



BRAND GUIDELINES

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SECTION ONE

**BRAND
MARKS**

Logo

The Asphalt Institute logo lies at the heart of our visual identity and should be featured prominently in all communications and promotional materials. This is the primary logo and should be utilized for all appropriate applications.

Master files in a variety of different formats can be acquired from the marketing team.



Logo Variations

In some cases, alternate versions of the primary logo may be better suited to your needs.

If you have questions on which logo to use, please contact the Membership and Marketing team.

LOGOMARK



HORIZONTAL



HORIZONTAL STACKED



VERTICAL



Logo Colorways

The logo should almost always appear in full color.

Use the reverse logo on black or very dark backgrounds. If the background color happens to be similar to either logo color and blends together, please use the white logo for maximum legibility.

The black version should be used when only one color is available or for lower quality applications like packaging or casting. The white logo can be used in the same manner when a negative version is needed.

FULL-COLOR



REVERSE



BLACK



WHITE



Sizing and Clear Space

When using the Asphalt Institute logo, make sure to have the proper amount of space around the logo. This is achieved by making the total height of the logomark equal “X.” Then using the measurement of “X,” make sure there is 1X of space on all sides of the logo.

Minimum size refers to the smallest dimensions allowed for the logo. The logo should never be reduced below the minimum widths of 1.5 inches for print and 72 pixels for digital.

CLEAR SPACE GUIDE



MINIMUM SIZE



1.5 in



72px

What Not to Do

Please do not modify the logo in any of the ways shown here. This also includes the discontinued use of outdated and legacy logos.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.



Don't rotate



Don't box in the logo



Don't recolor the logo



Don't stretch



Don't use outdated logos



Don't mask with image



Don't modify logo or add elements



Don't use drop shadow or glows



Don't use with busy backgrounds

Additional Logos

These logos represent publications, programs, and other special initiatives of Asphalt Institute. Master files in a variety of different formats can be acquired from the marketing team.

ASPHALT MAGAZINE

The logo for Asphalt Magazine features the word "ASPHALT" in a bold, black, sans-serif font. A small, stylized asphalt drop icon is positioned to the left of the letter "A".

R18LabQMS

The logo for R18LabQMS consists of the text "R18Lab" in a large, blue, sans-serif font, with "QMS" in a smaller, blue, sans-serif font to its right. Below the text are three horizontal blue lines of varying lengths, creating a sense of motion or a road surface.

ASPHALT INSTITUTE FOUNDATION

The logo for the Asphalt Institute Foundation features the lowercase letters "aif" in a dark red, serif font. A stylized red arrow points upwards from the top of the letter "i". To the right of "aif", the words "Asphalt Institute" are stacked above the word "Foundation", all in a black, serif font.

AIF STAR

The logo for AIF STAR features the lowercase letters "aif" in a dark blue, serif font. A stylized blue arrow points upwards from the top of the letter "i". To the right of "aif" is a large, dark blue, five-pointed star. Below the "aif" and star, the words "Strategic Asphalt Research" are stacked above the word "symposium", all in a black, serif font.

SECTION TWO

**BRAND
ASSETS**

Typography

When possible, use New Science Extended for main headlines, New Science for sub-headlines and Proxima Nova for body copy.

In situations where New Science and Proxima Nova are unavailable, such as a web format or Microsoft Office product whose files will be emailed outside the realm of font owners, revert to Aptos.

PRIMARY FONTS

New Science Extended

Aa Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 @#\$?!"%&]]

New Science

Aa Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 @#\$?!"%&]]

Proxima Nova

Aa Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 @#\$?!"%&]]

SECONDARY FONT

Aptos

Aa Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789 @#\$?!"%&]]

Color Palette

The official colors for Asphalt Institute are Pantone 108 and Black. In most cases there will be a need for alternative “builds” of the color when printing with Pantone inks is not available. These color codes represent several ways to achieve consistent color for Pantone 108 across many formats.

RGB

Preferred colors, use for all digital purposes.

PMS

When printing, use PMS (Pantone® Matching System) inks whenever possible.

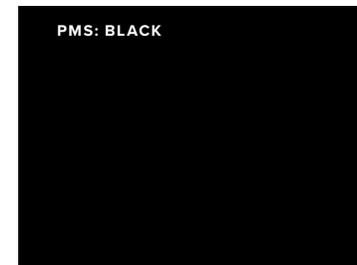
CMYK

Use CMYK colors to print only when PMS is not an option.

RGB



PMS



CMYK



Photography

Photography plays a crucial role in conveying the brand and voice of Asphalt Institute. Utilize photography depicting industry-specific environments, scenes, and materials to communicate progress and innovation.

Consult current marketing creative for examples.



SECTION THREE

BRAND APPLICATIONS

Stationery

Here are a few examples of approved stationery.

LETTERHEAD

Standard 8.5" x 11" paper and uses
2 colors, PMS 108 and black.

ENVELOPE

Standard #10 (9.5" x 4.125") and uses
2 colors, PMS 108 and black.

BUSINESS CARDS

To order new business cards, email Michelle
Lowe at mlowe@asphaltinstitute.org.



Email Signature

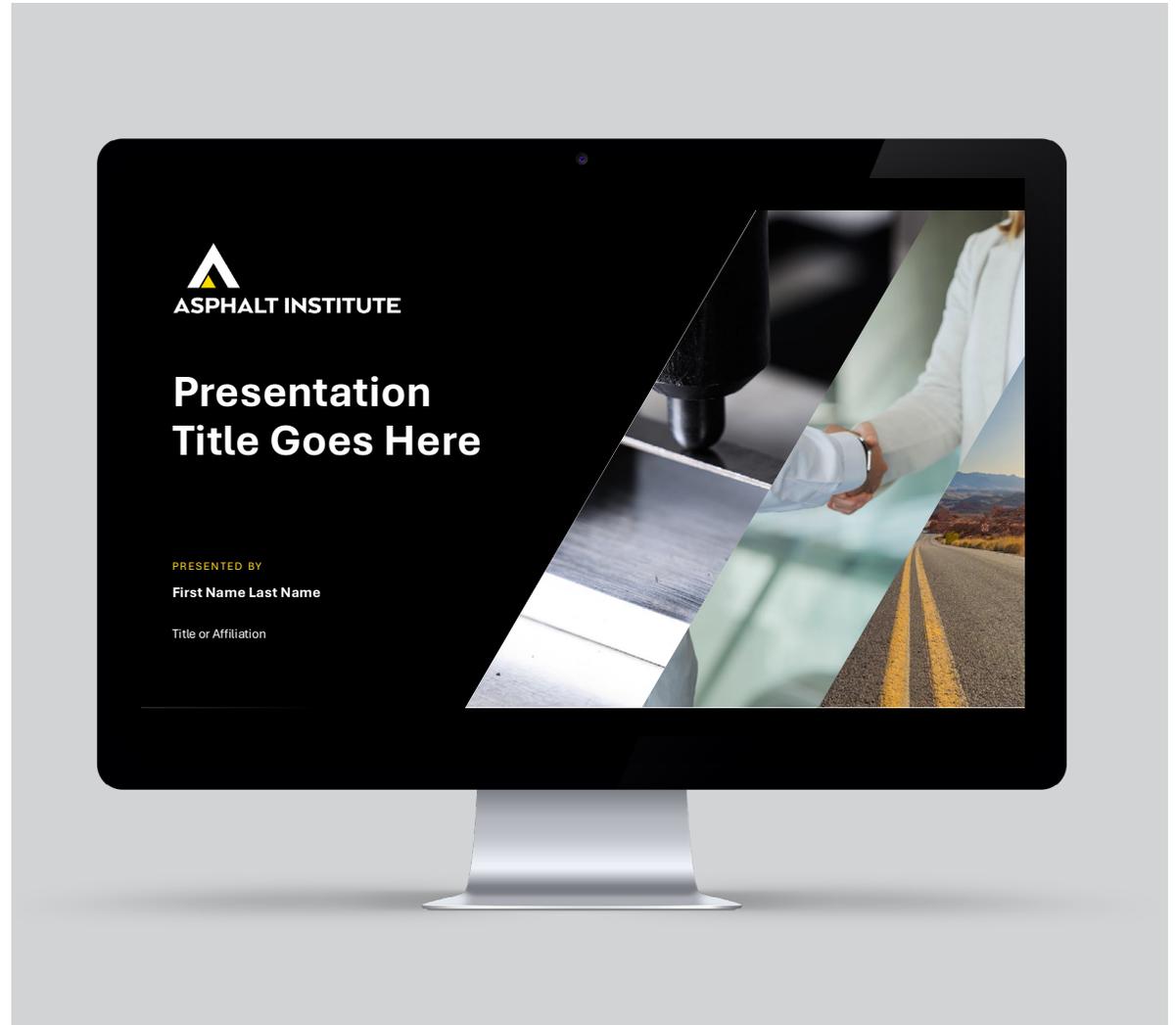
The email signature must be created within the email program. The individual's name is formatted in 12pt Aptos Bold, while their title appears in 11pt Aptos Regular. Both the name and title appear in black and can be on the same line or different lines separated by a | between name/title.

All contact details are in 10pt Aptos Regular and are 100% black. Some employees can keep the HQ address, while others may remove it if they are not located at HQ.



PowerPoint Template

Our PowerPoint templates have been updated to reflect the current Asphalt Institute look and feel. Following the latest template, not legacy versions, ensures every slide reinforces our brand identity and communicates with clarity and confidence. The PowerPoint template comes with built-in styles, layouts, and formatting designed to make creating presentations simple and consistent.



Contact

Contact us with questions regarding the Asphalt Institute brand and with requests for collateral or promotional items.

Vice President of Marketing and Membership

Michelle Lowe

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