



External Brand Usage Guide

A practical reference for media, members, partners and suppliers using AASC brand assets.

Use official AASC artwork as provided. Do not redraw, distort, recolor or rearrange the logo.

Questions about logo use, co-branding or media requests?

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1. Our logo

The AASC logo is the primary visual identifier of the Apartment Association of Southern Colorado. Use the full-color version whenever the background provides sufficient contrast. Use a reverse version on dark backgrounds and a single-color version when production requirements call for it.

	Primary / full color Use approved files only.
	Single color / black Use approved files only.

Logo basics

Do: keep the logo proportional; allow generous clear space; use the version with the strongest contrast; use supplied high-resolution artwork for print.

Do not: stretch or compress the logo; change its colors; add effects, shadows or outlines; place it over busy imagery; recreate the logo with typed text; separate or rearrange its elements.

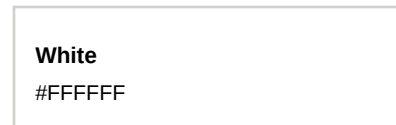
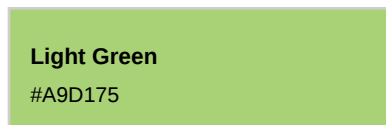
For co-branded materials, give the AASC logo enough space to remain distinct from partner logos and contact AASC when placement or endorsement could be unclear.

2. Program marks & brand colors

AASC Cares and AASC Education are distinct program marks. Use them only when the corresponding program or initiative is being referenced.



Core brand colors



Need another file format?

For vector artwork, co-branding guidance or a file not listed in the AASC Media Kit, contact Andrea Capetillo at andrea@aschq.org.