ASLRRA 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.

White Space

To prevent the ASLRRA 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.

ASLRRA Colors

Red   Coated – 186c
           Uncoated – 485u

Blue   Coated – Reflex Blue
           Uncoated – Reflex Blue

Contrast with Background

The ASLRRA 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 ASLRRA 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 ASLRRA logo.
- Recreating the ASLRRA logo using another font.
- Altering the size relationship or space between the ASLRRA Name and the ASLRRA Stars and Track.
- Using the stylized ASLRRA Name without the Stars and Track.

- Distorting the ASLRRA Name and/or the Stars and Track.
- Repositioning the Stars and Track, relative to the ASLRRA Name.
- Placing a drop shadow behind the ASLRRA logo.
- Placing any graphic elements too close to the ASLRRA logo.
- Using the ASLRRA logo as part of a sentence, phrase, or title.

Use of Color

The ASLRRA 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 ASLRRA. The following are instances of incorrect uses of color:

- Printing the ASLRRA Name or Stars and Track in unauthorized colors.
- Printing the ASLRRA Name or Star and Track with the colors switched or reversed.

Use of Background

The ASLRRA 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 ASLRRA logo on a busy background, as it will diminish the legibility of the logo. Other examples of incorrect use of background are:

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