



ASPHALT
INSTITUTE
**BRAND STYLE
GUIDE**

Vision

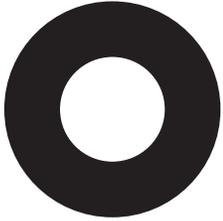
The Asphalt Institute will be the epicenter for the petroleum asphalt binder industry fostering a collaborative environment to ensure asphalt is recognized as the construction material of choice.

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

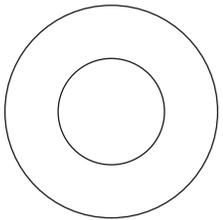
The colors of the Asphalt Institute are mainly black and yellow. These are used in the traditional logo and the contemporary logo.



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 FFFFFFF
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.

■ Traditional logos with AI



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



Asphalt Institute Contemporary Logo Typography

Helvetica Neue 93 Black Extended

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

Optima Roman

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

All logos can be reversed to white if needed.

○ Special Logos

- Centennial Logo

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*

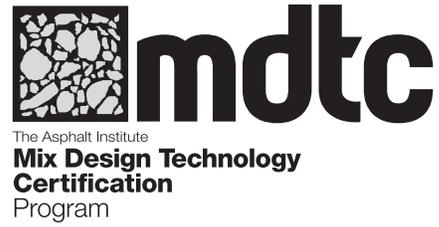
■ NBTC Logo



■ NETC Logo



■ MDTC Logo



■ PIC Logo



■ APTW Logo



■ APC Logo



■ R18 Software Logo



■ Asphalt Magazine Logo



■ 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

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ
0123456789@%!?.,;(-)

Palatino Linotype Italic

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**O**PQRSTUVWXYZ*
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.