

THE INTERNATIONAL ASSOCIATION OF FOUNDATION DRILLING

## BRAND GUIDE



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# ADSC NATIONAL

## PRIMARY LOGO

The primary logo should always be used when promoting ADSC. If the logo needs to be smaller than 2.25 inches wide, the secondary logo can be used in its place to avoid legibility issues.



FULL COLOR LOGO



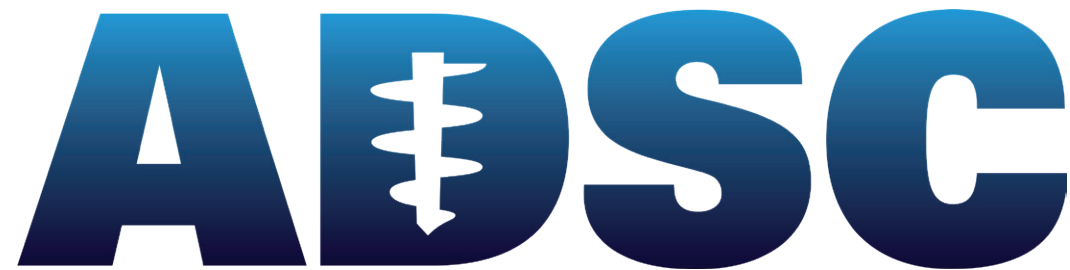
ONE COLOR BLACK



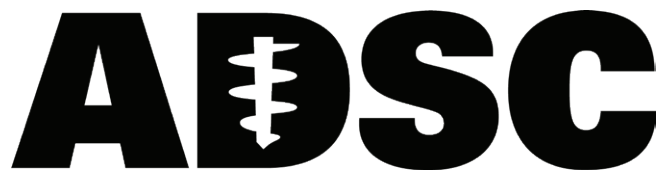
ONE COLOR WHITE

# ADSC NATIONAL

SECONDARY LOGO - ACRONYM ONLY



FULL COLOR LOGO



ONE COLOR BLACK



ONE COLOR WHITE

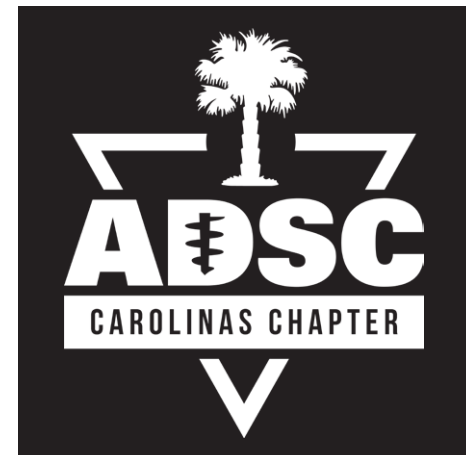
# CAROLINAS



FULL COLOR LOGO



ONE COLOR BLACK



ONE COLOR WHITE

# EASTERN CANADA



FULL COLOR LOGO



ONE COLOR BLACK



ONE COLOR WHITE

# MID-ATLANTIC



FULL COLOR LOGO



ONE COLOR BLACK



ONE COLOR WHITE

# MIDWEST



FULL COLOR LOGO



ONE COLOR BLACK



ONE COLOR WHITE



# NORTHEAST



FULL COLOR LOGO



ONE COLOR BLACK



ONE COLOR WHITE

# OHIO VALLEY



FULL COLOR LOGO

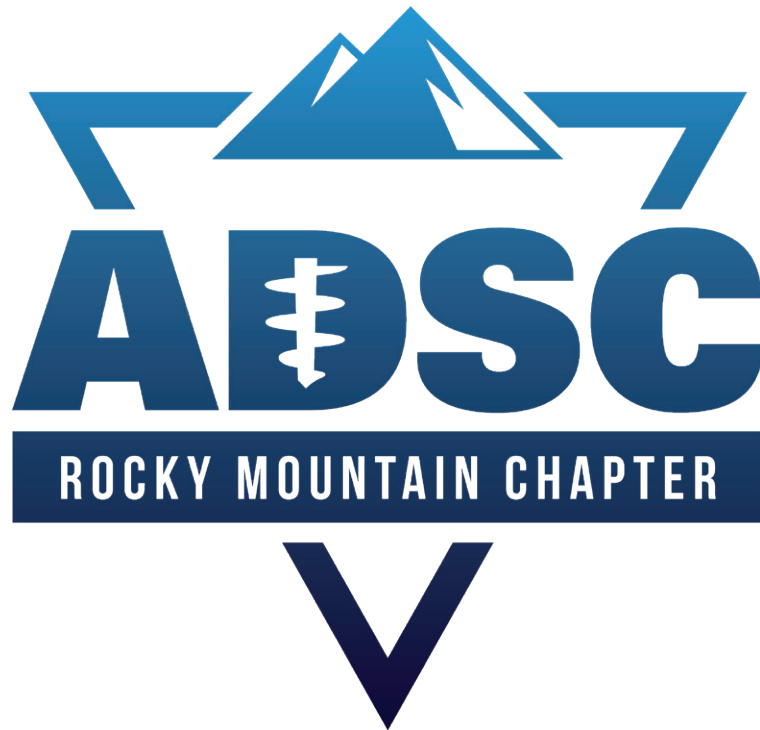


ONE COLOR BLACK



ONE COLOR WHITE

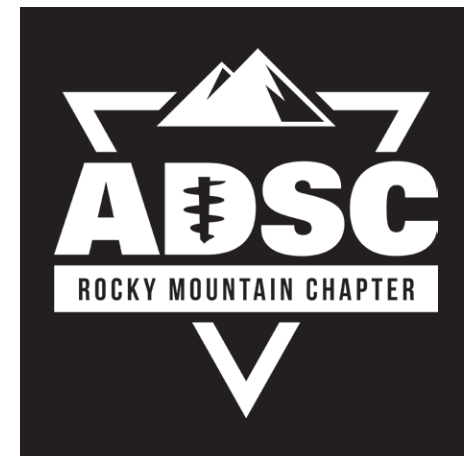
# ROCKY MOUNTAIN



FULL COLOR LOGO

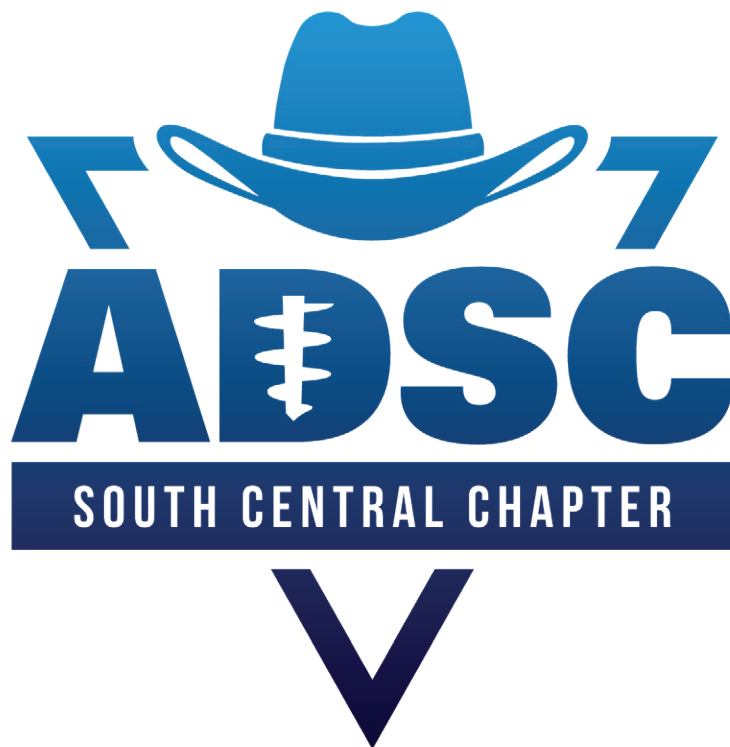


ONE COLOR BLACK



ONE COLOR WHITE

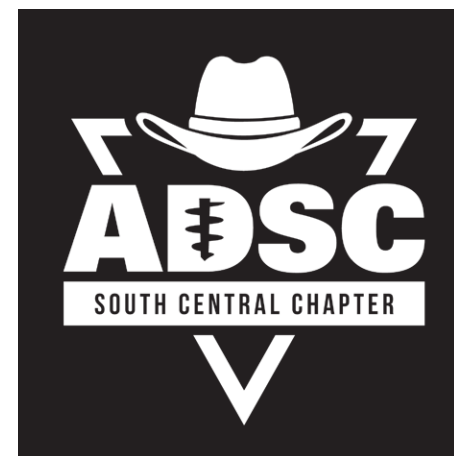
# SOUTH CENTRAL



FULL COLOR LOGO



ONE COLOR BLACK



ONE COLOR WHITE

# SOUTHEAST



FULL COLOR LOGO



ONE COLOR BLACK



ONE COLOR WHITE



# WEST COAST



FULL COLOR LOGO



ONE COLOR BLACK



ONE COLOR WHITE

# WESTERN CANADA



FULL COLOR LOGO



ONE COLOR BLACK

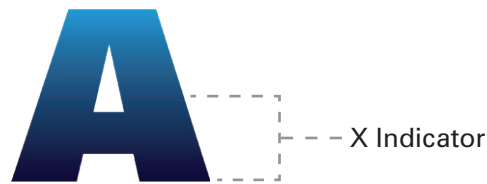


ONE COLOR WHITE

# CLEAR SPACE & SIZING

## PRIMARY LOGO

**Clear Space** prevents type, imagery, or other graphic elements from interfering with the legibility of chapter logos. No graphic elements should encroach the border around the logomark. The clear space (marked as X in the diagram) is equal to half the height of the 'A' of the ADSC wordmark. This applies to ADSC's primary logo, secondary logo, and chapter logos.



### Minimum Size

For legibility, the primary logo should never be smaller than you see here.

Print: **2.25 inches wide**

Web: **125 pixels wide**



Print

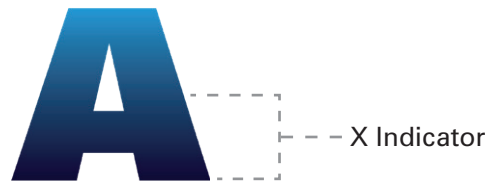


Web

# CLEAR SPACE & SIZING

## SECONDARY LOGO - ACRONYM ONLY

**Clear Space** prevents type, imagery, or other graphic elements from interfering with the legibility of chapter logos. No graphic elements should encroach the border around the logomark. The clear space (marked as X in the diagram) is equal to half the height of the 'A' of the ADSC wordmark. This applies to ADSC's primary logo, secondary logo, and chapter logos.



### Minimum Size

For legibility, the primary logo should never be smaller than you see here.

Print: 1.5 inches wide

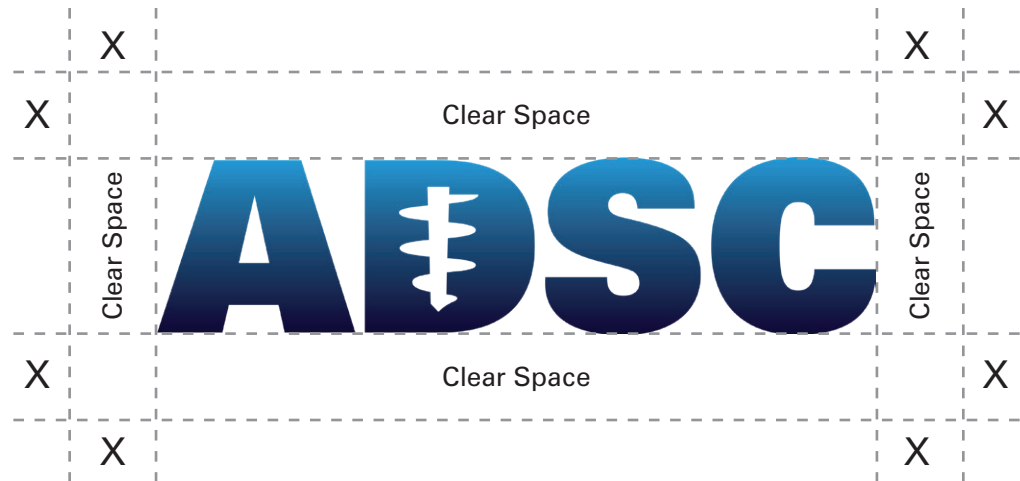
Web: 72 pixels wide



Print



Web



# CLEAR SPACE & SIZING

## CHAPTER LOGO

**Clear Space** prevents type, imagery, or other graphic elements from interfering with the legibility of chapter logos. No graphic elements should encroach the border around the logomark. The clear space (marked as X in the diagram) is equal to half the height of the 'A' of the ADSC wordmark. This applies to ADSC's primary logo, secondary logo, and chapter logos.



### Minimum Size

For legibility, chapter logos should never be smaller than you see here.

Print: 1.25 inches wide

Web: 72 pixels wide



Print



Web





# LOGO COMBINATIONS

## ADSC Primary Logo + Chapter Logos Horizontally Aligned

When pairing the ADSC National logo with a chapter logo, always use the ADSC primary logo.

The ADSC National logo needs to appear before the chapter logo.

The ADSC primary logo needs to be sized at the **same height** as the Chapter's wordmark (ADSC and Chapter Name.) This will avoid competing logo sizes. See the pink dotted line.

Use the ADSC primary logo's clear space specifications (half the height of the letter 'A' in ADSC.)



# LOGO COMBINATIONS

## ADSC Primary Logo + Chapter Logos Vertically Aligned (Stacked)

When pairing the ADSC National logo with a chapter logo, always use the ADSC primary logo.

The ADSC National logo needs to appear above the chapter logo.

The ADSC primary logo needs to be sized at the **same width** as the Chapter's logo. This will avoid competing logo sizes. See the pink dotted line.

Use the ADSC primary logo's clear space specifications (half the height of the letter 'A' in ADSC.)

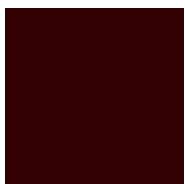


# COLOR PALETTE

## Canadian Chapters



CMYK **0, 100, 100, 0**  
RGB **237, 28, 36**  
HEX **#ed1c24**  
PMS **485 C**



CMYK **60, 100, 100, 70**  
RGB **53, 0, 0**  
HEX **#350000**  
PMS **4975 C**



Gradient using above  
color swatches.

## National Logo & U.S. Chapters



CMYK **75, 25, 0, 0**  
RGB **28, 154, 214**  
HEX **#1c9ad6**  
PMS **7689 C**



CMYK **100, 100, 35, 60**  
RGB **13, 3, 55**  
HEX **#0d0337**  
PMS **2765 C**



Gradient using above  
color swatches.

# BACKGROUNDS

ADSC's National logo and Chapter logo colors used on different media applications will often depend on the background and production method.

If possible, always use the full color logo (specifically the .PNG file for transparency) on white and light backgrounds.

If the logo colors clash with the background, use the one color (white or black) logos. For darker backgrounds, use the one color (white) logo, and for lighter backgrounds, use the one color (black) logo.



Full Color Logo on White Background



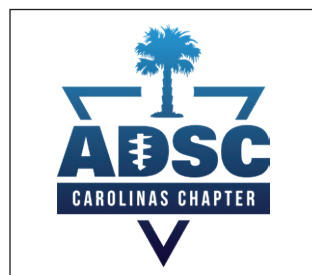
Full Color Logo on Light Background



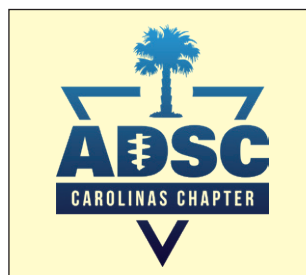
One Color Logo on Light Background



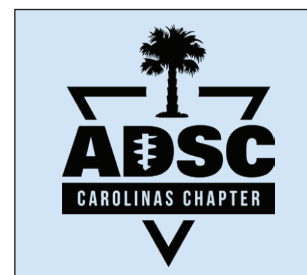
One Color Logo on Dark Background



Full Color Logo on White Background



Full Color Logo on Light Color Background



One Color Logo on Light Background



One Color Logo on White Background



Example of color combinations to avoid.

# TYPOGRAPHY

## Primary Font: Bebas Neue

Weights: Light, Book, Regular

Used for headlines, subheads, and bylines.

## Secondary Font: Zurich BT

Weights: Regular, Italic, Bold, Bold Italic, Black, Black Italic

Used for body copy. Zurich BT Black can be used for headlines.

BEBAS NEUE LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&\*()

BEBAS NEUE BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&\*()

BEBAS NEUE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&\*()

## Zurich BT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*()

## Zurich BT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*()

## Zurich BT Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*()

## *Zurich BT Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*()

## *Zurich BT Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*()

## *Zurich BT Blk Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&\*()



# LOGO DON'TS

These examples apply to both the ADSC National logo and all chapter logos.



Do not use old logos or rework the old logos to recreate any new logos.



Do not distort the logo.



Do not change the transparency of the logo.



Do not rearrange logo elements.



Do not place logo over a patterned background.



Do not use drop shadows or any other effects.



Do not change logo colors.



Do not re-create using any other fonts.



Do not outline the logo.

# QUESTIONS?

Contact Katerina Engle at [kengle@adsc-iafd.com](mailto:kengle@adsc-iafd.com)  
for any questions or clarifications you might have.