

ASBSD BRAND IDENTITY

ASBSD Brand Identity

The ASBSD identity represents the Associated School Boards of South Dakota and what it stands for. Just as each of us is rightly proud of who we are and what our names stand for, we all should also be proud of ASBSD and what its name stands for.

USES OF THE IDENTITY

The ASBSD identity serves as a signature that should appear on all official publications of the Associated School Boards of South Dakota, and in all situations where the ASBSD name is presented. Materials published jointly by ASBSD and other organizations may include the ASBSD identity, subject to approval of the Executive Director or Director of Communications.

~~The identity will be used under the direction and supervision of the Director of Communications, who is best suited to interpret the following standards for use.~~

STANDARDS FOR USE OF THE IDENTITY

~~These guidelines represent a guide to printers, graphic artists, material fabricators and others who execute communication activities. Each segment of the system must be used consistently. The strengths of such a system accrue as visual recall is created through consistent repetition. Even seemingly minor variations from this format would lessen its impact and weaken its overall effectiveness.~~

~~A. Format~~

- ~~1. There is only one approved format for the ASBSD identity. No other formats may be used except where additional formats are developed to meet special needs as approved by the Director of Communications.~~
- ~~2. To ensure consistency, the identity shall be reproduced from its native digital format. Should a situation require a different format, ASBSD will provide official reproduction sheets. The identity is never to be reproduced from printed or facsimile copies.~~
- ~~3. The mark and identity type will not be separated unless specified by the Director of Communications.~~

~~(Note: The mark is the ASBSD "stars" graphic. The identity type is the name "Associated School Boards of South Dakota" that appears arched over the mark and the shortened acronym "ASBSD" that appears beneath the mark.)~~

- ~~4. The identity type will not be retyped, altered or modified in any way.~~

- ~~5. The identity type includes two typefaces—Arial Black, used for the acronym, and Bookman Old Style, used for the full name.~~
- ~~6. The position and proportion of elements will not be altered.~~
- ~~7. The identity will be reproduced with a vertical height (from the bottom of the “ASBSD” text extending past the top of the arched text to include proportionate white space) of no less than 1.5”.~~
- ~~8. The identity should never be obscured or infringed upon by competing visual elements, such as shapes, typography or other graphics.~~

~~B. Color~~

- ~~9. The approved colors for this identity are CMYK 100/25/100/25 (green) and CMYK 0/24/85/15 (gold). CMYK a standard for 4-color production.~~
- ~~10. When using the identity for on-screen viewing, such as on the world wide web, RGB colors will be used to ensure accurate reproduction. The RGB equivalents are 0/110/58 (green) and 220/171/56 (gold).~~
- ~~11. A grayscale version of the identity will be made available. In such cases, ASBSD green will be substituted with an 81% black and ASBSD gold will be substituted for a 38% black.~~
- ~~12. Should a need arise to deviate from any of the above standards, color use will be managed by the Director of Communications.~~