditions govern the use of ALL proprietary marks owned by the American Society of Heating, Refrigerating and Air-Conditioning Engineers (referenced below as "a mark" or "the mark"):

ASHRAE will provide logo artwork files. Only artwork files provided by ASHRAE may be used. Images captured from websites, publications, and other sources may not be used. All previous versions of the ASHRAE mark (previous to 2012) are no longer allowed.

The ASHRAE logo, and proprietary marks may not be uploaded to, or used with artificial intelligence (AI) image generators, content generators, or similar third-party AI tools unless prior written approval has been granted by ASHRAE's Marketing Department.

All uses must include the appropriate trademark symbol. The appropriate symbol will be part of the artwork provided by ASHRAE.

ASHRAE reserves the right to approve or disapprove the use of any ASHRAE proprietary mark.

Who should use these guidelines?

This document contains critical information to help you correctly apply the ASHRAE logo throughout all ASHRAE logo applications. These guidelines should be followed by all:

- ASHRAE chapter representatives promoting and providing information about local activities
- ASHRAE committee members executing Society Committee projects
- ASHRAE staff members, including in-house graphic designers, production artists, and the marketing/communications department
- Desktop publishers, freelancers, and designers creating materials for ASHRAE components
- Outside service bureaus, printing vendors, and pre-press specialists producing ASHRAE communication materials

OUR BRAND ESSENCE

What is the ASHRAE brand?
The ASHRAE brand reflects our focus to advance heating, ventilation, air conditioning and refrigeration engineering and technologies to serve humanity and promote a more sustainable world. Our combined expertise is brought to life through research, standards writing, publishing and continuing education. The shared power of our members gives us a strong voice in local, national and international arenas, allowing us to improve communities by inspiring a more sustainable way of life.

Our promise to sustainability is an imperative way for us to improve the quality of the built environment while leaving a lasting legacy for future generations. The ASHRAE brand supports our focus on improving engineering standards and our market position as a community of engineers and related professionals united by knowledge, mission, standards, and a code of ethics to build better places for people to live, work, and play.

The key characteristics of the ASHRAE brand identity should convey a professional, collaborative, knowledgeable, effective, diverse and visionary organization. The graphic elements described within these guidelines have been specifically created to communicate these key brand distinctions and characteristics.

Mission:
To advance the arts and sciences of heating, ventilation, air conditioning and refrigeration to serve humanity and promote a sustainable world.

Vision:
ASHRAE will be the global leader, the foremost source of technical and educational information, and the primary provider of opportunity for professional growth in the arts and sciences of heating, ventilating, air conditioning and refrigerating.

Tagline:
Shaping Tomorrow's Built Environment Today

HOW TO ACCESS LOGO FILES

The ASHRAE publishing group will create and disseminate all approved versions of the ASHRAE logo signature. Volunteers must submit a request to the ASHRAE Marketing/Public Relations staff before obtaining and applying the new logo signature to varied applications.

Regions, chapters, sections and student branches all need to submit a request to the ASHRAE Marketing/Public Relations staff to obtain their specific logo.

Please send your request for a new logo signature to the ASHRAE Marketing/Public Relations staff at publicrelations@ashrae.org.

Society Level

ASHRAE®

ASHRAE® Shaping Tomorrow's Global Built Environment Today

Region, Chapter and Student Branch Level

ASHRAE® Region IX

ASHRAE® Atlanta Chapter

ASHRAE® University of Illinois Urbana Champaign Student Branch

Society Level Programs

ASHRAE® RP

ASHRAE® Learning Institute

CORPORATE LOGO & TAGLINE

The ASHRAE tagline, “Shaping Tomorrow’s Built Environment Today” captures the essence of our Society and its promise. The combined ASHRAE logo and tagline, known as the ASHRAE signature line, is a single piece of art that should be used in all instances when displaying the logo and tagline. Do not attempt to recreate the signature line in any way.

In presenting the ASHRAE brand to the public, consider the purpose of the medium. It’s best to limit use of the signature line for educational venues and sponsored events. If you are unsure, use the ASHRAE logo without the tagline and/or contact the ASHRAE Marketing/Public Relations staff at publicrelations@ashrae.org.

When using the ASHRAE signature line, always provide the clear space referenced in technical appendix iv.

When using the ASHRAE signature, the logo itself should be no smaller than 5/8” (16 mm) wide. If space constraints require a smaller logo, omit the tagline altogether.

The preferred color of the signature line is ASHRAE blue for the logo and Cool Gray 11 for the tagline as shown here. Ideally, the ASHRAE signature should run on solid color fields (preferably white), but it doesn’t have to so long as the tagline remains legible; you can always reverse out the signature line out of a solid field of color or image, provided it offers enough contrast and readability.

The tagline should only appear with the ASHRAE logo and not with regions, chapters, sections, student branches, and program signatures.

The tagline should only appear in a horizontal or vertical format with the logo.

The clear space between the logo and tagline is 1/3 the height of the ASHRAE logo or the distance between the bottom of ASHRAE in the logo and the bottom of the hexagon.

The tagline font is Akzidenz Grotesk Light in 100% Pantone Cool Gray 11.

REGION, CHAPTER AND SECTION SIGNATURE GUIDELINES

Overview

The ASHRAE logo signatures are meant to be used as a stand-alone lock-up to represent an approved region, chapter and section affiliation with the ASHRAE community. It identifies an entity as a fully chartered region, chapter and section of ASHRAE. The term "lock-up" refers to the ASHRAE brand logo and word mark of the designated region, chapter and section locked-up into one signature. The region, chapter and section signatures create the unique identifier for each region, chapter and section. All ASHRAE signatures should be created in accordance with the ASHRAE region, chapter and section design template. Members and volunteers are prohibited from creating logos of any kind. All logos will be created internally by ASHRAE and disseminated.

Authorized Uses

Use of the ASHRAE logo and region, chapter and section signatures are authorized by ASHRAE. Only recognized provisional and full regions, chapters and sections may use the ASHRAE logo chapter signature. The signature must always be used in conjunction with the name of the region, chapter and section for all marketing and communications efforts including, but not limited to, web presence, e-communications, print collateral, print & electronic advertising, publicity, news items, tradeshow exhibit materials and fundraising literature. Regions, chapters and sections are encouraged to seek ASHRAE review and input prior to committing significant resources to design development and production.

Website Use

The region, chapter and section signature should be present in a prominent and noticeable position on the main landing page of the region, chapter and section website to identify the organization as an official ASHRAE region, chapter and section. The region, chapter and section signature, along with the descriptive region, chapter and section name text, should be oriented near the top, or otherwise primary location of the web page for immediate recognition of the region, chapter and section affiliation with ASHRAE. The signature may not be used to link to other pages on web sites belonging to the region, chapter, section or any other third party.

STUDENT BRANCH SIGNATURE GUIDELINES

Overview

The ASHRAE logo signatures are meant to be used as a stand-alone lock-up to represent an approved student branch affiliation with the ASHRAE community. It identifies an entity as a fully chartered student branch of ASHRAE. The term “lock-up” refers to the ASHRAE brand logo and word mark of the designated student branch locked-up into one signature. The student branch signatures creates the unique identifier for each student branch. All ASHRAE student branch signatures should be created in accordance with the ASHRAE student branch design template when creating their identity. Members and volunteers are prohibited from creating logos of any kind. All logos will be created internally by ASHRAE and disseminated.

Authorized Uses

Use of the ASHRAE logo and student branch signature are authorized by ASHRAE. Only recognized student branches may use the ASHRAE student branch signature. The signature must always be used in conjunction with the name of the branch for all marketing and communications efforts including but not limited to web presence, e-communications, print collateral, print & electronic advertising, publicity, news items, tradeshow exhibit materials and fundraising literature. Student branches are encouraged to seek ASHRAE review and input prior to committing significant resources to design development and production.

Website Use

The student branch signature should be present in a prominent and noticeable position on the main landing page of the student branch website to identify the organization as an official ASHRAE student branch. The student branch signature, along with the descriptive student branch name text, should be oriented near the top, or otherwise primary location of the web page for immediate recognition of the student branch affiliation with ASHRAE. The signature may not be used to link to other pages on web sites belonging to the student branch or any other third party.

LOGO USAGE ON BUSINESS AND MEMBER CARDS, EMAIL SIGNATURES, BUSINESS CORRESPONDENCE

Logo Usage on Business and Member Cards, Email Signatures, Business Correspondence

Business and Member Cards – ASHRAE Rule of the Board 1.201.025.1

This policy applies to all Member and ASHRAE professional certified individuals business cards. It does not apply to business cards prepared at Society headquarters for use by the Executive Committee and staff.

A. The name "ASHRAE" and the ASHRAE logo are trademarks of the American Society of Heating, Refrigerating, and Air-Conditioning Engineers, Inc. Use of the ASHRAE name and/or logo shall not imply or be used to imply in any way, ASHRAE's endorsement of the member's company, products or other commercial interests.

B. These trademarks may not be used except as follows:

1. For an ASHRAE Member Card – a business card outlining only ASHRAE member affiliation, service and contact information provided
   a. The member whose name appears on the card must be a member in good standing of the Society.
   b. The ASHRAE logo and tagline may be used as long as it follows the ASHRAE Logo Guide
   c. No company or organization logo, other than the ASHRAE logo, may appear.
   d. No slogans or other statements, other than the ASHRAE tagline, may appear.
   e. If a business address appears, a company or organization name may be used only in the mailing address and in type that is no larger than other characters in the mailing address and in type that is the same color as the characters in the mailing address.
   f. Information printed on the card is limited to the following:
      i. Member's name (and grade, if desired), such as Member ASHRAE, Fellow ASHRAE, Life Member ASHRAE
      ii. Member's Society, regional and/or chapter position and Society year that position is held, such as 2011-12 Regional Vice Chair
      iii. Professional titles or degrees (e.g., P.E., Ph.D.)
      iv. Member's ASHRAE professional certification designation (if any), such as ASHRAE-Certified High Performance Building Design Professional
      v. Mailing address (home and/or business), telephone, electronic contact information, e-mail, URL (home and/or business)
      vi. Member's photograph
2. For a Personal Employment/Company Business Cards – personal business card indicating professional job title, company, contact information and credentials/certifications provided
   a. The member or professional certified individuals may include his or her member grade and/or ASHRAE professional certification designation (if any) next to or underneath his or her company position/title on his or her personal employment/company business card.

b. The name ASHRAE by itself and/or the ASHRAE logo shall not appear on the personal employment /company business card.
c. The member whose name appears on the card must be a member in good standing of the Society in order to include member grade.

3. For Combination Personal/Company and ASHRAE Member Card – a business card with personal/company information printed on one side and ASHRAE member affiliation and service printed on the reverse side, provided the requirements in Section B.1 (on the ASHRAE side and B.2 are met on the personal/company information side)

Business Correspondence – ASHRAE Rule of the Board 1.201.025.2
Any ASHRAE member may use their membership grade following their name on business correspondence.

Company Email Signature – ASHRAE Rule of the Board 2.101.025.2

A. A member is allowed to use his or her member grade and ASHRAE professional certification designation (if any), such as ASHRAE-Certified High Performance Building Design Professional, within the signature of his or her company email signature.
B. The ASHRAE logo is not permitted for use with a member's company email signature.

Restrictions – ASHRAE Rule of the Board 2.101.005.2
ASHRAE shall not grant or signify approval of any specific engineering project, commercial project or system or allow its imprint, logo or name to be used in any commercial context except where the name is used to certify that the product has been tested in accordance with an ASHRAE approved standard, and including the standard number, nor shall ASHRAE engage in testing or rating of any product. The ASHRAE logo may not be used to imply corporate memberships nor ASHRAE endorsement.

On June 26, 2013, the ASHRAE Board of Directors approved, via Motion 10, that the Logo Guide be amended to allow ASHRAE Certified professionals use of the ASHRAE Certified logo on Personal Employment/Company Business Cards/Resumes. Guidance on use of the ASHRAE Certified logo can be found at www.ashrae.org/certifiedlogo.

UNAPPROVED LOGO USAGE

The ASHRAE logo must never be altered in any way. Any improper use of the logo causes confusion, jeopardizes its legal protection and devalues our brand logo. Never change or alter the ASHRAE logo, colors, size minimums or reproduction guidelines.

Examples of misuses are shown here.

Do not use old or unapproved logos

Do not reposition logo elements

Do not distort or rotate elements

Do not use unapproved brand colors

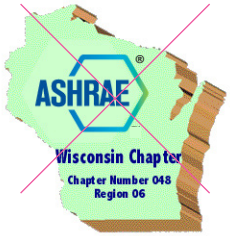
Do not change logo typefaces

Do not add signature elements

Do not remove registered trademark

Do not use degraded art work

Do not place in a shape



Do not use with unapproved chapter logos

Do not use signature elements by themselves

Do not alter the chapter signature line in any way.

TECHNICAL APPENDIX

i Logo
ii Color Palette
iii Typography
iv Corporate Logo & Tagline
v Clear Space & Small Scale Reproduction
vi Region, Chapter and Section Signatures
viii Student Branch Signatures
ix Alternate Logo Signatures

LOGO

The ASHRAE logo incorporates the hexagon shape from the previous logo and a bold display of the organization's name in a clean and modern approach.

The ASHRAE logo is made up of the following elements:

- The ASHRAE name in all caps, color is Pantone 287
- The Hexagon made up of a linear gradient of Pantones 300, 312, and 376
- Registration mark should be Pantone 312
- Single color version can only appear in all Pantone 287 or 100% Black
- The logo may appear reversed out in white on a solid color.
- ASHRAE name appears in Berthold Akzidenz Grotesk Bold Condensed

Primary Full Color Version

Default Secondary Versions

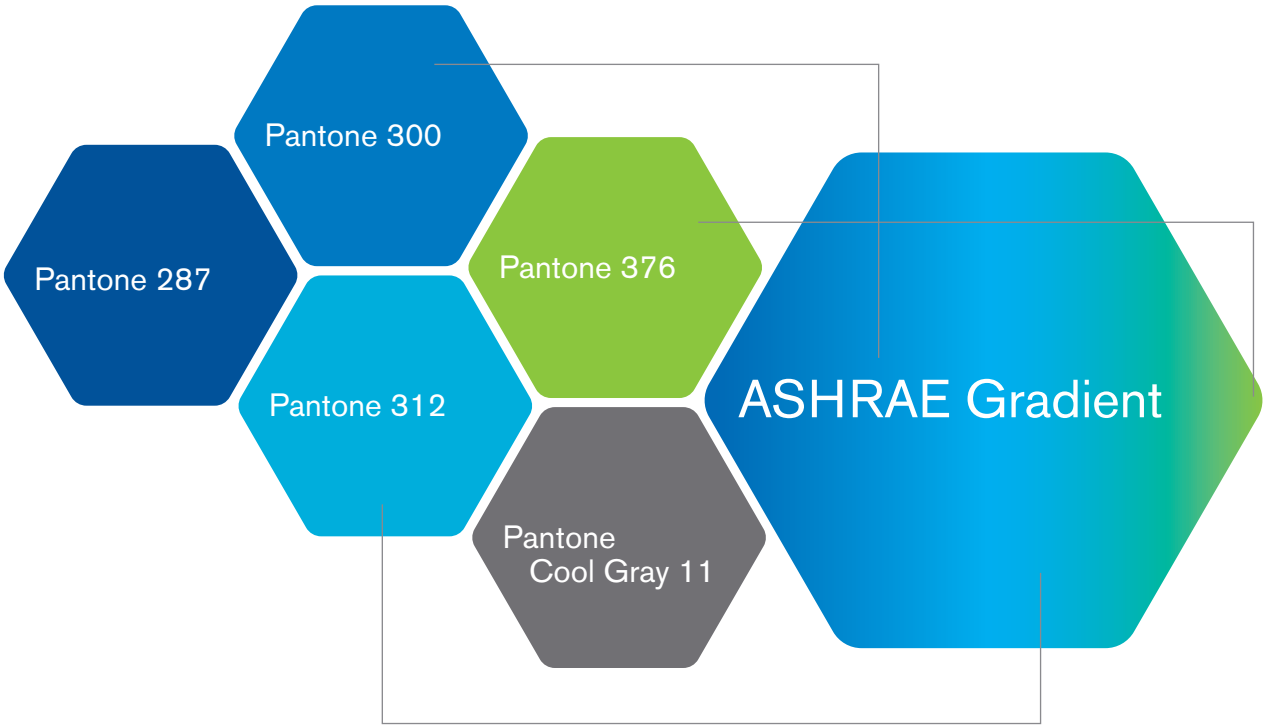
One color - Pantone 287

One color - Black

Reversed out in white on a solid color

COLOR PALETTE

Bold and vibrant colors are fundamental components of our logo design system.



[FOR REFERENCE ONLY]

TYPOGRAPHY

The ASHRAE typography is an integral part of the logo brand identity. The ASHRAE logo font is the Akzidenz Grotesk font family.

When working with typefaces (fonts), let legibility be your guide in terms of point size, column width, reversing type (on color fields or images), overprinting on images, etc.

For ASHRAE-branded materials, always use the ASHRAE corporate fonts Berthold Akzidenz Grotesk and Akzidenz Grotesk. In applications such as Microsoft Word, PowerPoint, and programs with restrictive font sets use Arial.

Marketing materials refer to the assortment of collateral that is produced by in-house ASHRAE staff members. Examples of these assets are:

- Brochures
- Stationery
- Publications

Brand Signature Only Usage (Logo)

Berthold Akzidenz Grotesk Bold Condensed

Berthold Akzidenz Grotesk Light Condensed

Berthold Akzidenz Grotesk Condensed

For General Branding Usage (Tagline & Marketing Materials)

Akzidenz Grotesk Light

Akzidenz Grotesk Regular

Akzidenz Grotesk Bold

Akzidenz Grotesk Super

CORPORATE LOGO & TAGLINE

The tagline should only appear with the ASHRAE logo and not with a region, chapter, section, student branch or program signature.

The tagline should only appear in a horizontal or vertical format with the logo.

The clear space between the logo and tagline is 1/3 the height of the ASHRAE logo or the distance between the bottom of ASHRAE in the logo and the bottom of the hexagon.

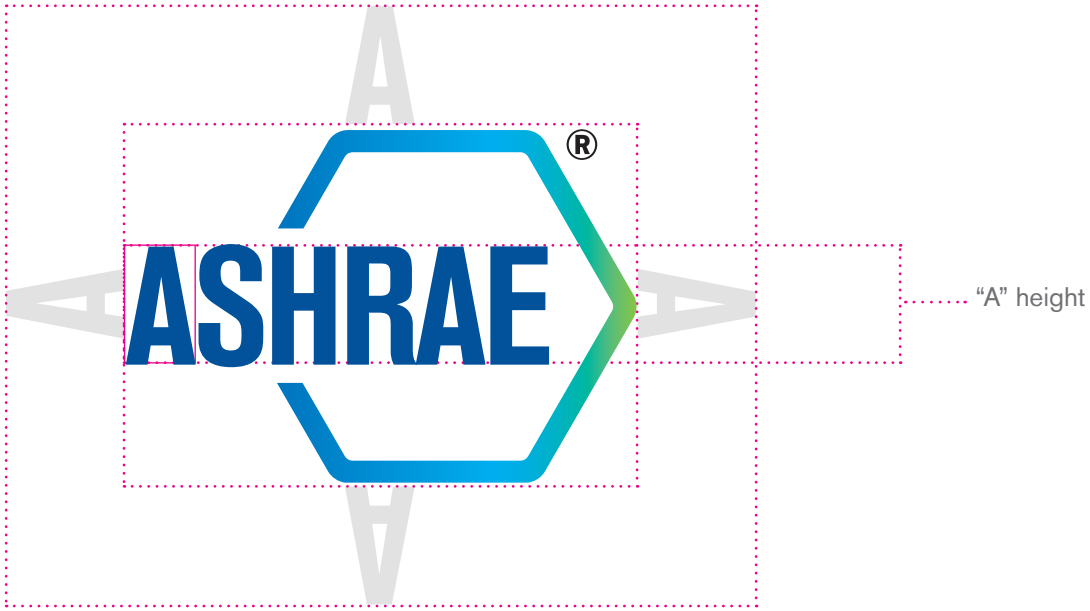
The tagline font is Akzidenz Grotesk Light in 100% Pantone Cool Gray 11.

CLEAR SPACE & SMALL SCALE REPRODUCTION

To ensure maximum legibility and visibility, always use the appropriate amount of clear space around the logo. The clear space is the height of the “A” in the ASHRAE logo.

The size of the ASHRAE logo depends upon its usage. To maintain legibility the logo should never be smaller than 19mm in width (0.75” width).

Clear space for the corporate logo



Minimum size for the corporate logo

19mm width
(0.75” width)

REGION, CHAPTER AND SECTION SIGNATURES

The only approved formats for the region, chapter and section signatures are shown here.

- The ASHRAE logo and region, chapter and section signatures should look “clean” (i.e. ample white space for visibility).
- The region, chapter and section names should appear to the right side of the logo (horizontal format) or neatly stacked underneath (vertical format).
- Berthold Akzidenz Grotesk Bold and Light Condensed fonts are required.
- The clear space between the region, chapter and section signatures and logos are equal to the width of the right corner of the hexagon for horizontal formats and the height of the bottom section of the hexagon for vertical formats.
- The region, chapter and section states are equal in prominence to the ASHRAE name in the logo.
- The region, chapter and section name may only appear in four colors – Pantones 376, 312, 300 or Cool Gray 11.
- Regions, chapters and sections are allowed the same color options.
- The clear space and minimum logo size should maintain the guidelines, as stated on page v.

Vertical

ASHRAE®
Atlanta Chapter

ASHRAE®
Baton Rouge
Chapter

ASHRAE®
Central
Pennsylvania
Chapter

ASHRAE®
Bluegrass
Chapter

Horizontal

ASHRAE® Atlanta Chapter

ASHRAE® Baton Rouge Chapter

ASHRAE® Central Pennsylvania Chapter

ASHRAE® Bluegrass Chapter

REGION, CHAPTER AND SECTION SIGNATURES

(Continued)

- Regions, chapters and sections are allowed to use the one-color black, Pantone 287 or reversed out in white on a solid color when necessary. Four-color is required for electronic use.

Vertical

Horizontal

Default Secondary Versions

One color - Black

One color - Pantone 287

Reversed out in white on a solid color

STUDENT BRANCH SIGNATURES

The only approved formats for the logo and chapter signatures are shown here.

- The ASHRAE logo and student branch signatures should look “clean” (i.e. ample white space for visibility).
- The student branch names should appear to the right side of the logo (horizontal format) or neatly stacked underneath (vertical format).
- Berthold Akzidenz Grotesk Bold and Light Condensed fonts are required.
- The clear space between the student branch signatures and logos are equal to the width of the right corner of the hexagon for horizontal formats and the height of the bottom section of the hexagon for vertical formats.
- The student branch name may only appear in four colors – Pantones 376, 312, 300 or Cool Gray 11.
- Student branches are allowed to use the one-color black, Pantone 287 or reversed out in white on a solid color when necessary. Four-color is required for electronic use.
- The clear space and minimum logo size should maintain the guidelines, as stated on page v.

ASHRAE®
University of Illinois
Urbana Champaign
Student Branch

ASHRAE®
University of Illinois
Urbana Champaign
Student Branch

ASHRAE®
University of Illinois
Urbana Champaign
Student Branch

ASHRAE®
University of Illinois
Urbana Champaign
Student Branch

Default Secondary Versions

ASHRAE®
University of Illinois
Urbana Champaign
Student Branch

One color - Black

ASHRAE®
University of Illinois
Urbana Champaign
Student Branch

One color - Pantone 287

ASHRAE®
University of Illinois
Urbana Champaign
Student Branch

Reversed out in white on a solid color

ALTERNATE LOGO SIGNATURES

Examples of the logo with program names are shown here.

The program or initiative name may only appear under the ASHRAE logo. Placement of the name under the logo is determined by the length of the name as shown. For example, a one word program or initiative name should line up with the end of the 'E' in ASHRAE.

The clear space between the program or initiative name and logo is the height of the bottom hexagon section.

When necessary the logo with program names may appear in one color black, Pantone 287 or reversed out in white on a solid color.

The clear space and minimum logo size should maintain the guidelines, as stated on page v.

Single Word Modifier

Two Word Modifier

Three Word Modifier

Default Secondary Versions

One color - Black

One color - Pantone 287

Reversed out in white on a solid color