



# ACSP

Connecting educators,  
researchers and students

## Logo Guidelines

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To: ACSP Membership  
Subject: Usage & Brand Information  
Date: September 28, 2017

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Use of the ACSP logo is contingent upon your agreement to the following provisions:

- The Logo is the property of the Association of Collegiate Schools of Planning;
- The Logo requires a half-inch parameter of blank space around all four sides; nothing may overlap or intersect with the logo;
- Logo colors may not be changed, except approved black/one-color version;



- Logo tagline may be substituted with special interest group or event text in the same tagline font and color as the original logo;
- Members in good standing may use the logo on stationery and in advertising to indicate membership;
- Members may not alter the design of the logo;
- Members may not use the logo to state or imply that the ACSP has endorsed their product or services;
- Members will indemnify and hold the ACSP harmless for any damages, including attorney fees, incurred by the member due to misuse of the logo;
- Members agree to cease using the logo upon request of the Governing Board or staff; and
- Members agree to pay the ACSP for all costs and attorney's fees incurred by the ACSP in any action against a member to enforce the terms of the logo agreement.

