

ASE Logo Website Usage Guidelines

The ASE logo may not be altered in any way to change its general outward appearance. This includes, but is not limited to, the following:

- a) Proportion — The logo must be kept proportionate in size. If electronically resized through a graphic editing program, the logo shall not be unevenly stretched, skewed, or distorted in any fashion. During the resizing process, the “constrain proportions” or “maintain aspect ratio” option must be used.
- b) Logo Area — The area of the logo (image area) may not be altered by addition or layering of images, text or any element whatsoever so as to alter the appearance of the logo.
- c) Misrepresentation — No other logos or elements may be introduced so as to give the impression that the logo represents an endorsement, strategic alliance, affiliation, or partnership.
- d) Color — The logo colors shall not be changed from their original digital values. Since the calibration of color monitors varies, the colors shall be restricted to the electronic values of Hex #0066CC (Blue), Hex #000000 (Black), and Hex #FFFFFF (White). Altering the logo color and displaying it violates these usage guidelines. This includes changing the appearance of the logo in any way through a special effect such as “embossing, liquefying, charcoal, blur” or any other special appearance function available in a graphic editing program.
- e) Redistribution — Logo may not be redistributed through any third party. Redistribution and/or use of the logo through a third party violates the licensing agreement outlined above and can bring forth appropriate legal action.

If you have questions about proper use of the ASE logo, contact Julie White at (703) 669-6626 or jwhite@ase.com.