This document provides guidelines on using the Associated Students (A.S.) logo in the correct manner on promotional materials and merchandise, such as t-shirts, banners, etc. Student organizations that have been approved to receive funding from A.S. are required to use the A.S. logo on promotional materials in most circumstances (refer to your funding paperwork for more details).

The Associated Students Marketing Department would like to thank you for following these graphic guidelines. If you have any questions or need more information or support please contact us:

phone | 408–924–6242
email | as-marketing@sjsu.edu
The Logo

The official Associated Students logo is shown below. Both the vertical and horizontal layouts are acceptable to use in your designs.

To ensure a high-quality image when using the A.S. logo, DO NOT copy it from the internet or this document. It must be downloaded from: http://as.sjsu.edu/aslogos/index.jsp
Clear Space

Never crowd the logo with other visual elements. The unit of measure, $y$, is the dimension of the logomark without the small triangles outside the basic square. You must allow space at least one $y$ deep around an imaginary box that fits around all the logo elements. *Never place the logo over a background with patterns or images.*

Color Options

We have designed three color options for the logo. It can be blue and gold, black and gray for a light background or white for a dark background. Please choose the color scheme that will create the most contrast with the background and does not clash (gold and pink are not complimentary). *Please do not introduce new color schemes.*

Minimum Size

For printed media, the A.S. horizontal logo should never be smaller than 40 millimeters or 1 5/8 of an inch, in width. The A.S. vertical logo should never be smaller than 20 millimeters or 13/16 of an inch, in width. *Please make sure to note specific size requirements for materials such as banners and t-shirts. Never change the horizontal or vertical proportions when sizing.*
**Logo Violations**

1. **NEVER** skew, tilt or transform the logo.
2. **NEVER** change the size relationships of the logomark and logotype.
3. **NEVER** change the colors.
4. **NEVER** scale the logo beyond the stated minimum size.
5. **NEVER** rearrange the elements.
6. **NEVER** add additional departments or club names.
7. **NEVER** print the logo over a patterned background, illustration or photograph.
8. **NEVER** crop the logo or let it bleed off a page.
9. **NEVER** use the logo, or part of the logo as an illustration.
When The A.S. Logo Is Solo

When the A.S. logo is the only logo that will be featured on a t-shirt, it should be at least 6 inches across for horizontal placement and 3 inches across for vertical placement. Please see one of the examples below for recommended logo placement.
**When Multiple Logos Are Needed**

When the A.S. logo is incorporated into a design that features other logos, the A.S. logo should be proportional in size to the other designs, and can be used in either horizontal or vertical position. However, the horizontal A.S. logo should never be smaller than 40 millimeters or 1 5/8 of an inch and the vertical A.S. logo should never be smaller than 20 millimeters or 13/16 of an inch, in width.

If A.S. has provided the majority of event funding, the A.S. logo should be given prominence in the design by increasing the size by at least 50% over other logos.
When Using The A.S. Logo On A Banner

Please place the A.S. logo in the lower right hand corner. The logo should be large enough that it is clearly visible from at least 15 feet away.

When Using Multiple Logos On A Banner

If A.S. has provided the majority of event funding, the A.S. logo should be given prominence in the design by increasing the size by at least 50% over other logos.
Common Publication Formats

We have designed A.S. logo placements for the most common publications. Please follow these logo guidelines or contact the A.S. Marketing Department for support:

phone | 408–924–6242
email | as-marketing@sjsu.edu

On one–sided 8 1/2" by 11" documents, the logo is placed on the front page, in the bottom margin, aligned with the right text margin.

On multiple–page 8 1/2" by 11" documents, the logo is placed on the back cover, within the bottom margin, aligned with the right text margin.

On three–fold brochures, center the logo in the lowest panel of the grid on the back panel.

On postcards, place the logo below the reverse side of the content panel, aligned with the left text margin.