ASLRRRA Logo Usage and Guidelines

The American Short Line and Regional Railroad Association developed a distinct logo that should be used on all communication. The logo and its approved versions should be consistently used so that we are providing a consistent look to our members and the public. It should not be altered with a tagline, or different coloration. Please note that the 100th Anniversary Logo and the Members Get It All logos have been retired. The logo configurations approved for use are as follows.

Preferred Logo

This logo with the name spelled out should be the preferred logo.

Letterhead

When used for letterhead, the following logo should be used, with the red line extending across the page.

When space does not allow, a version of this logo may be used with an acronym.

Social Media

In social media imagery where space is extremely limited, the logo may be used without the acronym.
**Black & White**

Black and white versions of the above may be used as follows.

![Black and White Logo]

**White Space**

To prevent the ASLRA logo from being associated with other elements, it should always be surrounded by a generous amount of blank space. At a minimum, the amount of open space surrounding the logo should satisfy the conditions below, where x is equal to the height of the logo. However, where space permits, a greater area of isolation is recommended.

**ASLRA Colors**

<table>
<thead>
<tr>
<th></th>
<th>Coated</th>
<th>Uncoated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>186c</td>
<td>485u</td>
</tr>
<tr>
<td>Blue</td>
<td>Reflex Blue</td>
<td>Reflex Blue</td>
</tr>
</tbody>
</table>

**Contrast with Background**

The ASLRA logo should always appear as distinct as possible. Using a background color that contrasts sufficiently with the logo contributes to its clarity. To ensure proper contrast, use the Association logo with a white or light complementary background color that is no darker than 20% black.

**Alteration of Logo**

By using a standardized version of its logo, the Association strives to create a strong, highly recognizable, and effective identity. To this end, the proportions, configuration, and appearance of the ASLRA logo should never be distorted or altered in any way.

The following are incorrect uses of the logo:

- Linking divisions or organizational names with the ASLRA logo.
- Recreating the ASLRA logo using another font.
- Altering the size relationship or space between the ASLRA Name and the ASLRA Stars and Track.
- Using the stylized ASLRA Name without the Stars and Track.
• Distorting the ASLRA Name and/or the Stars and Track.
• Repositioning the Stars and Track, relative to the ASLRA Name.
• Placing a drop shadow behind the ASLRA logo.
• Placing any graphic elements too close to the ASLRA logo.
• Using the ASLRA logo as part of a sentence, phrase, or title.

Use of Color

The ASLRA logo may appear only in the approved Association colors described in Section 2. Incorrect use of color will diminish recognition of the logo and, consequently, damage the strength of its tie to ASLRA. The following are instances of incorrect uses of color:

• Printing the ASLRA Name or Stars and Track in unauthorized colors.
• Printing the ASLRA Name or Star and Track with the colors switched or reversed.

Use of Background

The ASLRA logo should always appear as distinct as possible. Using a background color that contrasts sufficiently with the logo contributes to its clarity. Do not place the ASLRA logo on a busy background, as it will diminish the legibility of the logo. Other examples of incorrect use of background are:

• Printing the ASLRA logo against a heavily-textured or patterned background.
• Printing the ASLRA logo on a cluttered background.
• Printing the ASLRA logo on a dark background.
• Printing the ASLRA logo over a detailed or complex background that does not contrast adequately with the logo or obscures its clarity.