Vision

The Asphalt Institute will be the epicenter for the petroleum asphalt binder industry fostering a collaborative environment to ensure asphalt is recognized as the construction material of choice.

Mission

Through education, engineering, technical development, environmental stewardship and marketing leadership, the Asphalt Institute promotes the safe use, benefits and quality performance of petroleum asphalts with a unified voice for our membership.
Colors

The colors of the Asphalt Institute are mainly black and yellow. These are used in the traditional logo and the contemporary logo.

PMS  Black
HEX  00000
HSB  0 100 0
RGB  0 0 0
LAB  0 0 0
CMYK 15 68 67 90

PMS  108
HEX  FEDB00
HSB  52 100 99
RGB  254 219 0
LAB  88 1 87
CMYK 2 10 100 0

PMS  White
HEX  FFFFFF
HSB  0 0 100
RGB  255 255 255
LAB  100 0 0
CMYK 0 0 0 0
Logo Usage

Logo Etiquette

The Asphalt Institute mark is registered and must be used at all times.

The logo should always be given some clear space around it as breathing room, so do not place anything else too close to the logo. Please allow .25 inch around the logo at all times.

- Do not use any logo without the ® mark.
- Do not tilt, rotate, stretch or distort the logo in any way.
- Do not add shadows, gradients or change the colors.
- Do not add other words or images to the logo.

Traditional Logos

2 color option; yellow only; black only; white can be used. The triangle can be used by itself if the regular logo has been used on the same document in another place.

Asphalt Institute Traditional Logo Typography

Helvetica Neue 97 Black Condensed Oblique

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@$%!?.,:;(-)

Traditional logos without AI
- **Contemporary Logos**
  - 2 color option; black only
  - ![Contemporary Logos](image)

  **Asphalt Institute Contemporary Logo Typography**

<table>
<thead>
<tr>
<th>Font</th>
<th>Characters</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helvetica Neue 93 Black Extended</td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789@$%!?.,:;(-)</td>
</tr>
<tr>
<td>Optima Roman</td>
<td>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789@$%!?.,:;(-)</td>
</tr>
</tbody>
</table>

  All logos can be reversed to white if needed.

- **Special Logos**
  - Centennial Logo
  - ![Centennial Logo](image)

  To celebrate the 100 years anniversary, the centennial logo will be used to represent the Asphalt Institute in 2019.

  **Fonts:**
  - 100 is Alura. The rest of the logo is Helvetica Neue Light and Thin.
EPIC Logo

The EPIC Leadership Development Program uses this logo for all materials and correspondence.

The colors can be reversed as needed utilizing the yellow for the triangle and the AI Leadership portion. The EPIC portion can be white if reversed on a black background.

Asphalt Academy

This logo is the umbrella for all Asphalt Institute training courses conducted by AI engineers and technicians including seminars and webinars.

Specific Course Logos

NBTC Logo

NETC Logo

The colors can be reversed as needed utilizing the yellow for the triangle and the AI Leadership portion. The EPIC portion can be white if reversed on a black background.
Asphalt Institute Foundation Logo

As a public charity, the mission of the foundation is to conduct strategic research and educational activities designed to advance and improve the liquid asphalt industry.

Asphalt Institute Foundation Logo Typography

Helvetica Neue 45
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@$%!?.,:;(-)

Palatino Linotype Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@$%!?.,:;(-)

AIF Strategic Asphalt Research Logo (STAR)

If you see a logo being used without our permission or in an incorrect manner, please notify Tracie at tschlich@asphaltinstitute.org or call 859-288-4963. Consent must be given for anyone to use the AI logos on any materials outside of the association.