



Brand Standards Policy

Organization Name

The organization's name is the most important and most respected component of the brand. While there are several options, the preferred way to refer to the organization is ASAP. Other approved uses of the name include Association of Strategic Alliance Professionals or Association of Strategic Alliance Professionals (ASAP). When at least one of the above names has already been used, it is acceptable to refer to the organization as "the Association." Members must obtain permission from ASAP before using the ASAP name, logo, or other brand assets. Such permission is intended to be granted in good faith and will not be unreasonably withheld, provided that the proposed use aligns with ASAP's mission, values, and brand guidelines.

The Logo

Our logo consists of two key elements: the wordmark and the logo mark. The logo mark serves as the visual emblem of our brand, while the wordmark features clean and modern typography that embodies the confident and forward-thinking nature of ASAP.

Smallest usage size: 40px height. To ensure legibility and maintain the integrity of the logo.

Color Usage:

The one-color version of the logo should only be used on color backgrounds from the color palette, applicable for both light and dark backgrounds.

When placed on dark color backgrounds, the white version of logo should be used.

The Logo with Descriptive Name

The ASAP logo can be used alongside the full descriptive name, Association of Strategic Alliance Professionals, to enhance recognition, especially for audiences unfamiliar with the new branding. This approach ensures clarity and reinforces brand identity during the transition period. Over time, as brand awareness grows, the logo can be used independently without the descriptive name while still maintaining strong recognition.

The Logo with Tagline

When paired with the tagline “Learn. Connect. Succeed.”, it reinforces brand values. On white backgrounds, use the navy or full-color logo; on navy backgrounds, use a white or light version for contrast. The tagline should be placed thoughtfully, ensuring readability and balance.

The Wordmark

The ASAP logo is designed for flexibility, allowing it to be used both as a full logo lockup and as a standalone wordmark. When using the wordmark separately, it should always maintain close proximity to the logo mark within the same visual space to preserve brand recognition and consistency. This ensures a cohesive identity across various applications while allowing adaptability in different layouts and formats.

The Clear Space

To maintain visual clarity and ensure the logo stands out, a minimum clear space must be maintained around the logo. The clear space is determined by the height of the logo mark and should be applied consistently on all sides.

The Logo Mark

Our logomark can represent dynamic movement, adaptability, and forward momentum. A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business. Our logomark is available in royal navy and white (positive and negative). The white symbol on ocean blue is our primary application.

ASAP Sub-brands

Sub-brands include all three conferences, ASAP Local Meetups, Certification, ASAP Connect, ASAP AI and Ally) The logos must appear in the orientation of each and must remain locked up in their format.

ASAP Credentials

Credentialed individuals are encouraged to use their respective professional credential associated with earning their CSAP and/or CA-AM.

Color Palette

The color palette embodies a balance of trust, energy, and innovation. The primary colors, royal navy, orange, teal, and aqua represent stability, collaboration, and forward-thinking. These hues create a modern and professional aesthetic, ensuring a dynamic yet approachable brand presence. Color usage for primary colors shall be 80% of the time. The secondary colors, snow, coal, and pearl offer a neutral foundation, providing contrast and versatility for various applications. Color usage for secondary colors shall be 20% of the time.

For digital use, we've selected more curated RGB values to ensure color consistency, accessibility, and vibrancy across screens:

Royal Navy: Pantone P 108-16 C, Hex code #1A1C40

Orange: Pantone P34-6 C, Hex code #FF6C27

Teal: Pantone P121-6 C, Hex code #00B8C3

Aqua: Pantone P 121-3 C, Hex code #95F1F1

Snow: Pantone P 1-1 C, Hex code #FFFFFF

Coal: Pantone Process Black, Hex code #121212

Pearl: Pantone P 178-1C, Hex code #EDED

Primary Typeface

The primary typeface is Neulis Neue, a modern and versatile font that embodies clarity, professionalism, and innovation. Its clean lines, balanced proportions,

and thoughtful spacing ensure high legibility across various applications. The typeface is used in three different weights, regular, medium, and bold to provide flexibility while maintaining a cohesive and sophisticated visual identity. This is an Adobe font due to integration of font into ASAP communications platforms and software it is only used by designers when developing marketing pieces.

Secondary Typeface

The secondary typeface is Poppins, chosen for internal documentation, PowerPoint presentations, office materials, websites, and social media etc. Poppins ensures consistency and readability across digital and printed communications. Its geometric structure and clean lines make it an ideal complement to the primary typeface, providing a professional yet approachable tone. Available in multiple weights, Poppins enhances clarity and engagement in various formats, reinforcing the association's commitment to effective and cohesive communication.

Available to download here. <https://fonts.google.com/specimen/Poppins>