ASQMS Logo Usage Guidelines

Mandatory requirements for everyone who uses the ASQMS logo

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Eight rules for every use of the ASQMS logo

These guidelines are mandatory requirements, not recommendations. They apply to ASQMS, all partners and any third party.

1 Official logo only

Only original files provided by ASQMS. Never redraw, recreate or copy from screenshots.

2 Size & proportions

Keep the aspect ratio. Never stretch, compress or skew. Minimum size for digital and print.

3 Clear space

Keep the clear space free on all sides. Defined by the height of the letter A.

4 Background & contrast

Light, neutral background and strong contrast. No busy images, no effects.

5 Versions & colours

Approved variations and official colours only. No gradients, no new combinations.

6 No misuse

Do not distort, recolour, add effects or crowd the logo.

7 Partners & third parties

Same rules for all. No own versions, no implied endorsement or partnership.

8 Ownership & approval

ASQMS owns the logo. Any exception needs prior written approval.

Green cards: the three core requirements for the ASQMS ecosystem (official source, partner usage, ownership and approval).

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1 – Official logo: use only original ASQMS files

Only the official ASQMS logo files provided by ASQMS may be used.

- ✓ Always use the original artwork files (SVG, EPS, PNG or other formats provided by ASQMS).
- ✗ Do not recreate, redraw or modify the logo.
- ✗ Do not use outdated or unofficial logo versions.
- ✗ Do not extract the logo from screenshots, documents or website images.

Where to get the official files

One central source for the currently valid files. Never pass on or reuse old files from e-mail attachments.

If in doubt, always request the files from **info@asqms.de**

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2 – Size and proportions: never distort the logo







Minimum size (20 mm)

Any size, same proportions. Always lock the aspect ratio when scaling, also in PowerPoint and Word.

- ✓ Always maintain the original aspect ratio.
- ✗ Never stretch, compress, skew or otherwise distort the logo.
- ✗ Do not alter the proportions of individual logo elements.
- ✓ Keep the logo clearly legible at all sizes.

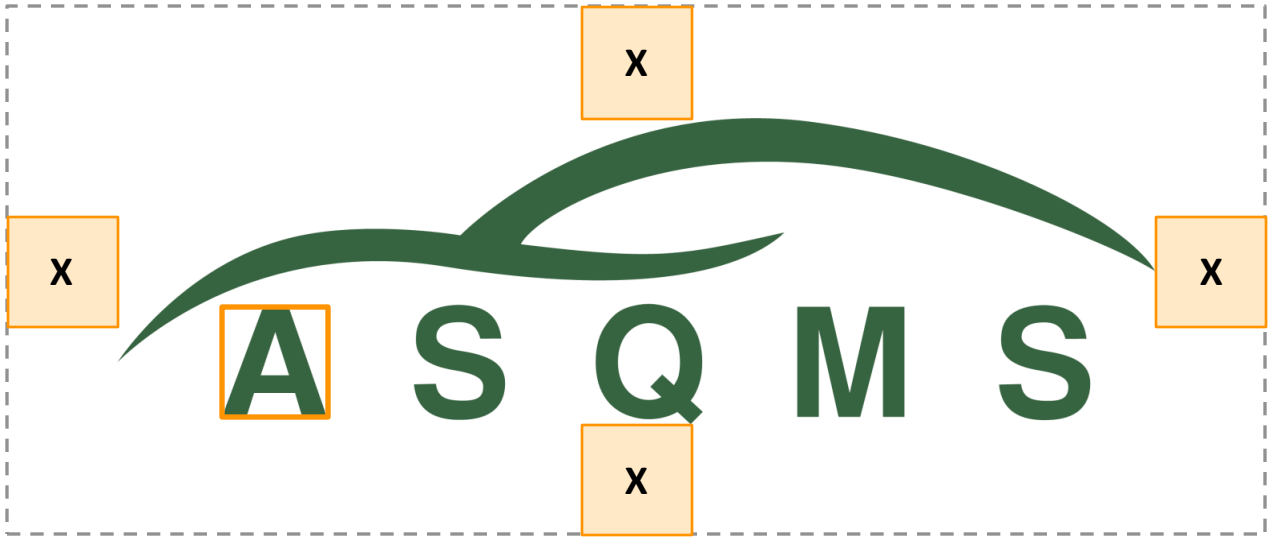
Minimum size

Digital: at least 100 px wide. Print: at least 20 mm wide.

Below this the letters lose legibility. No smaller or simplified versions. Exception: inline reference in a trademark notice.

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3 – Clear space: keep the area around the logo free



X = height of the letter “A” in the logo (orange frame)

Proposed definition, derived from the logo itself.

1. Always keep at least X of clear space around the logo, on all sides.
2. No text, graphics, images, borders or other visual elements may overlap the clear space.
3. Use the same clear space consistently in every application.

X is a minimum, not a target. More space is always fine, less never.

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4 – Background and contrast: the logo must stand out



✓ **White background**



✓ **Light, neutral background**



× **Busy backgrounds or patterns**



× **Too little contrast**

- Ensure sufficient contrast between the logo and its background.
- On dark backgrounds, use the white version. The black version is for one-colour use on light backgrounds.
- Do not add outlines, shadows or background effects to improve visibility.

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5 – Approved versions and colours: nothing else

Full-colour version
Standard, on white or light background

Black version
One-colour use on light backgrounds

White version
For dark backgrounds

Official logo colour

HEX #366340
RGB 54 / 99 / 64
CMYK to be added

To be confirmed

Not permitted

- ✕ Changing the logo colours
- ✕ Gradients, transparency or other colour effects
- ✕ Using individual logo elements on their own, unless explicitly approved
- ✕ Creating new colour combinations or versions

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6 – Incorrect usage: these modifications are not permitted



Do not distort

No stretching, compressing or skewing



Do not change colours

No new colours, gradients or transparency



Do not add effects

No shadows, outlines or glows



Do not crowd the logo

Keep the clear space free of text and graphics



Do not split the logo

No individual elements on their own



Do not recreate the logo

Use the original files only

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7 – Ownership and approval: ASQMS controls the logo

Ownership

ASQMS retains ownership and control over the official ASQMS logo. ASQMS and the ASQMS logo are registered trademarks.

Prior written approval

Any exceptional use or modification of the logo requires prior written approval from ASQMS. Without it, it is not permitted.

How to request an approval (proposed process)

1 Request

Send the intended use and a draft to info@asqms.de.

2 Review

ASQMS checks the request and answers in writing.

3 Use as approved

Use the logo only within the approved scope.

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8 – Partners and third parties: same rules, no own versions

Applies to

- Licensed Training Partners
- Certification Bodies
- Other Ecosystem Partners
- Third parties

Official files, unmodified

Partners use the official logo files only. No own edits and no own variants.

Official activities only

Use the logo only with activities, services or materials officially associated with ASQMS.

No implied endorsement

Do not suggest endorsement, certification or partnership status beyond the authorisation granted.

No merging with other brands

Do not build the ASQMS logo into another organisation's logo or brand identity without prior written approval.

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Questions, files and approvals – one address

1

Get the official files

Use the central download where available. In case of doubt, request the current files from ASQMS.

2

Request an approval

Exceptional use or any modification needs prior written approval before it is used.

3

Report incorrect use

If you see the ASQMS logo used incorrectly, let us know. We will help to correct it.

info@asqms.de

One address for logo files, approvals and questions

Compliance

ASQMS may require that use which does not follow these guidelines is corrected or removed.

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