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PSAI Brand Standards

A resource to unite the PSAI's stakeholders and strengthen our mission through a consistent visual identity.

Version 1.1
Approved January 2016
Updated July 2020

Purpose

This standards guide has been created to help protect and nurture the PSAI brand marks and their application in the market. It is a structural set of guidelines for anyone who is helping to express the PSAI global brand. Without your help, the PSAI cannot present itself and its efforts in a clear and consistent manner. We look forward to working with you to foster and promote a cohesive voice and brand image for the PSAI.

If you have questions or comments about the standards or the contents of this guide, please email info@psai.org or call +1-952-854-8300.

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Please Note

Throughout this document are many examples of the PSAI's logos and other materials. Due to differences in file-saving applications, computer screens, printers, and other mobile devices, some of the examples may appear discolored or distorted to the reader.

Be assured that when they were originally created, each of the graphical items in this document met all of the branding guidelines contained in the standards.

Overview

Logo Usage Policy

The PSAI's reputation has been built over time by the quality and integrity of the organization's activities. The PSAI's name and trademarks represent the organization and are our best-known asset. We rely on all members to assist in protecting these trademarks. The PSAI "arrows" logo and other PSAI brand marks are the property of the PSAI and are either trademarked or copyrighted internationally. PSAI staff and members are asked to use the PSAI logo(s) in accordance with the following guidelines and accompanying Style and Language Guide.

1. PSAI logos are not to be used to imply or suggest endorsement of any product, person, property, organization, company or service not provided directly by the PSAI.

2. The logos may not be used in a way that is confusing, misleading, or disparaging.

3. The logos cannot be altered or modified, including in combination with other elements or by being rearranged in any way.

4. "Proud Member" logos have been created for the use of PSAI Members. Members may not use the PSAI's "arrows" logo without the words "Proud Member" for any reason.

Specifically, the "arrows" logo may not be placed on items such as stationery, business cards, advertisements, or other property. If a member wishes to indicate that his/her company is a PSAI member on printed material, s/he may do so using the "Proud Member" logos or in printed words such as "Member of the PSAI."

5. Organizations and companies, unless licensed by the PSAI, cannot use the PSAI logos on any materials such as, but not limited to, brochures, stationery, business cards, equipment, giveaways, banners, or advertising materials.

6. If an organization, company, or individual has received special recognition from the PSAI, they may note it by stating it in printed words only, without use of the "arrows" logo. The year the recognition was received must be included.

For example, "2013 PSAI Andy Gump Award Winner" could be included on a business card. If the winner's company is still a PSAI member, the "Proud Member" logo can also be used, subject to these guidelines.

7. Use of a PSAI "Proud Member" logo on company websites or other materials is restricted to members in good standing, and the PSAI reserves the right to review and approve the usage. The use of the PSAI "Proud Member" logo should NOT be positioned in a way that could be misconstrued as an endorsement of the company by the PSAI.

8. The PSAI does not permit the use of any of its logos on any souvenir or items for sale unless the vendor is licensed by the PSAI.

9. All other requests for logo usage must have prior approval by the PSAI's Executive Director.

When individuals or companies do not follow this policy and use the PSAI logos without permission or in a manner that is not acceptable, the following actions will be taken by the PSAI:

1. A cease and desist letter will be issued stating the use is not in compliance with PSAI policy.

2. If the offender does not follow the first cease and desist letter, the PSAI's attorney will issue a second letter.

3. If the offender does not cease and desist, the PSAI reserves the right to pursue legal action and terminate membership.

Logo Usage for Alliances

Since the purpose of any alliance is to advance the PSAI's mission, it is very important that all materials produced to promote it maintain a uniform look that is consistent with the PSAI's brand standards. Understanding that this can be somewhat of a challenge when working with a non-affiliated ally or organization, the PSAI has assembled the following guidelines to assure brand consistency.

Preferred usage **for a document promoting a PSAI event or initiative that is co-hosted or co- sponsored by another organization:**

1. Place the PSAI stand-alone logo at the TOP LEFT of the document.
2. Place the logo of the collaborating organization below the PSAI logo within the document based on layout. **SUGGESTIONS:**
   a. Immediately below the PSAI logo
   b. Immediately after the event/initiative title in the body of the document
   c. Immediately below the event/initiative description at the bottom of the document
   d. Within the side bar along either side of the document (best if there are multiple logos).

3. The logo of the allied organization may be sized equal to or smaller than the PSAI's logo but never larger.
4. The involvement of the allied organization should be clearly indicated. **EXAMPLES:** "Co-sponsored by," "In Cooperation with," "Supported by," etc.
5. When working with multiple logos (more than one ally or sponsor), list first by involvement (e.g., all co-sponsors together) and list multiple logos within one category alphabetically. Horizontal or vertical listings are acceptable based on document layout.
6. Be sure the document or web page is in agreement with all other PSAI brand guidelines.
7. Be sure the use of the logo of an allied organization doesn't violate the Brand Guidelines, i.e., don't stretch or modify colors, etc., set by the allied organization.

Secondary Usage
1. Place the PSAI stand-alone logo at the BOTTOM of the document.
2. Place the logo of allied organization to the right of, or following the PSAI logo.
3. Follow primary usage guidelines 3-7 above.

For a document promoting an initiative or event hosted by another organization where the PSAI is a supporting or collaborating entity:

1. Use the PSAI stand-alone logo.

2. Follow all PSAI logo use guidelines found in this document. The PSAI logo does not need to be top left, but it should be appropriately placed within the document proportionate to other participating logos.

3. Clearly indicate the involvement of the PSAI in the initiative or event. **EXAMPLES:** "Co- sponsored by," "In Cooperation with," "Supported by," etc.
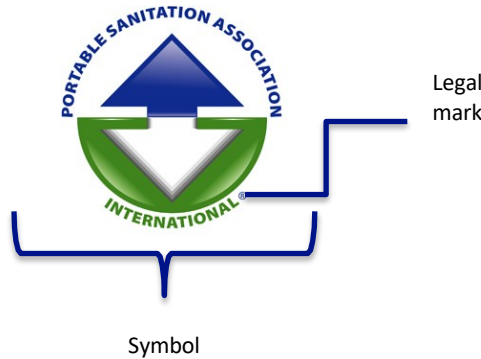
Section 1

Global "Arrows" Logo and Usage

Preferred Option 1
Logo with Tagline

Symbol

Legal mark

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Tagline
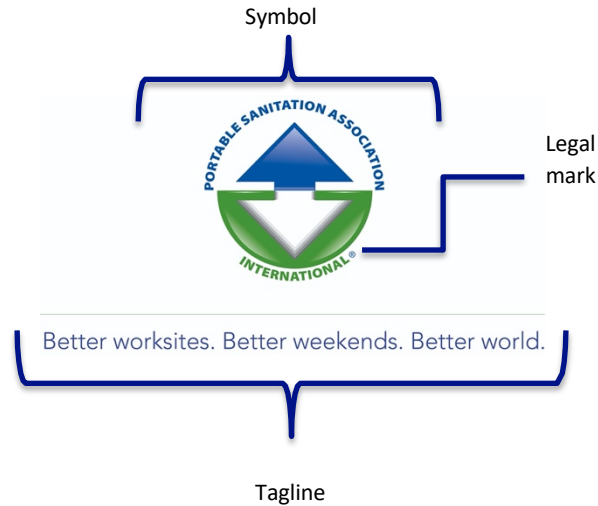
Preferred Option 2
Logo Stands Alone

Legal mark

Symbol

Global "Arrows" Logo

The following section outlines the framework and proper usage of the PSAI global logo for all entities within the organization. The consistent use of the elements of communication, including our logo and all trademarks, helps ensure the strength, stability, and recognition of the PSAI brand worldwide.

The PSAI logo conveys a sense of the organization's quality and increases public awareness of its name.

The logo is designed to represent:
- The globe – through its round and inclusive shape
- Cleanliness – through the use of white space and clean lines
- Care for the earth and environment – through the use of the colors green (grass) and blue (water, sky)

When a tagline version of the "arrows" logo is used, it is also designed to convey the PSAI's mission and the achievements of the portable sanitation industry.

The "Arrows" logo is the mark used to represent the PSAI worldwide. The arrangement order of the logo elements, as well as the proportions, may never be altered except as shown in this manual.

Preferred option 1 includes the PSAI tagline stacked below the symbol. It is used whenever space allows for the tagline to be printed at 8 pt or larger below or to the side of the symbol (see alternate logos on page 6 for side placement examples). If space does not allow, the logo should stand alone as shown in option 2.

Alternate Option 1

Logo with Tagline on Right

Alternate Option 2

Logo with Tagline on Left

Alternate Option 3

Logo with Tagline Stacked Below

Alternate Logo Formats

ALTERNATE #1

The tagline right version should be used when space is sufficient for the tagline but not for placement below the symbol. Note that periods <u>are not</u> used in this treatment.

ALTERNATE #2

The tagline left version should be used when space is sufficient for the tagline but not for placement below the symbol or to the right. Note that periods <u>are not</u> used in this treatment.

ALTERNATE #3

The tagline stacked below version should be used when the width of space is insufficient for the tagline to be on one line or placed to either side of the symbol, but space is ample for placement below the symbol. Note that periods <u>are</u> used in this treatment.

Clear Space Requirements

When using the logo, a minimum of 100% of the length of the blue arrow from the midpoint of the flat bottom to the tip must be observed from the outermost border of the text. These size requirements should be followed when printing one color, spot color and CMYK process color applications.

The same clear space requirements apply to alternate and stand alone logo uses.
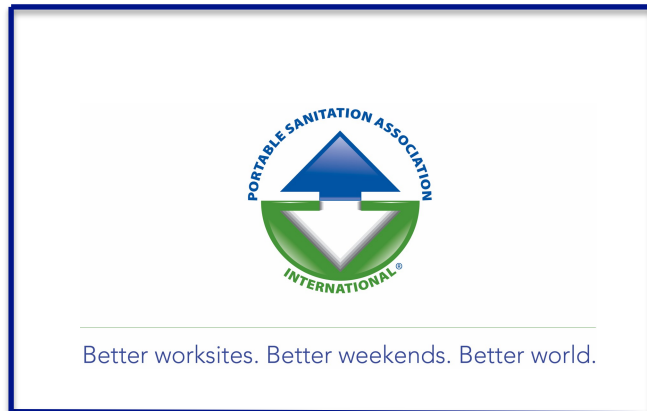
Width of minimum clear space

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Minimum size requirement for logo with tagline

8 pt type
on tagline

.75" (19.05 mm)
Minimum size requirements for logo without tagline

"Last resort" treatments for printing on SWAG or embroidery. These treatments can be used in either brand-consistent colors or black and white

Size Requirements

The minimum size for use of the logo with tagline requires that the tagline be visible in 8 pt type or larger.

The symbol should only appear without the tagline when space will not allow for it or the inclusion of the tagline is otherwise unnecessary for the treatment at hand. In uses of the "Arrows" logo without the tagline, the symbol must be a minimum of .75" (19.05 mm).

If a printer advises that the quality of printing of the words around the arc of the circle cannot be guaranteed on SWAG or in embroidery treatments, a special "last resort" version of the logo may be used. In this, the words "Portable Sanitation Association International" are replaced with stylized arcs around the circle and included in print to the right, left, or below the circle.

These size requirements should be followed when printing in one color, spot color and CMYK process color applications.
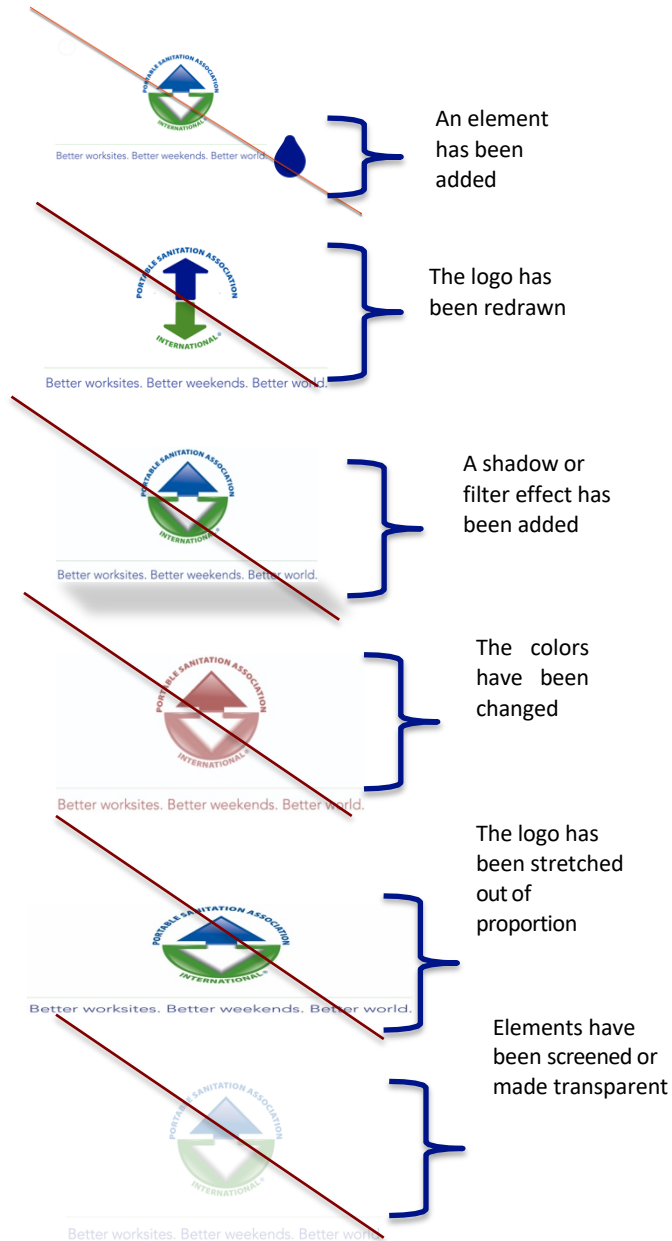
Unacceptable Logo Use

An element has been added

The logo has been redrawn

A shadow or filter effect has been added

The colors have been changed

The logo has been stretched out of proportion

Elements have been screened or made transparent

The PSAI logo may not be modified, altered or corrupted in any manner. Examples of incorrect usage of the logo are shown at left.

Additional examples of incorrect and unapproved usage of the logo include:

- Adding or removing elements
- Breaking it apart or using elements separately
- Screening or tinting it
- Outlining it
- Repeating it
- Using it as a background pattern (with the exception of using the symbol only as a middle page watermark on official PSAI documents)
- Adding a texture
- Using the arrows or logotype alone
- Changing the font or type size of the logotype
- Attempting to re-draw or re-assemble the logo (use original unaltered logo files only)

Although all these examples show the preferred logo with tagline usage, all requirements for using the logo exactly as presented in the unaltered logo files apply to the logo-only use as well. Any change is unacceptable.

Two-color

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Black

Acceptable Spot Color Logo Usage

TWO-SPOT COLORS

When using the PSAI logo in two spot colors, Reflex Blue and Pantone 363 must be used. No other two-color configuration is acceptable.
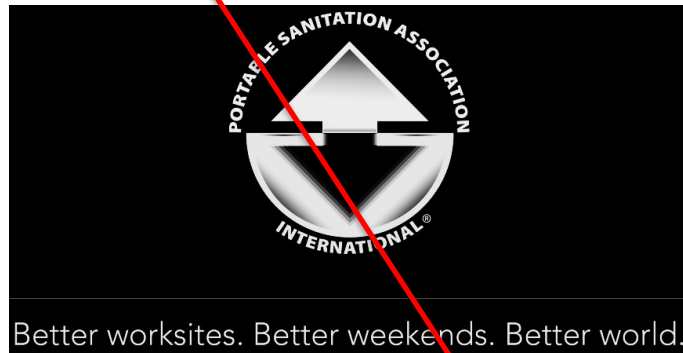
Reflex Blue
C 100; M 85; Y 0; K 0
R 0; G 20; B 137
HTML 001489

Pantone 363
C 73; M 3; Y 100; K 18
R 76; G 140; B 43 HTML
4C8C2B

ONE-SPOT COLOR

When using the PSAI logo in one color, it may only be used in black.

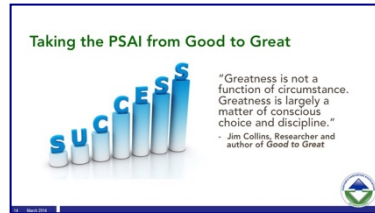# Logo Reverse Application

PSAI's logo should never be reversed.

Stationery

The official PSAI stationery is governed by an electronic template and is for PSAI office use only.

Certain members of the Board of Directors may occasionally be authorized to use the stationery in carrying out official duties that have been delegated to them through the PSAI Bylaws and the Board Grants of Authority. These duties are documented in the PSAI Governance and Operating Manual. From time to time the Board may also vote to grant other board members authorization to use PSAI stationery or business cards for specific, limited PSAI purposes.

No other use of PSAI stationery is allowed.

Portable Sanitation Association International

Portable Sanitation Association International
2626 E 82nd St, Ste 175
Bloomington, MN 55425
USA

PORTABLE SANITATION ASSOCIATION INTERNATIONAL

Karleen Kos, CAE
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952.854.0902 • 952.854.8300
2626 East 82nd Street, Suite 175 • Bloomington, MN 55425

Presentations

From time to time, the PSAI develops presentation templates that are consistent with the organization's mission, desired image and brand standards.

These templates allow flexibility in customizing presentations for PSAI audiences. They are designed to be versatile and suitable for use across multiple platforms such as print, individual computer screen, and projection.

When using PSAI branded presentation templates, it is essential to use colors and fonts that are consistent with the PSAI brand. The templates are set up to default to these fonts. Please refer to sections 4 (color) and 5 (typography) for more information concerning approved colors and typefaces.

Note: Please secure permission from the author or publisher and properly credit all copyrighted photos, text, and graphics used in PSAI print and online materials.
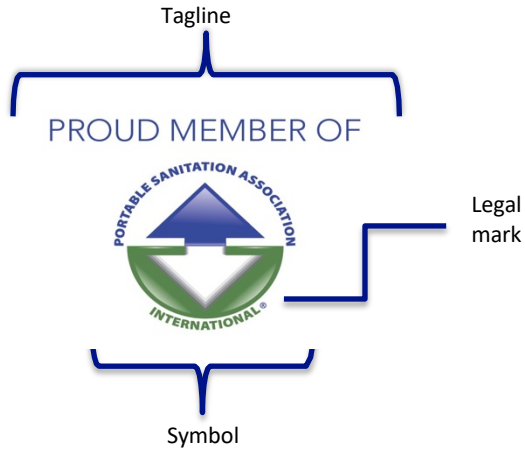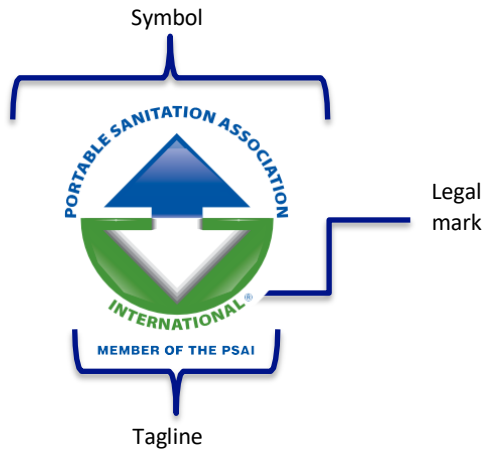
Section 2

"Proud Member" Logo and Usage

Option 1
Logo with Top Stacked Member Tagline

Tagline

PROUD MEMBER OF

Legal mark

Symbol

Option 2
Logo with Bottom Stacked Member Tagline

Symbol

Legal mark

Tagline

"Proud Member" Logo

The following section outlines the framework and proper usage of the PSAI "Proud Member" logo treatments for all PSAI members. The consistent use of the elements of communication, including the "Proud Member" logo, helps ensure the strength, stability, and recognition of the PSAI brand worldwide -- potentially providing important value and credibility to the members who display it.

Because these special "Proud Member" logos have been created expressly for the purpose of assisting members in identifying their companies with the PSAI, members should not use the "Arrows" logo. The use of the "Arrows" logo is reserved to the PSAI corporately.

The "Proud Member" logo is the mark used to represent PSAI members worldwide. The arrangement order of the logo elements, as well as the proportions, may never be altered except as shown in this manual.

Options 1 and 2 are best suited for print or web applications. They can be used whenever space allows for the tagline to be printed at 8 pt or larger. Either option is acceptable provided the clear space requirements on page 16 can be met. Members should choose the look that best fits their company's need.

Badge Logo Option
Logo with Tagline

Border

Symbol

Legal mark

Member tagline
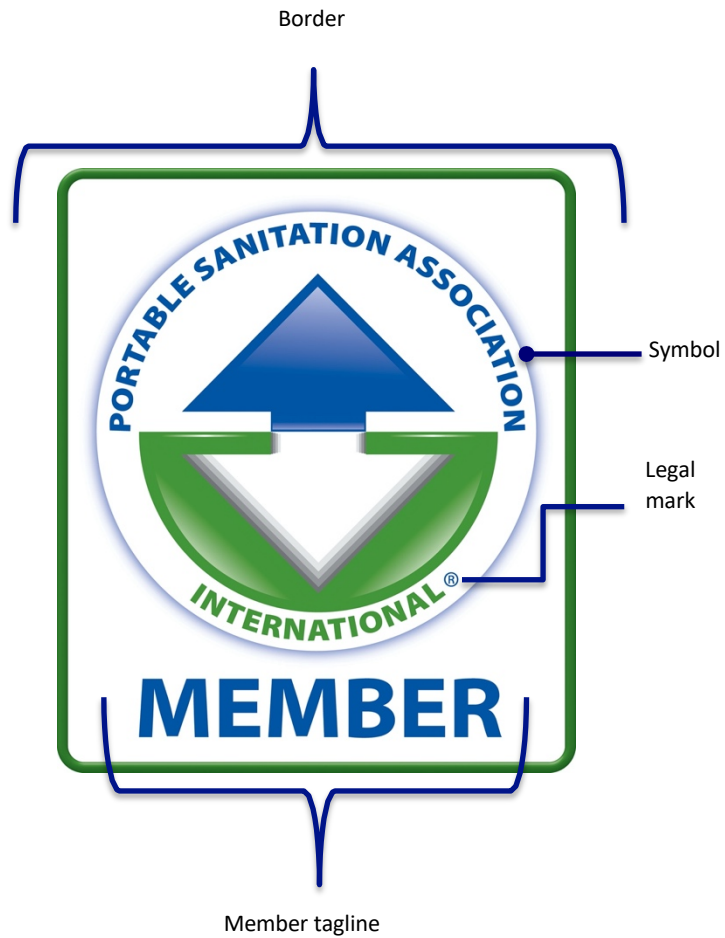
"Proud Member" Badge Logo

The "Proud Member" badge logo has a distinctive green border around it as a design element. This makes the badge logo suitable for stand-alone display on equipment or patches on clothing. It can also be used in lieu of "Proud Member" logo options 1 and 2 provided the clear space requirements on page 16 can be maintained.

The arrangement order of the badge logo elements, as well as the proportions, may never be altered except as shown in this manual.

Clear Space Requirements

When using Option 1 or Option 2 of the "Proud Member" logo, a minimum of 100% of the length of the blue arrow from the midpoint of the flat bottom to the tip must be observed from the outermost border of the text. These size requirements should be followed when printing one color, spot color and CMYK process color applications.

PROUD MEMBER OF

Width of minimum clear space

Clear Space Requirements

When using the badge of the "Proud Member" logo, a minimum of 100% of the length of the blue arrow from the midpoint of the flat bottom to the tip must be observed from the outermost point of the green border. These size requirements should be followed when printing one color, spot color and CMYK process color applications.

Width of minimum clear space

PROUD MEMBER OF

8 pt type on tagline

Minimum size requirement for logo with tagline

MEMBER OF THE PSAI

8 pt type on tagline

Size Requirements

The minimum size for use of the logo with tagline requires that the tagline be visible in 8 pt type or larger.

These size requirements should be followed when printing in one color, spot color and CMYK process color applications.

More about Placement

Clear
space

PROUD MEMBER OF

8 pt type
on tagline

Clear
space

PROUD MEMBER OF

8 pt type on
tagline

The "Proud Member" logo may be placed in proximity to the name or logo of the PSAI member company provided the clear space requirements on pages 16-17 are observed. The "Proud Member" logo should be the same size as the member company logo or smaller.

The placement of the "Proud Member" logo and accompanying text if any must never create the impression that the PSAI controls or is controlled by the member company. Care should also be taken so that placement does not create the impression that the PSAI endorses the member company.

These placement requirements should be followed when printing in one color, spot color and CMYK process color applications.
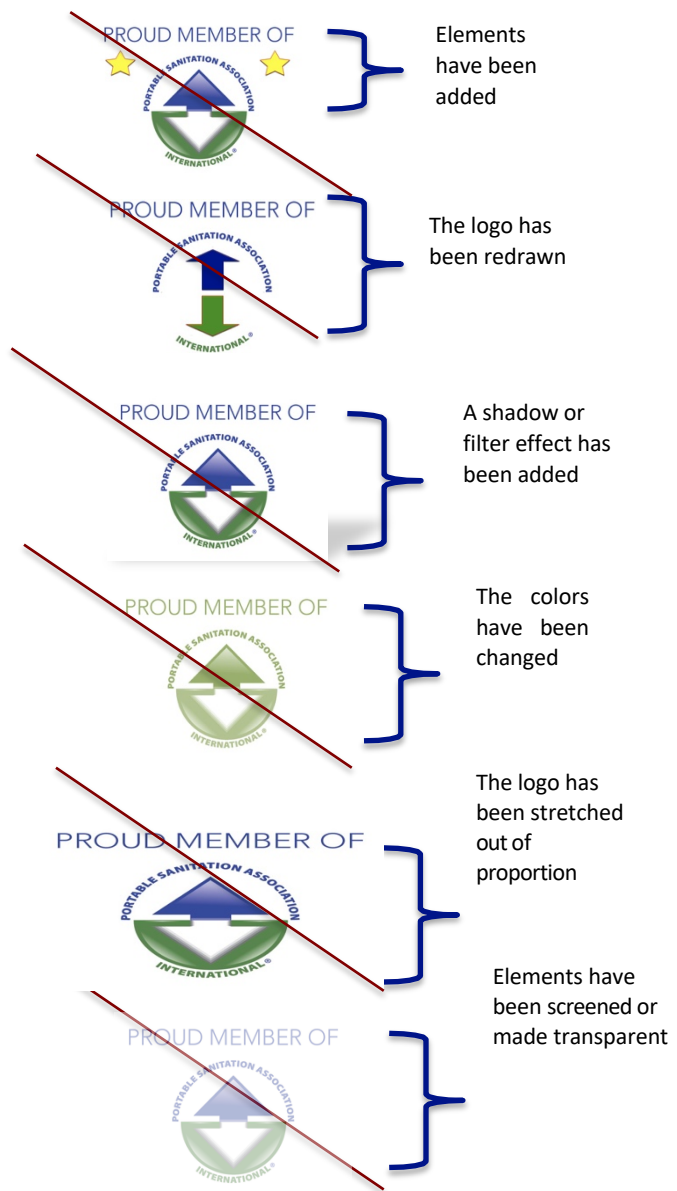
Elements have been added

The logo has been redrawn

A shadow or filter effect has been added

The colors have been changed

The logo has been stretched out of proportion

Elements have been screened or made transparent

Unacceptable Logo Use

The PSAI logo may not be modified, altered or corrupted in any manner. Examples of incorrect usage of the logo are shown at left.

Additional examples of incorrect and unapproved usage of the logo include:

- Adding or removing elements
- Breaking it apart or using elements separately
- Screening or tinting it
- Outlining it
- Repeating it
- Using it as a background pattern (with the exception of using the symbol only as a middle page watermark on official PSAI documents)
- Adding a texture
- Using the arrows or logotype alone
- Changing the font or type size of the logotype
- Attempting to re-draw or re-assemble the logo (use original unaltered logo files only)
- Reversing the logo

In short, the "Proud Member" logo must be used exactly as presented in the unaltered logo files.

PROUD MEMBER OF

Two-color

PROUD MEMBER OF

Black

Acceptable Spot Color Logo Usage

TWO-SPOT COLORS

When using the PSAI logo in two spot colors, Reflex Blue and Pantone 363 must be used. No other two-color configuration is acceptable.

Reflex Blue
C 100; M 85; Y 0; K 0
R 0; G 20; B 137
HTML 001489

Pantone 363
C 73; M 3; Y 100; K 18
R 76; G 140; B 43 HTML
4C8C2B

ONE-SPOT COLOR

When using the PSAI logo in one color, it may only be used in black.

Section 3

Sub-brand Logos and Usage

Sub-brands

There are certain instances where the PSAI has created sub-brands with additional visual identities. The goal of the sub-brands is to draw attention and build identity around key projects of the PSAI without detracting from, or undermining, the overall brand integrity of the organization.

These sub-brands have unique identifiers that are generally paired with the PSAI "arrows" logo. The integrity of the PSAI logo should always be of greatest importance in these lockups.

Although there are instances when it makes sense for the sub-brand to be the most prominent visual identity, care should be taken to ensure it is clear the sub-brand is an extension of the PSAI. Sub-brands should never stand alone from the PSAI.

In print and on the web, the PSAI logo should be visibly separated from the sub-brand, even while clearly communicating the relationship between the sub-brand and the PSAI. The same guidelines regarding continuity, size, colors, and scale outlined in this manual are required when using sub-brand logos in conjunction with the PSAI "arrows" logo.

Due to the complexity, expense, and danger of diluting the PSAI brand, creation or adoption of sub-brands occurs only in rare instances. Their creation is at the discretion of the PSAI's Board of Directors upon recommendation by the Executive Director.

Section 4

Color

PSAI Corporate Colors

Reflex Blue
C 100; M 85; Y 0; K 0
R 0; G 20; B 137
HTML 001489

Pantone 363
C 76; M 3; Y 100; K 18
R 76; G 140; B 43
HTML 4C8C2B

Secondary Colors

Pantone 7406
C 0; M 20; Y 100; K 2
R 241; G 196; B 0
HTML F1C400

Pantone 151
C 0; M 60; Y 100; K 0
R 255; G 130; B 0
HTML FF8200

Pantone 375
C 46; M 0; Y 100; K 0
R 151; G 215; B 0
HTML 97D700

Pantone 357
C 84; M 39; Y 100, K 38
R 25; G 96; B 0
HTML #196000

Pantone 299
C 86; M 8; Y 0; K 0
R 0; G 163; B 224
HTML 00A3E0

Pantone 266
C 66; M 83; Y 0; K 0
R 117; G 59; B 189
HTML 753BBD

Pantone 1945
C 5; M 100; Y 55; K 28
R 166; G 9; B 61
HTML A6093D

Neutral Colors

Pantone 424
C 30; M 20; Y 19; K 58
R 112; G 115; B 114
HTML 707372

Black
C 0; M 0; Y 0; K 100
R 0; G 0; B 0
HTML 000000

Color

Color is a powerful way to communicate a message and serves as an integral part of the PSAI visual identity.

The PSAI color palette is composed of different levels of color.

The PRIMARY color palette is used for our logo and is the central expression of the PSAI brand.

The SECONDARY color palette supports the PRIMARY color palette while expanding the look of our brand and adding the possibilities of more diverse and dynamic communication. The SECONDARY color palette should never overpower the PRIMARY color palette.

The NEUTRAL color palette acts as a foundation that works with both primary and secondary palettes. Ample use of white as a canvas with monochromatic blacks and grays for elements such as type and paragraph rules give the primary and secondary palette vibrancy and prominence.

Section 5

Typography

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.:;?!

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.:;?!

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.:;?1

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.:;?!

Avenir Next Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.:;?!

Typographic Design Guidelines

The Avenir family of fonts was used to develop the PSAI logos and certain global graphical elements. Hence, the Avenir family is the preferred font for use in PSAI communications. Together these fonts effectively communicate the global qualities of the PSAI.

The hierarchy of typographic design should conform to the following progression (from largest to smallest).

- Headline: **Avenir Black or Avenir Heavy**
- Subhead: **Avenir Heavy**
- Text: Avenir Book or Avenir Medium (Avenir Next Condensed may be used when space is at a premium)

Note that bold typeface in the Avenir family is never used. When it is necessary to use more than one font to create a visually appealing communication— typically in signage or other larger pieces—Didot may be used.
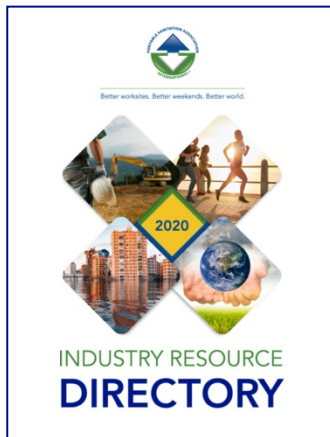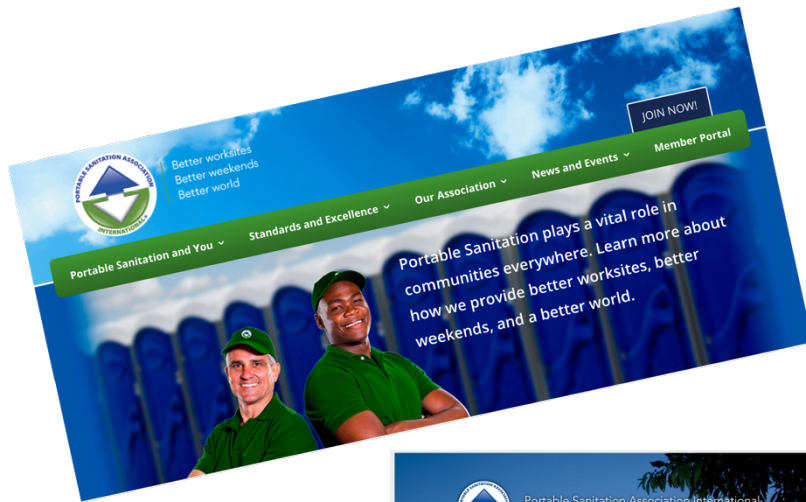
Avenir fonts are generally accessible, though it is not a system font. On the occasions when Avenir fonts are not available or practical to use, the following substitutes are permissible.

- Arial
- Arial Narrow
- **Futura**
- Didot may not be used for text (see above for acceptable uses)

Section 6

Design Architecture

Look and Feel of the Brand

The PSAI aspires to build a brand that creates a positive context for the organization's mission. As described in section 1, our logo represents:

- The globe – through its round and inclusive shape
- Cleanliness – through the use of white space and clean lines
- Care for the earth and environment – through the use of the colors green (grass) and blue (water, sky)

The brand look and feel uses images as its general motif and works to convey:

- Positive (or hopeful) emotions
- Helpfulness and an orientation toward service
- Plain language and honesty
- Diversity that reflects the public we serve

While it is not always necessary to picture portable restroom equipment, we include these images whenever the context allows us to do so in a positive, brand-consistent manner. When we depict equipment, we generally obscure the identity of the operator and manufacturer. When that is not possible we take pains to ensure that no one entity (operator or manufacturer) is being portrayed disproportionately. The PSAI represents the industry as a whole and must maintain – in the perception of its members and the public – strict neutrality regarding the merits of one member vis-à-vis all other members.

The PSAI generally uses photos and real-life images rather than vectors or artistic renderings except in infographics or charts.