AASHTOWare
Brand Standards

Building
for the future.

AASHTOWare™

AASHTO

Brand
Standards

AASHTOWare™

AASHTO

This manual is designed as both a guide and a checklist—a guide for appropriate standards for the AASHTOWare software suite.

Read or scan the manual cover to cover. Everyone should be familiar with all parts of the standards because you are, in fact, the standard-bearers.

A little history might interest you. In the Roman army, each century had its own standard, called a signum. When a detachment was sent out, they took a vexillum, a flag-type standard that identified their legion. Standards helped the troops to maintain the right positions during battle. You get the point. Interestingly, the legion carried a portrait of the emperor, the imago, to remind the troops of their loyalty to him. This may be the ultimate source of the corporate logo. Graphic standards are designed to help your lawyers stay on message in the marketplace. (Just don't try to force them to do push-ups if they refuse to follow orders.)

Order in battle is the appropriate spirit of these brand standards. In marketing, impressions are a valuable commodity. Each impression—the look, feel, personality and message—is a dart into the mind of the buyer. The goal of marketing is very simple—to preview the seller to the buyer. "Familiarity" is proven by all research to be inextricably linked to favorability. Thus, the goal is to make every impression hit its target, to make every impression count.

If the battle images seem too violent, then imagine each impression as a drop of water wearing away a stone. To some degree, this is appropriate because generally, seven to ten impressions are required to convert a prospect into a buyer. Marketing is a long-term proposition and this Standards Manual is designed in service to that goal.

If you have any questions about any detail of this manual, contact your standards officers, who have been assigned to enforce the standards and ensure compliance.

Trademark
Standards

AASHTOWare™

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Software identity has been defined as the "communicated essence" of the software. A visual identity attempts to project what makes the software unique. And it provides a visual pathway for memory.

The development of marketing tools is solidly rooted in the history of our cultures. In fact, the development of logos—the modern equivalent of heraldry—parallels the rise of capitalism. Throughout time, no one has doubted the power of the image. Before humans could read, they could understand symbols, learning to love them or fear them, hate them or laugh at them. On that foundation, that basic activity of memory, rests the tradition of the software logo. Logo has come to mean the graphic associated with the software.

The logo is just one visual element in the identity scheme. Though it is the cornerstone of our identity program, only the consistent application of that logo, coupled with a family of colors and selected type styles, gives our clients a memorable vision of the firm. Inconsistent messages are confusing. Consistency, the spirit of effective communication, cannot be overdone. Most businesses have too few opportunities in front of clients to waste them with more than one message. Effective communications begin with the correct use of our logo.

Whenever possible the AASHTOWare logo should only be used in full color with the black background. In all other instances, as a black and white halftone.

Logo and descriptor

This is our primary logo with descriptor.

Correct use of the organization's logo is critical. Simply stripping the artwork onto a page is not adequate. If the background is too dark, the logo could disappear. If there is color on the page, parts of the organization's logo could be washed out.

To identify how and when to use AASHTOWare's main logo or one of the accepted variations, use the standards shown on this page. Each version is designed to maintain the look and feel of the logo across different media; for example, the Internet, newspapers, presentations and brochures.

Logo
This is our primary logo and must be considered before any variations are applied.

Logo on a Dark Background
For materials using a dark background, this logo, in which the logo is in full color, is preferred.

Logo on a Colored Background
For materials using a colored background, this logo, which is in full color, is preferred.

Exclusion Zone
The dotted line indicates how close any other graphic element can get to the logo.

A logo is designed to capture the identity of an organization but, more importantly, its consistent use accrues value over time. Misuse and unauthorized alterations undermine our identity and our brand. Impressions are wasted and the market tracks behind the organization's branding efforts. Well-meant changes may not only distract from the identity or be perceived as sloppy, they actually can jeopardize trademark rights!

These are examples of errors commonly made when people use logos. Avoiding them will help protect the integrity of our firm symbol.

Framing

Do not box out or frame the logo (fully or partially) with any shape (circle, oval or set of lines).

Different Type Style

The logo's typeface was chosen specifically for the feelings it invokes. Do not modify or substitute styles.

Distortion

Avoid stretching, squeezing or otherwise manipulating the size of the firm name or symbol in any way.

While the appropriate colors are to be used whenever possible, in those instances when color is not an option, the black-and-white versions shown below may be substituted. When gradients are not achievable (such as during stitching), a solid logo may be used.

Full Color Logo

Black and White Logo

Full Color Solid Logo for stitching and screen printing only

Consistency is key. It needs to be carried through to the color palette as well. The only colors to be used for the logo are the shades of yellow & gray—and always in the appropriate CMYK & RGB color build as shown below.

Dark Yellow

C: 2	R: 240
M: 27	G: 197
Y: 100	B: 0
K: 0	
	HEX #f0c500

Dark Gray

C: 15	R: 119
M: 0	G: 128
Y: 0	B: 135
K: 50	
	HEX #778087

Light Yellow

C: 0	R: 250
M: 10	G: 229
Y: 70	B: 103
K: 0	
	HEX #f5e367

Light Gray

C: 15	R: 149
M: 0	G: 162
Y: 0	B: 170
K: 40	
	HEX #95a2aa

Yellow

C: 2	R: 242
M: 26	G: 200
Y: 85	B: 57
K: 0	
	HEX #f2c839

Black

C: 0	R: 0
M: 0	G: 0
Y: 0	B: 0
K: 100	
	HEX #000000

Use of the organization's logo by outsiders

As active members of our community, we sponsor events and volunteer in the community. Sometimes, the groups we work with ask to use our firm name or logo on promotional materials or advertisements.

To protect the integrity of our trademark rights and identity, outsiders should receive instruction on the proper use of our mark. If possible, they should be provided with an electronic version of our logo, already set to our specifications. All usage must be monitored and an organization representative should review and sign off before the mark goes to print.

Refer user groups to this document or to the AASHTO office for detailed instructions on logo usage.

Splash Pages
Standards

While the appropriate colors are to be used whenever possible, in those instances when color is not an option, the black-and-white versions shown below may be substituted. When gradients are not achievable (such as during stitching), a solid logo may be used.

Full Color Logo

Black and White Logo

Consistency is key. It needs to be carried through to the color palette as well. The only colors to be used for the logo are shades of orange & gray—and always in the appropriate CMYK & RGB color build as shown below.

	Orange	
C: 0	R: 232
M: 70	G: 112
Y: 100	B: 24
K: 0	
	HEX #e87018

	Dark Gray	
C: 15	R: 119
M: 0	G: 128
Y: 0	B: 135
K: 50	
	HEX #778087

Light Orange
C: 0   R: 215
M: 39   G: 157
Y: 100 B: 0
K: 14
        HEX #d79d00

Light Gray
C: 15   R: 149
M: 0   G: 162
Y: 0   B: 170
K: 40
        HEX #95a2aa

Dark Orange
C: 0   R: 228
M: 81   G: 84
Y: 100 B: 30
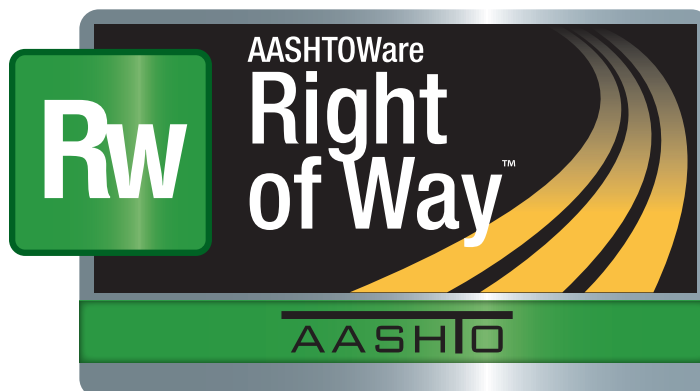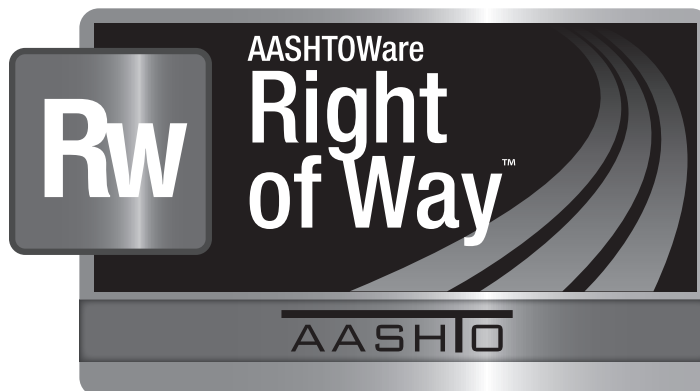K: 0
        HEX #e5541e

Black
C: 0   R: 0
M: 0   G: 0
Y: 0   B: 0
K: 100
        HEX #000000

While the appropriate colors are to be used whenever possible, in those instances when color is not an option, the black-and-white versions shown below may be substituted. When gradients are not achievable (such as during stitching), a solid logo may be used.

Full Color Logo

Black and White Logo

Consistency is key. It needs to be carried through to the color palette as well. The only colors to be used for the logo are shades of green & gray—and always in the appropriate CMYK & RGB color build as shown below.

Green

C:	74	R:	0
M:	0	G:	147
Y:	95	B:	51
K:	20		

HEX #009333

Dark Gray

C:	15	R:	119
M:	0	G:	128
Y:	0	B:	135
K:	50		

HEX #778087

Light Green

C:	50	R:	123
M:	0	G:	184
Y:	70	B:	107
K:	10		

HEX #7bb86b

Light Gray

C:	15	R:	149
M:	0	G:	162
Y:	0	B:	170
K:	40		

HEX #95a2aa
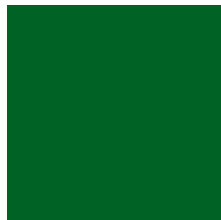
Dark Green

C:	80	R:	0
M:	0	G:	89
Y:	100	B:	24
K:	56		

HEX #005917

Black

C:	0	R:	0
M:	0	G:	0
Y:	0	B:	0
K:	100		

HEX #000000

While the appropriate colors are to be used whenever possible, in those instances when color is not an option, the black-and-white versions shown below may be substituted. When gradients are not achievable (such as during stitching), a solid logo may be used.

Full Color Logo

Black and White Logo

Consistency is key. It needs to be carried through to the color palette as well. The only colors to be used for the logo are shades of red & gray—and always in the appropriate CMYK & RGB color build as shown below.

Red

C: 8	R: 213
M: 90	G: 54
Y: 85	B: 53
K: 0	
	HEX #d73635

Dark Gray

C: 15	R: 119
M: 0	G: 128
Y: 0	B: 135
K: 50	
	HEX #778087

Red Orange

C: 0	R: 234
M: 60	G: 135
Y: 100	B: 14
K: 0	
	HEX #eb880e

Light Gray

C: 15	R: 149
M: 0	G: 162
Y: 0	B: 170
K: 40	
	HEX #95a2aa

Dark Red

C: 0	R: 169
M: 100	G: 0
Y: 100	B: 22
K: 30	
	HEX #a90017

Black

C: 0	R: 0
M: 0	G: 0
Y: 0	B: 0
K: 100	
	HEX #000000

While the appropriate colors are to be used whenever possible, in those instances when color is not an option, the black-and-white versions shown below may be substituted. When gradients are not achievable (such as during stitching), a solid logo may be used.

Full Color Logo

Black and White Logo

Consistency is key. It needs to be carried through to the color palette as well. The only colors to be used for the logo are shades of blue & gray—and always in the appropriate CMYK & RGB color build as shown below.

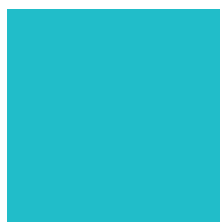**Blue**
C: 100   R: 0
M: 0   G: 155
Y: 0   B: 217
K: 10
          HEX #009bd9

Dark Gray
C: 15   R: 119
M: 0   G: 128
Y: 0   B: 135
K: 50
          HEX #778087

Light Blue
C: 70   R: 73
M: 0   G: 185
Y: 23   B: 202
K: 0
          HEX #49b9ca

Light Gray
C: 15   R: 149
M: 0   G: 162
Y: 0   B: 170
K: 40
          HEX #95a2aa

Dark Blue
C: 95   R: 0
M: 40   G: 95
Y: 0   B: 151
K: 25
          HEX #005f98

Black
C: 0   R: 0
M: 0   G: 0
Y: 0   B: 0
K: 100
          HEX #000000

While the appropriate colors are to be used whenever possible, in those instances when color is not an option, the black-and-white versions shown below may be substituted. When gradients are not achievable (such as during stitching), a solid logo may be used.

Full Color Logo

Black and White Logo

Consistency is key. It needs to be carried through to the color palette as well. The only colors to be used for the logo are shades of yellow & gray—and always in the appropriate CMYK & RGB color build as shown below.

Yellow
C: 0   R: 232
M: 27   G: 187
Y: 97   B: 0
K: 7
HEX #e8bc00

Dark Gray
C: 15   R: 119
M: 0   G: 128
Y: 0   B: 135
K: 50
HEX #778087

Light Yellow
C: 0   R: 250
M: 10   G: 229
Y: 70   B: 102
K: 0
HEX #fae566

Light Gray
C: 15   R: 149
M: 0   G: 162
Y: 0   B: 170
K: 40
HEX #95a2aa

Dark Yellow
C: 0   R: 183
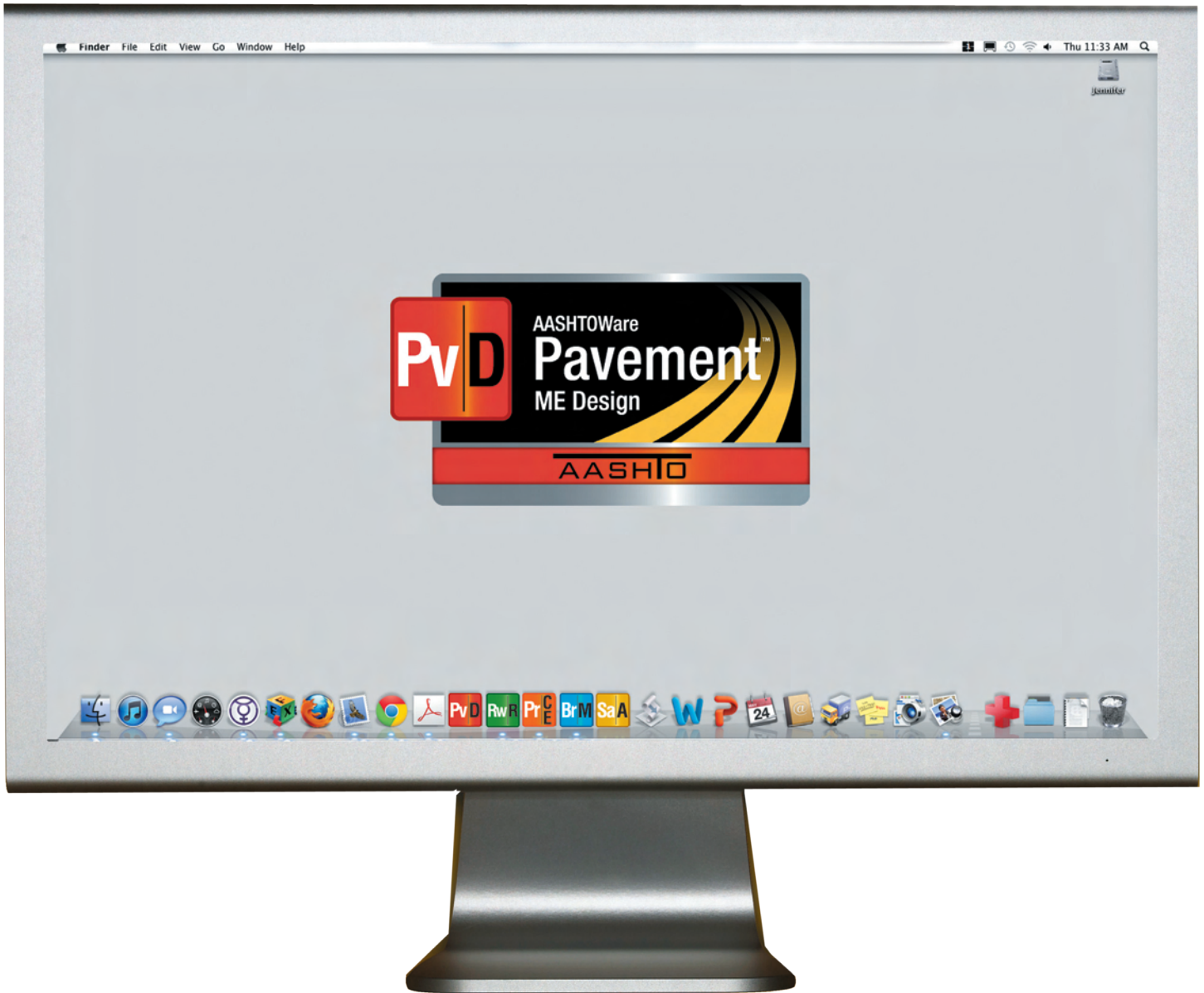M: 40   G: 131
Y: 100   B: 0
K: 30
HEX #b88400

Black
C: 0   R: 0
M: 0   G: 0
Y: 0   B: 0
K: 100
HEX #000000
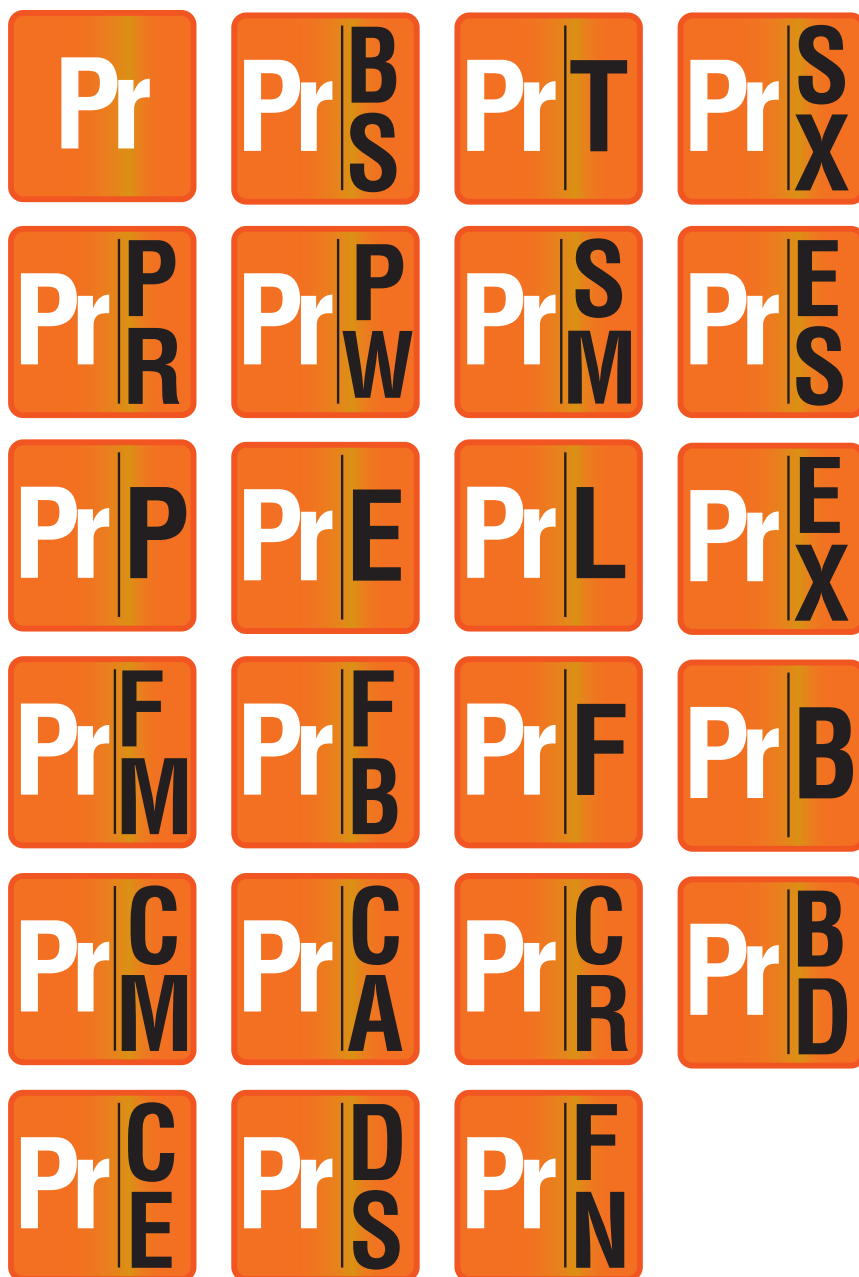
Icons
Standards

1024 px x 1024 px: logo use

512 px x 512 px: logo use

256 px x 256 px: logo use

128 px x 128 px: logo use

32 px x 32 px: logo use

16 px x 16 px: logo use

1024 px x 1024 px: logo use

512 px x 512 px: logo use

256 px x 256 px: logo use

128 px x 128 px: logo use

32 px x 32 px: logo use

16 px x 16 px: logo use