



SCA Logo Usage and Brand Guidelines

Although state/territory school counselor associations are not required to use the ASCA version of their state logo, if your organization does select to use this version, the following brand usage guidelines apply.

What is enclosed?

- Logo file in jpeg, with name spelled out
- File for the logo in as an .eps file (vector-based); this is for print use and can be scaled up without becoming fuzzy
- Abbreviation logo (e.g. VSCA) in a square format (for Twitter/Facebook or anywhere else the horizontal version doesn't work)
- Member logo (e.g. VSCA Member)
- State school counselor of the year logo

The font used in the logo is embedded and/or converted to outlines within each file, so there are no typefaces required in order for these logos to be used.

FAQ

Why can't I open a file on my computer?

Some file types require special software to view and are used for specific design work. You probably won't be able to open any files with a .eps extension. These are "vector-based" files, which means they can be enlarged with no loss of quality and are what you would supply to your printer or vendor producing apparel, signs, etc. with your logo.

I need a file type that is not included. What do I do?

You should have everything you need here. If you don't think so, [email us](#) the specs and what you're seeking.

BASIC USAGE: WHAT'S O.K. AND WHAT'S NOT O.K.

It is O.K to:



Use this ASCA state association logo in the color(s) that have been historically used to promote your state association. (Although all of the logo formats are in black and white, you can easily add and apply any relevant Pantone Matching System (PMS) ink colors; CMYK (cyan-magenta-yellow-black), or full-color process, builds; and/or RGB (red-green-blue) color builds as appropriate.

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It is O.K to:



Use a white version of your logo reversing out of another color.

Example:



It is O.K to:



Use the abbreviated state version of your logo for social media. Because sizing of the full logo is sometimes an issue to view the text clearly, the abbreviated state name version is an ideal for profile images on all social media platforms.



Make sure the full image is visible and not cut off.

Examples:





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It is O.K to:



Send your member logo to your new members, welcoming them to your organization.



What is NOT O.K.:



It is **NOT O.K.** to use the ASCA logomark by itself (the "people"). (The logomark is defined as the icon that appears to the left of the lettering/logotype of your state association.)

Example:





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It is **NOT O.K.** to use the ASCA logomark with any logotype or lettering for your state association other than what is provided by ASCA.

For example, you may not use the ASCA logomark (the "people") and then type in "District of Columbia School Counselor Association" or other words and use the mark alongside your newly created, unique lettering in lieu of the logo design.




It is **NOT O.K.** to hand-draw the mark and/or outline the mark or the font in a different color. The only changes that may be made from the files supplied to you are changes in the color.

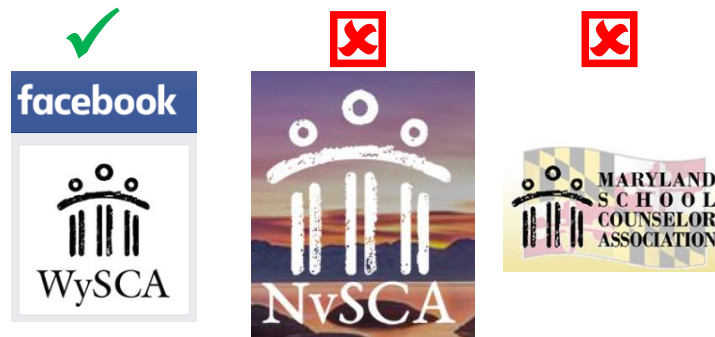
Example:







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 It is **NOT O.K.** to add additional graphic elements to this logo, such as an outline of your state, another symbol typifying your state or a drop shadow behind the logo. If you choose to use this logo for your state association, it must be used exactly as supplied and not modified.



 It is **NOT O.K.** to stretch or distort the logo vertically or horizontally, so that the proportions are altered from those established in the files.



 It is **NOT O.K.** to use the logomark/logotype smaller than 1.75" wide. If used smaller, the lettering presents readability issues and potential technical problems with reproduction, so that the thinner parts of letters become too small of a line for a printer to maintain and therefore disappear completely.