



ADVANCING STANDARDS  
TRANSFORMING MARKETS

VERSION 1.0

# Brand Guidelines 2024

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# Introduction

## ABOUT THESE GUIDELINES

ASTM International is a dynamic organization with a clear purpose of 'helping our world work better'.

To achieve this purpose we need to communicate with a wide range of people – some who know a lot about the work we do and some who know much less. In all cases, we need to inform and inspire everyone we are talking to so that they understand what we do, how we do it, and why it matters to them.

These brand guidelines will help us do this in a way that's clear, compelling, and consistent. I'd ask you to follow them carefully to help make our brand a vital part of our ongoing success. If you have any questions or please contact: [communications@astm.org](mailto:communications@astm.org)

Many thanks



ANDY KIRETA, PRESIDENT



ADVANCING STANDARDS  
TRANSFORMING MARKETS

01

# Our brand story

## Our purpose

### **Why we are all here**

Defined and set by us, some 12,000 ASTM standards operate globally. Applied to just about everything from steel to sustainability, our work improves the lives of millions every day.

For this reason our purpose is defined as 'helping our world work better.' This statement encapsulates the reason we exist and the challenge we set ourselves as we meet the changing needs of society in every corner of the world.

### **How to write our purpose**

Our purpose statement is a registered trademark. We use it widely as a strapline across all of our communications. As a trademark we write it in sentence case with capitals for each word as shown on the right. Please see page 30 for examples of this in practice. In text we write our purpose without capitals as 'helping our world work better'.

Helping  
Our World  
Work Better

# Our brand promise

## **Giving new meaning**

Our brand promise explains how we deliver our purpose, capturing the essence of what we do and the impact we have.

The initial letters of the statement: 'Advancing Standards. Transforming Markets' also spell out 'ASTM' giving new meaning to our name beyond the historic reference to the American Society for Testing and Materials.

## **How to write our promise**

Our purpose statement will generally be used alongside our logo, with the text set in all capitals. Please see pages 13-20 for more information. If you are writing the promise in text it should be written with initial capital letters for each word, as shown on the right.

Advancing  
Standards.  
Transforming  
Markets

# Our mission statement and core values

## **Our mission statement**

Our mission statement expands on our purpose, succinctly describing what we do and why we do it.

## **Our core values**

Our core values describe the things that really matter to us as an organization. As such they inform every strategy we set and every decision we take.

## **OUR MISSION**

Committed to serving global societal needs, ASTM International positively impacts public health and safety, consumer confidence and overall quality of life. We integrate consensus standards – developed with our international membership of volunteer technical experts – and innovative services to improve lives – helping our world work better.

## **OUR CORE VALUES**

We welcome everyone to our open and global community of belonging where every voice is unique and every voice matters

We collaborate to discover and deliver the best solutions through diversity of thought, open minds, and teamwork.

We innovate by embracing new possibilities, challenging ourselves, thinking boldly, driving change, and evolving as an organization.

We serve with passion, commitment, and integrity, striving to exceed the expectations of each other, our members, and all those who rely on us.

We believe in our ability to make a positive difference in people's lives through standards and services, helping our world work better.

# Five strategic objectives

## Where we will focus

These strategic goals are the benchmark against which ASTM measures its performance. Fully aligned with our purpose, mission, values, and brand promise, these are the specific things we need to focus on as an organization.

The essence of these goals won't change but they will be reviewed every three years to ensure that the details and language used reflect the challenges we are currently addressing.

## LEADERSHIP

Promote focus on public health and safety, expand leadership position in the standards community, and broaden the international use of ASTM products and services.

## GLOBAL TECHNICAL EXPERTISE

Attract and retain technical experts from around the world by creating an intellectually and professionally rewarding collaborative environment that meets participant needs and expectations.

## STANDARDS AND TECHNICAL CONTENT DEVELOPMENT

Always be relevant and continuously enhance the technical quality of standards and related content by providing a best-in-class, scalable development infrastructure.

## SERVICES PROVIDER

Understand global societal needs and service stakeholders through the integration of innovative products and services.

## ORGANIZATIONAL VITALITY

Provide an organizational culture of service and innovation with the appropriate resources to achieve ASTM's mission - positioned to respond to the changing environment.

# Our brand personality

## **What we want to shine through**

These brand personality traits are designed to reflect our brand purpose and promise:

1. Clear and expert
2. Principled and ambitious
3. Collaborative and enthusiastic

These are not qualities we assert about ASTM. They are the attributes we want to shine through every aspect of our communications.

## **Reflecting our brand personality**

We should use our brand personality whenever we are creating a communication.

If we are creating something internally, or briefing a writer or a creative agency, we need to ensure that these principles are always front-of-mind.

Just as importantly, when we are reviewing a piece of work before it is published we need to ask ourselves : Is it clear and expert? Does it feel principled and ambitious? Is the take-out for the audience collaborative and enthusiastic? If the answer to any of these questions is no then we need to change it.

## OUR BRAND PERSONALITY

Clear and expert

Principled and ambitious

Collaborative and enthusiastic

# Our boilerplate statement

## **Who we are and why we exist**

A boilerplate statement is a piece of standard text that is used repeatedly by an organization to sum up who they are and why they exist.

## **Where to use the boilerplate**

This boilerplate statement can be used as general introductory text and at the end of press release statements to ensure that media outlets are clear about who we are.

The statement can also be used if ASTM is participating in an event and the organizers request information for use in communications materials.

## **Short and full versions**

The short version can be used in instances where space is limited. The full version should be used when there is scope to tell a fuller story.

### Short version

## **HELPING OUR WORLD WORK BETTER**

Advancing standards and transforming markets, we touch every part of everyday life – helping our world work better.

Over 12,000 ASTM standards operate globally. Defined and set by us, they improve the lives of millions every day. Combined with our innovative business services, they enhance performance and help everyone have confidence in the things they buy and use.

### Full version

## **HELPING OUR WORLD WORK BETTER**

Over 12,000 ASTM standards operate globally. Defined and set by us, they improve the lives of millions every day. Combined with our innovative business services, they enhance performance and help everyone have confidence in the things they buy and use – from the toy in a child's hand to the aircraft overhead.

Working across borders, disciplines, and industries we harness the expertise of over 30,000 members to create consensus and improve performance in manufacturing and materials, products and processes, systems and services.

Advancing standards and transforming markets, we touch every part of everyday life – helping our world work better.

02

# Our brand identity

# Our primary logo



ADVANCING STANDARDS  
TRANSFORMING MARKETS



ADVANCING STANDARDS  
TRANSFORMING MARKETS

# Primary logo: use, clearspace and scale

## Where to use this logo

Use this version wherever space allows.

## Clearspace

Clearspace is the minimum space around our logo. It is defined by half the width of the circular formation of our logo', then squared. It should be adhered to at all times.

## Scale

Our logo can be scaled up to any size. However, ensure it is never smaller than the minimum size specified as legibility will be compromised.



Our shorthand logo



INTERNATIONAL



INTERNATIONAL

# Shorthand logo: use, clearspace and scale

## Where to use this logo

Use this version where space is limited, such as on social media .

## Clearspace

C clearance is the minimum space around our logo. It is defined by half the width of the circular formation of our logo, then squared. It should be adhered to at all times.

Please do NOT bolt additional graphics onto the logo. The examples top right may superficially look on-brand, but adding anything to out logo weakens its impact.

## Scale

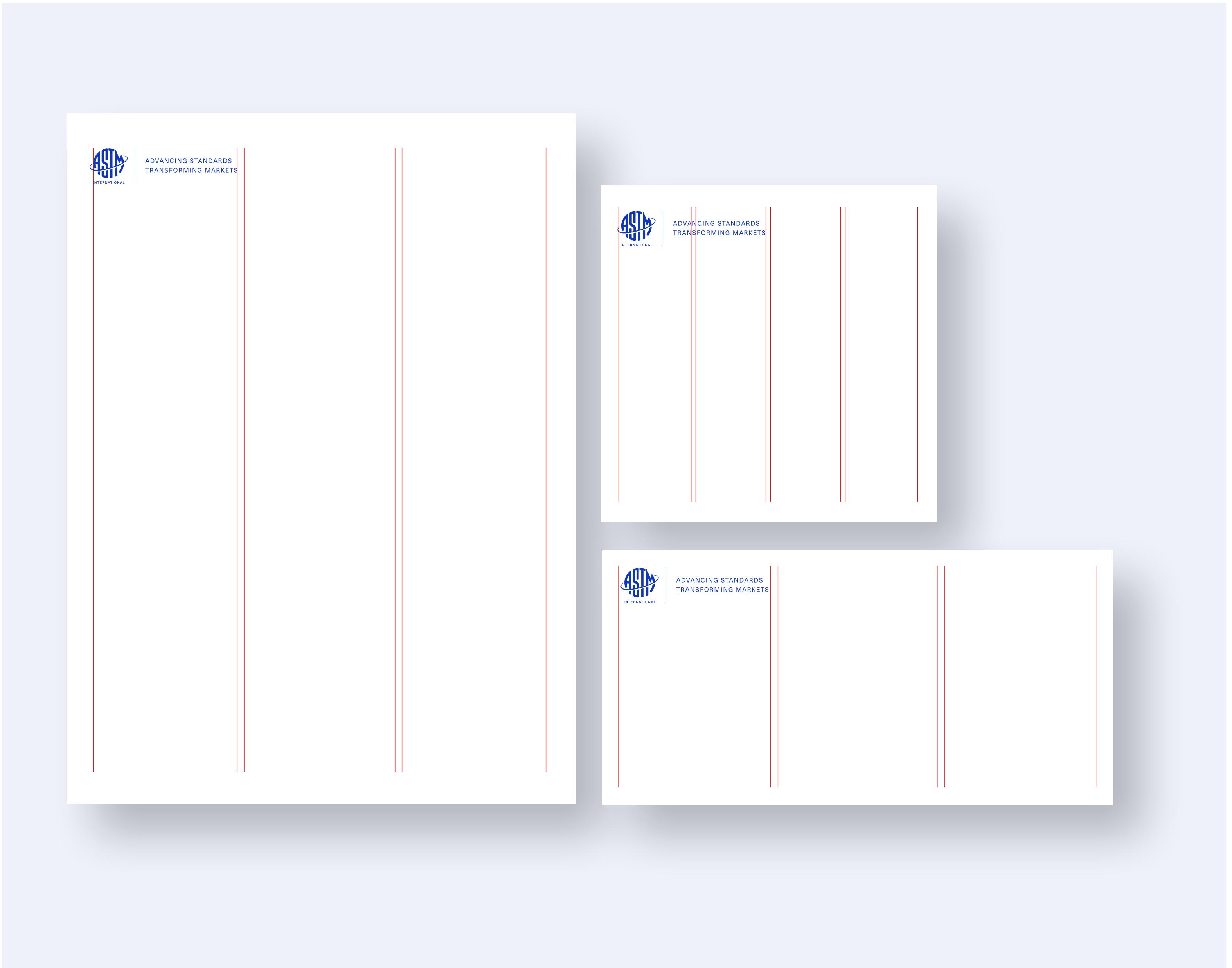
Our logo can be scaled up to any size. However, ensure it is never smaller than the minimum size specified as legibility will be compromised.



# Primary logo placement

## We are a left aligning brand

Position on the page is about importance.  
The logo must be on top of everything.  
Follow this guide regardless of format of the  
communications item. The same guidance  
applies to the shorthand logo.



# Primary logo application

## Example applications

These are hypothetical examples of how the brand is applied.

This is to demonstrate how the design system could be used, but doesn't demonstrate every eventuality in which the design system will be used.



5

6 Types  
International

5,500

TEST METHOD  
A procedure that produces a test result

3,200

SPECIFICATIONS  
Requirements to be satisfied by a product, system, or service

3,300

PRACTICES  
Instructions for performing specific operations that do not produce a test result

astm\_international



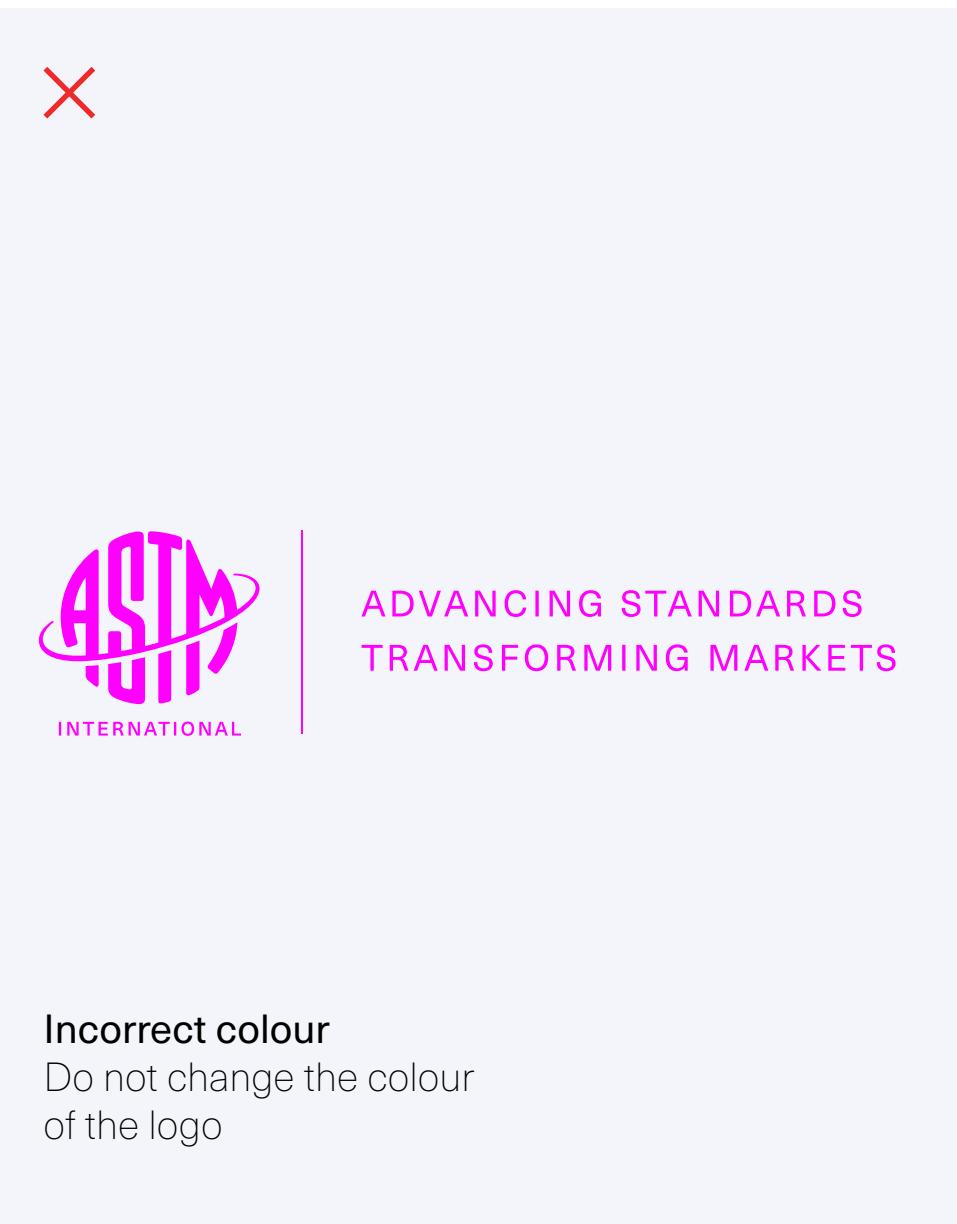
JOB DESC



# Primary logo: incorrect uses

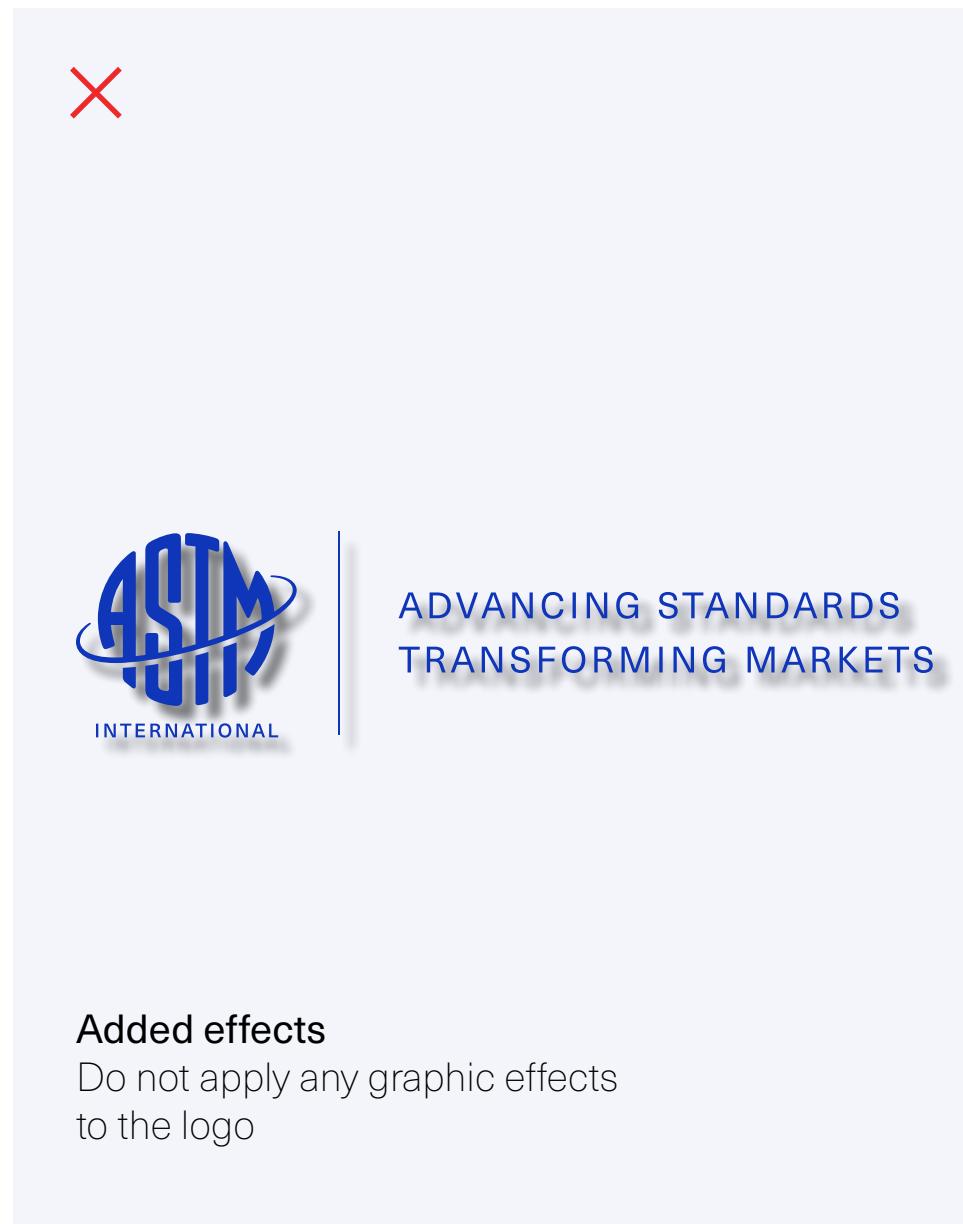
## Keeping our logo safe

Our logo sits at the heart of our brand identity. To ensure it has consistent quality, it is important not to tamper with the key elements. These examples show what not to do.



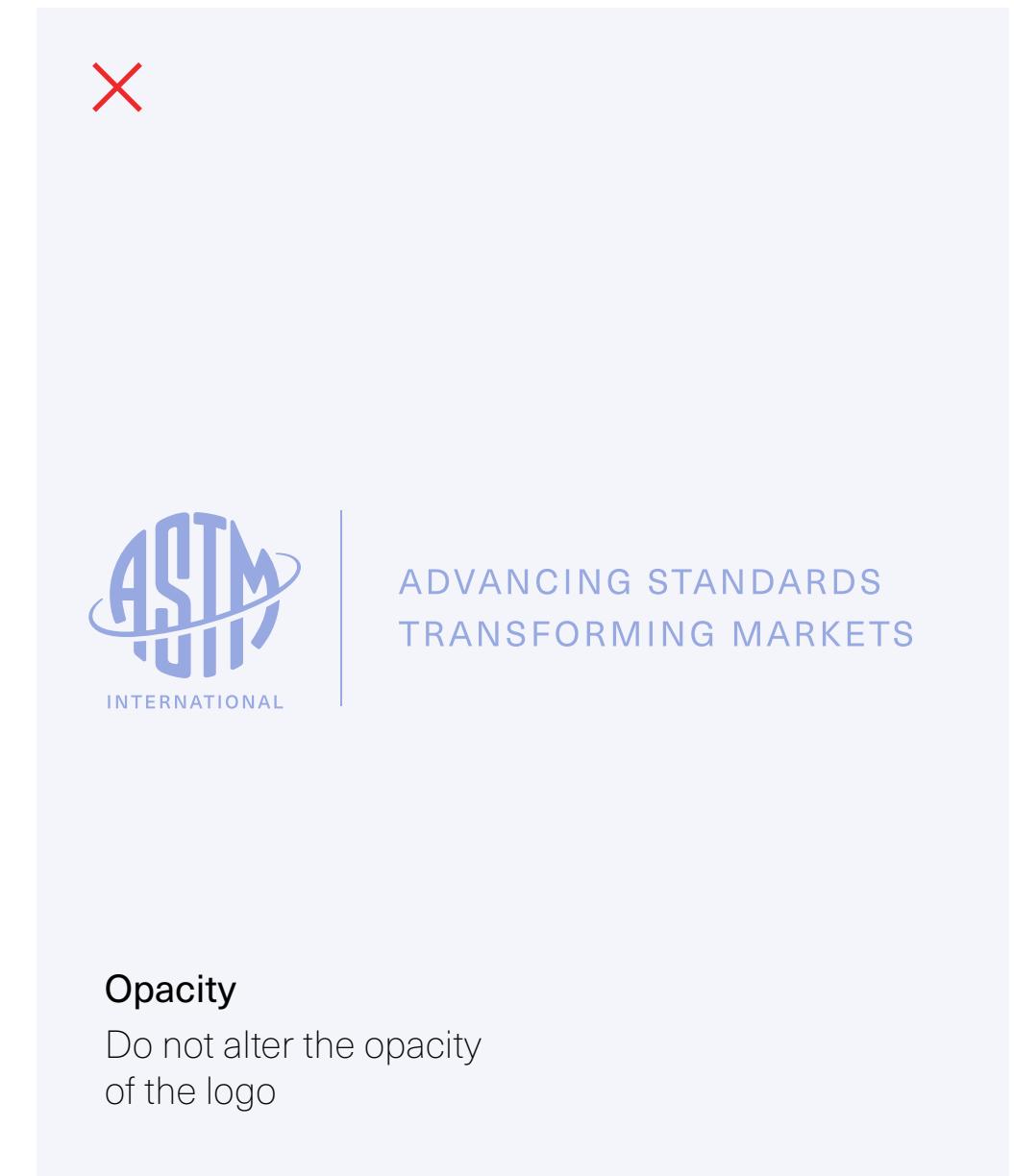
### Incorrect colour

Do not change the colour of the logo



### Added effects

Do not apply any graphic effects to the logo



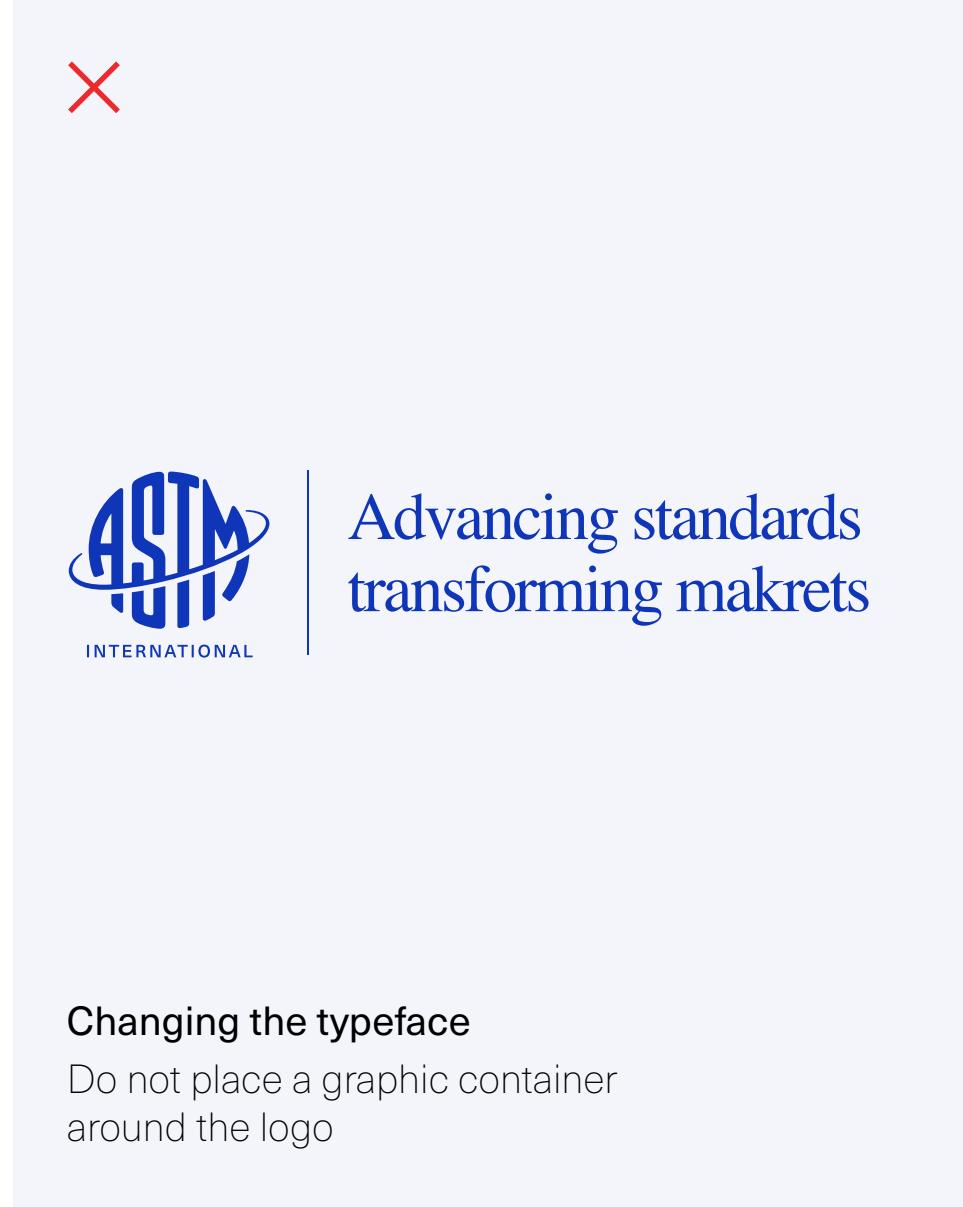
### Opacity

Do not alter the opacity of the logo



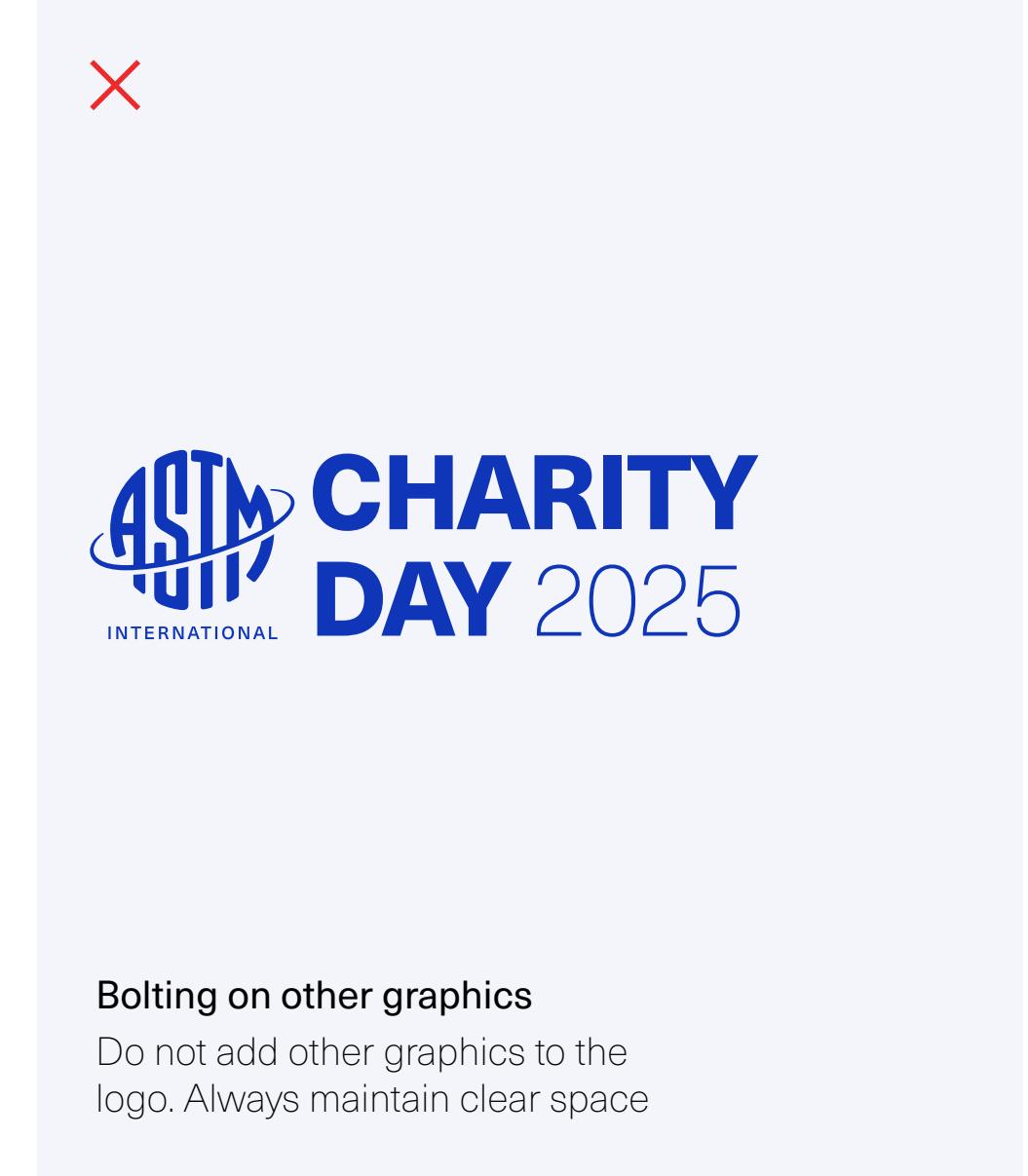
### Warp/Stretch

Do not warp or stretch the logo



### Changing the typeface

Do not place a graphic container around the logo



### Bolting on other graphics

Do not add other graphics to the logo. Always maintain clear space

# Brand colors: ASTM blue

## ASTM blue

ASTM blue is the primary color across all our communications. It is used for our logo and for prominent items like main headings.

Always use the color specifications shown on the right. If you are printing ASTM blue, particularly if you are using large solid blocks of the color, aim to use Pantone 293 rather than the CMYK color, which tends to look duller.

## Blue palette

To work alongside ASTM blue we have created a palette of darker and lighter tints, which can be used in combination with the primary color. Again, always use the color specifications shown on this page.



# Brand colors: secondary palette

## Secondary palette

Our secondary colors are designed to work alongside ASTM blue.

They are broken into groups, the groups should not be mixed. Keep them within their hue. They should also be used sparingly, and not on primary facing communications i.e. billboards or outdoor advertising.

GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5
R 0 G 35 B 35  C 95 M 58 Y 62 K 76  HEX 002323	R 2 G 23 B 64  C 100 M 91 Y 44 K 53  HEX 021740	R 51 G 11 B 40  C 72 M 98 Y 43 K 69  HEX 330b28	R 47 G 16 B 26  C 58 M 85 Y 52 K 81  HEX 2f101a	R 191 G 191 B 191  C 28 M 21 Y 22 K 3  HEX bfbfbf
R 19 G 86 B 89  C 87 M 41 Y 51 K 39  HEX 135659	R 0 G 145 B 175  C 80 M 24 Y 24 K 0  HEX 0091af	R 149 G 25 B 98  C 40 M 100 Y 23 K 15  HEX 951962	R 185 G 45 B 25  C 19 M 93 Y 99 K 10  HEX b92d19	R 217 G 217 B 217  C 18 M 13 Y 14 K 1  HEX d9d9d9
R 131 G 235 B 169  C 48 M 0 Y 47 K 0  HEX 83eba9	R 0 G 222 B 239  C 62 M 0 Y 15 K 0  HEX 00deef	R 221 G 47 B 156  C 17 M 86 Y 0 K 0  HEX dd2f9c	R 250 G 106 B 45  C 0 M 69 Y 82 K 0  HEX fa6a2d	R 237 G 237 B 237  C 8 M 5 Y 7 K 0  HEX ededed
R 218 G 249 B 229  C 18 M 0 Y 16 K 0  HEX daf9e5	R 191 G 247 B 251  C 27 M 0 Y 7 K 0  HEX bff7fb	R 248 G 213 B 235  C 2 M 23 Y 0 K 0  HEX f8d5eb	R 254 G 233 B 224  C 0 M 13 Y 12 K 0  HEX fee9e0	

# Using our colors

## Working in groups and blocks

This page shows examples of how the colors can be used in practice.

On the website page, ASTM is the primary color used for the logo, navigation, main headings, and buttons. The secondary palette is used for feature panels with each panel using colors from ONE secondary color group only.

The cover designs on the far right also feature the secondary palette. Again, each cover uses colors from ONE secondary color group only.

If you are unsure how to use the colors please contact: [communications@astm.org](mailto:communications@astm.org)

The image displays a website layout and three mobile device screens. The website layout includes a top navigation bar with the ASTM International logo, a search bar, and a cart icon. Below this is a 'CAREERS' section with a dark purple header containing the text 'We're always looking for talented people to work with'. A small image of three professionals working together is shown. The 'Membership' section follows, featuring four colored boxes: light blue ('Participating Membership'), dark blue ('Organizational Membership'), dark red ('Information Membership'), and dark green ('Student Membership'). Each box contains a price (\$125, \$400, \$115, \$0), a 'Per User Per Annum' label, and a brief description. Below each price is a list of benefits, each preceded by a blue checkmark. At the bottom of each box is a 'Learn More' button. To the right of the website are three mobile phone screens, each showing a different 'Children's Toy Standards' landing page. These mobile screens have a dark teal header with the ASTM logo and the text 'ADVANCING STANDARDS TRANSFORMING MARKETS'. The body of the mobile screens shows a photo of a young child with a hula hoop, with the text 'Helping Our World Work Better' at the bottom.

# Color palette: data visualization

## Working in groups

For data visualization graphics, use one color group for each item and avoid mixing the groups. To give more variety, you can use tints of colors within the group.

If you need more colors it is acceptable to use a combination of one group plus the primary ASTM blue palette.



# Brand typeface

## About our typeface

Our typeface is Neue Haas Unica.

Neue Haas Unica™ is Monotype's revival of a typeface that was designed as the ultimate sans-serif – a hybrid of Helvetica, Univers and Akzidenz Grotesk.

Wherever possible, use Neue Haas Unica throughout communications. It comes as standard as part of the Adobe Creative cloud suite of software.

## Microsoft alternative

For Microsoft applications where Neue Haas Unica is not available, please use Arial Nova which comes as standard with Microsoft 365.

## PRIMARY TYPEFACE

**Neue Haas Unica Extra Bold**

**Neue Haas Unica Medium**

Neue Haas Unica Light

Neue Haas Unica Extra Light

Neue Haas Unica Thin

## CHARACTER SET

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9  
#!@£\$%^&=()-[]+

## MICROSOFT TYPEFACE

**Arial Nova Bold**

Arial Nova Regular

*Arial Regular Italic*

Arial Nova Light

*Arial Nova Light Italic*

## CHARACTER SET

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9  
#!@£\$%^&=()-[]+

# Typographic heirarchy

Login

7

## Creating clarity through type

Text sizes will vary for different applications.

Templated items like letterheads will have fixed sizes but other materials should use different type sizes depending on their scale and content.

What is important is the visual hierarchy, size ratios, and use of weights. The sizes shown below are designed to show appropriate ratios. They are not a set of fixed sizes.

1. Main headings: Neue Haas Unica Thin, 100pt.
2. Page titles: Neue Haas Unica Extra Light, 50pt.
3. Primary sub-heading: Neue Haas Unica Medium, 25pt. Letterspaced +100.
4. Text: Neue Haas Unica Light, 25pt.
5. Text sub-head: Neue Haas Unica Medium, 25pt.
6. Caption: Neue Haas Unica Regular, 17pt.
7. Button: Neue Haas Unica Regular, 25pt

1

# Heading example on two lines

2

## Page title example on one line

4

### PRIMARY SUB-HEADING

Text example: et dic tem dolut dium alitatem qui omnis re eumquam, qui ommodi num quo moluptas am, volupti blatia viatur, cus de ipsaper iaerum doluptas in re,

5

### Sub-heading example

Text example: quiassi ncitis et evere. Quo inulta quam volorumqui aut andis

6

Caption example title example Volupis nullore ssinvenime optatur, ipsapiet eatibusciis invent, tem nonsequisto omnimi, corrumque essinvenia nis et quo quiaPitiae nonsequat ut rem eost aliquam.

ea dendi nobit et adis moluptaepa cum que. Esciendit pro con es alia et quibus arumque perunt ut venihici officius modit lignienis raturibus. Uscl antem et alitate mporpor estinientiis eaquam, quunt mil magnamus autem volorpo remquis mos assum ant fugita coreceperunt ut aruptam ant aperupt. Uptas et endaeri anducit.

Volupis nullore ssinvenime optatur, ipsapiet eatibusciis dium invent, tem nonsequisto omnimi, corrumque essinvenia nis et quo quia pitiae nonsequat ut eost aliquam il es acerro idus audi omnitat.

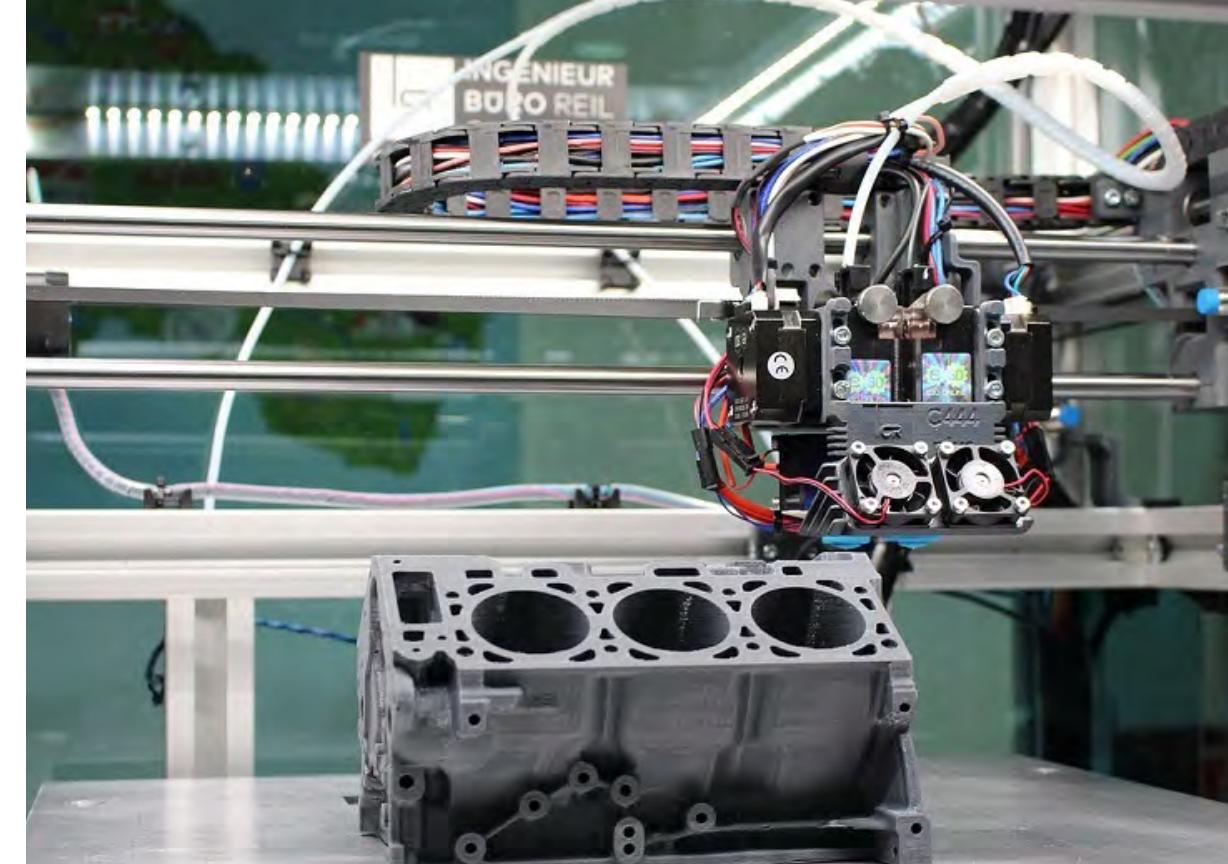
# Typography hierarchy in-use: portrait

## 12 column grid

We use a 12 column grid for flexibility. This will allow one, two, three or four columns of text.

## Appropriate line length

Line lengths generally shouldn't exceed 11-13 words. Line lengths that are longer than this make it more difficult for the reader to follow the text.



Ledi officia sitibust hitas is doloreptio. Ipsa ilicius que sam diata coneacatet ipsam

Acere et recabo. Nam quis sunt aborem iumquiam sum incituribus adi cus, odis comnisi bera non natas et pro mos et officae ssitaspero ex expeliquia audanis sequisciatum idictis trupien ducidel endisimus mi, quam, simporeperro te et, ut la volupta tisquam, sum restia ent. Officil ipsam fugiate volorum inustisti dolesero quas unt aut aliquas di nos dolorecae odit utet audandi tiostrunt por serspel is ad quu.

← → 11–13 WORDS

**SUB-HEADING**

Acere et recabo. Nam quis sunt aborem iumquiam sum incituribus adi cus, odis comnisi bera non natas et pro mos et officae ssitaspero ex expeliquia audanis sequisciatum idictis trupien ducidel endisimus mi, quam, simporeperro.

1 Nam quis sunt aborem iumquiam sum incituribus adi cus, odis comnisi bera non natas.

2 Comnisi bera non natas et pro mos et officae ssitaspero ex expeliquia audanis sequisciatum idictis trupien.

3 Officil ipsam fugiate volorum inustisti dolesero quas unt aut aliquas di nos dolorecae odi.

4 Udanis sequisciatum idictis trupien ducidel endisimus mi, quam.

5 Ugiate volorum inustisti dolesero quas unt aut aliquas di nos dolorecae odit utet audandi tiostrunt por serspel.

2

# Typography hierarchy in-use: landscape

## 16 column grid

For landscape documents we use a 16 column grid for flexibility. This will allow one, two, three or four columns of text.

## Appropriate line length

Line lengths generally shouldn't exceed 11-13 words. Line lengths that are longer than this make it more difficult for the reader to follow the text.

## 50/50 split layouts

If you wish to include a large image a simple 50/50 split, as shown on the right, will work well.



Main heading

Call out text goes here. This would summarise the key messages on this page. Officil ipsam fugiate volorum inustisti dolesero quas unt aut aliquas et dium. Acere et recabo. Nam quis sunt aborem iumquiam sum incturibus adi cus, odis comnisi bera non natas et pro mos et officae ssitaspero ex expeliquia audanis.

**SUB-HEADING**  
Acere et recabo. Nam quis sunt aborem iumquiam sum incturibus adi cus, odis comnisi bera non natas et pro mos et officae ssitaspero ex expeliquia. Nam quis sunt aborem iumquiam sum incturibus adi cus, odis comnisi bera non.

Natas et pro mos et officae ssitaspero ex expeliquia audanis sequisciatum idictis trupien ducidel endisimus mi, quam, simporerpero te et, ut la volupta tisquam, sum restia ent. Officil ipsam fugiate volorum inustisti dolesero quas unt aut aliquas di nos dolorecae.

**SUB-HEADING**  
Nam quis sunt aborem iumquiam sum incturibus adi cus, odis comnisi bera non natas et pro mos et officae ssitaspero ex expeliquia. Nam quis sunt aborem iumquiam sum incturibus adi cus, odis comnisi bera non natas et pro mos et officae ssitaspero ex expeliquia audanis.

**Secondary sub-heading**  
trupien ducidel endisimus mi, quam, simporerpero te et, ut la volupta tisquam, sum restia ent. Officil ipsam fugiate volorum inustisti dolesero quas unt aut aliquas di nos dolorecae.

# Photography: people

## Bringing our brand to life

Great people images can bring a brand to life, connecting and informing audiences in a way that goes beyond words.

People images should be:

- Natural in style, not contrived, with good depth of field so the person is clearly the focus.
- Bright in color with a sense of optimism. A splash of color, like the orange jacket in the top right image, can work well.
- Credible in representing a diverse range of people (consider age, ethnicity, and gender).

## Formal portraits

The image bottom right is a good example of a more formal portrait. If you are shooting a set of formal portraits make sure the background is neutral and consistent in all of them.



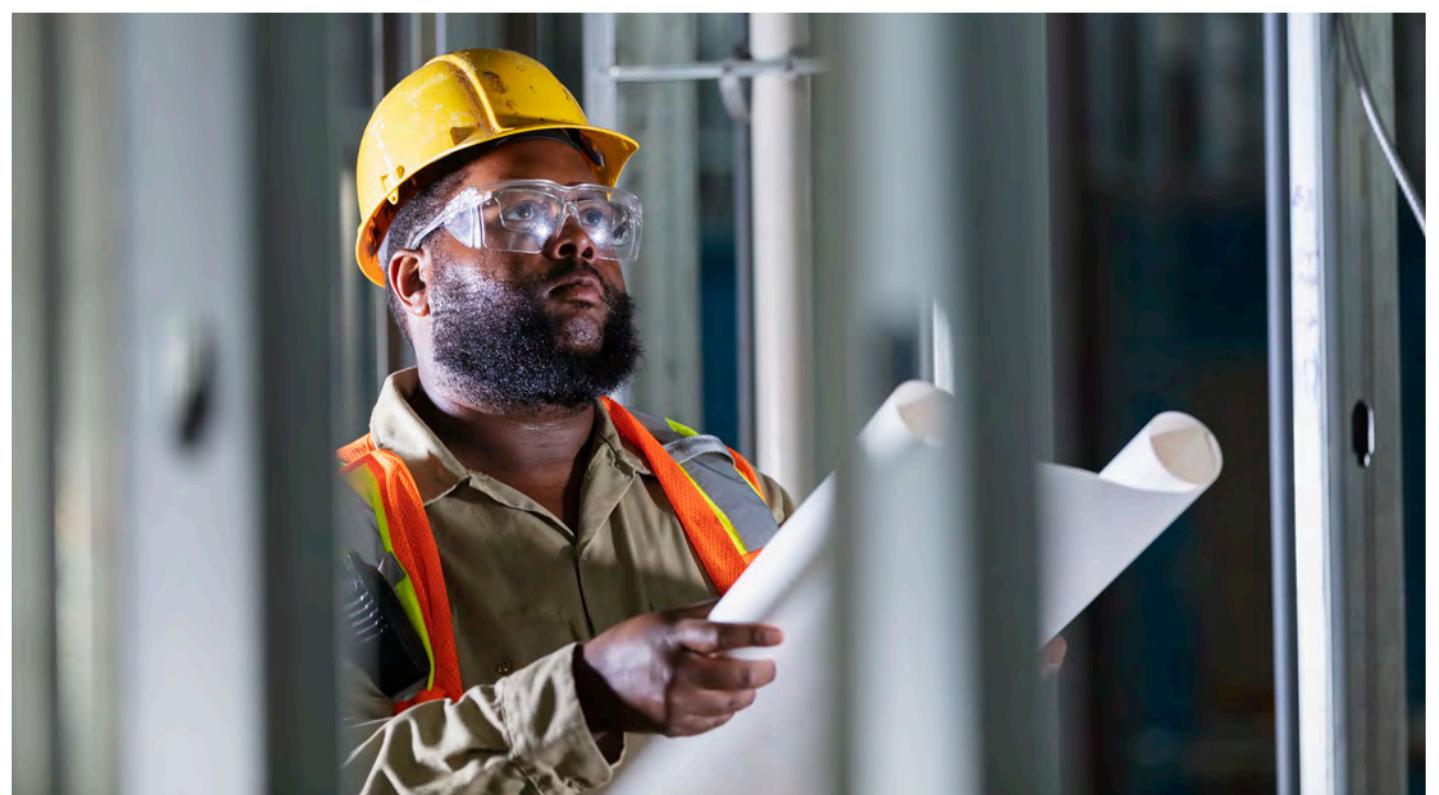
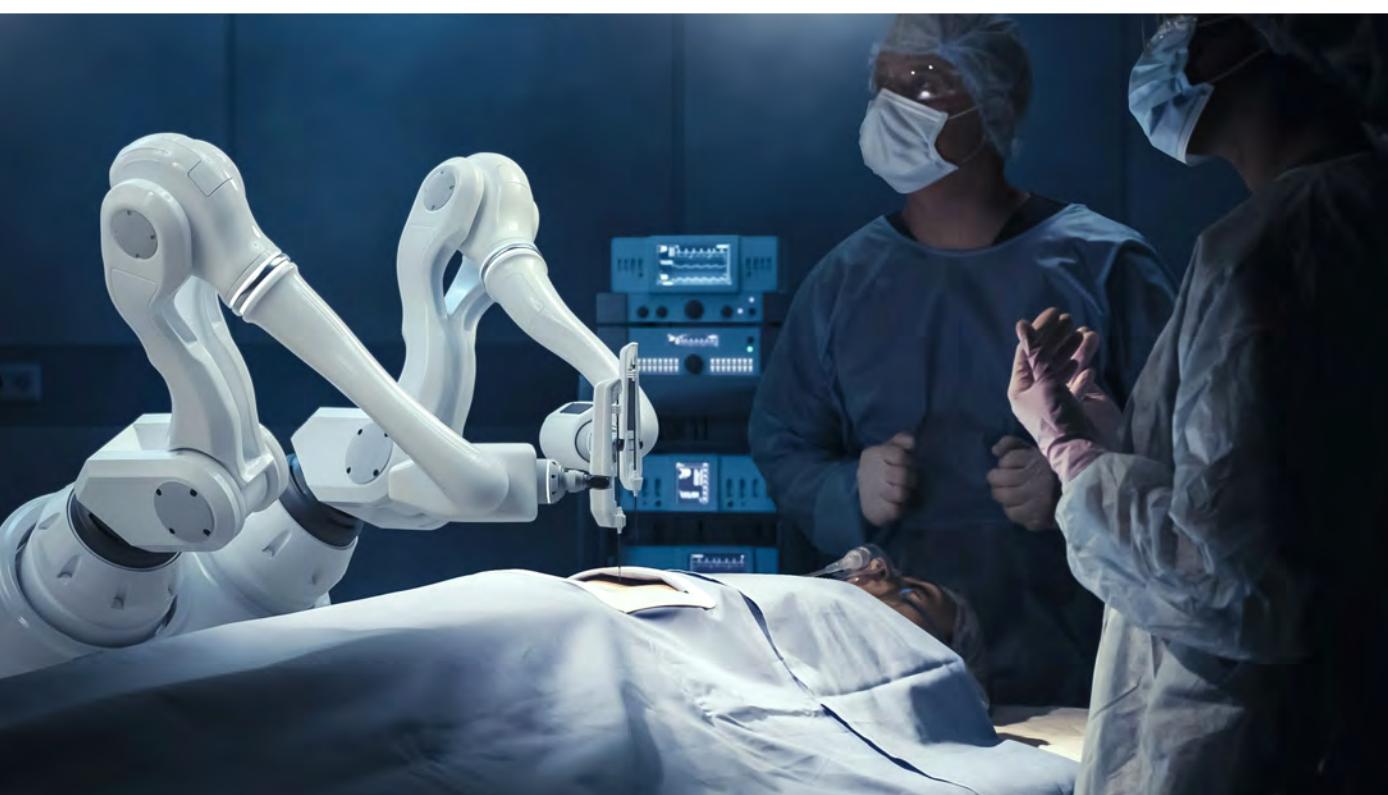
# Photography: sectors

## Telling stories

ASTM works across a huge range of sectors. Where possible it is good to represent those sectors with images that feature people as this will help to tell a more engaging story. Aim for images that are carefully lit, well composed and feel natural not staged.

## Meeting safety standards

It is really important to ensure that appropriate safety standards are being met in the images we feature. Please take care to ensure that people are wearing the correct PPE equipment and that they are visibly working safely.



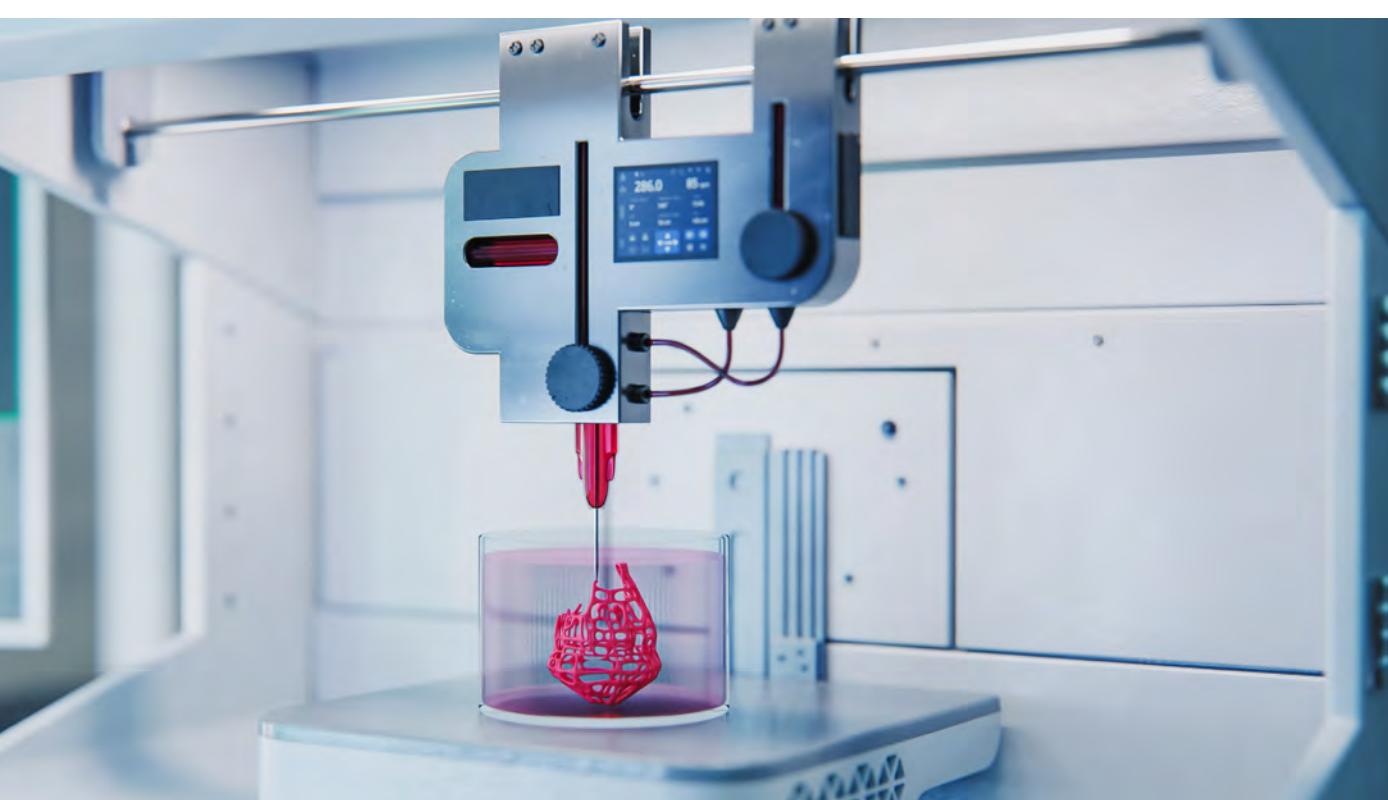
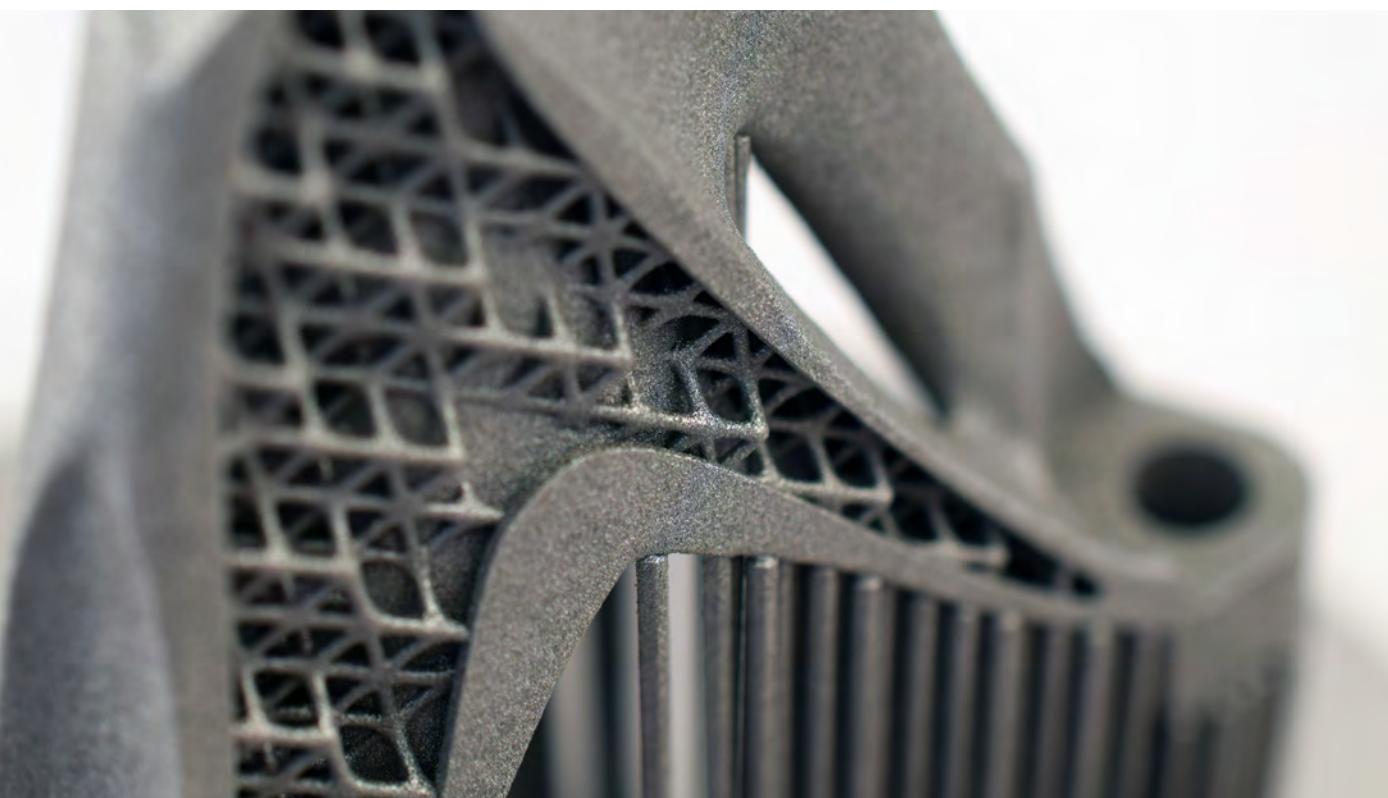
# Photography: technology

## Realistic detail

Technology plays a big part on the work we do. Where possible show images of real technology that is clean and realistic. If it includes a splash of color (like the robotic arms top left) so much the better.

If the technology is emerging you may need to feature computer generated images, like the air mobility image top right. Please ensure this feels as realistic as possible. If you showing screen-based images (like the building information model bottom right) make sure that the image accurately represents real projects.

Showing close-up detail also works well, helping the viewer focus on the amazing benefits innovation can bring.



# Our strapline

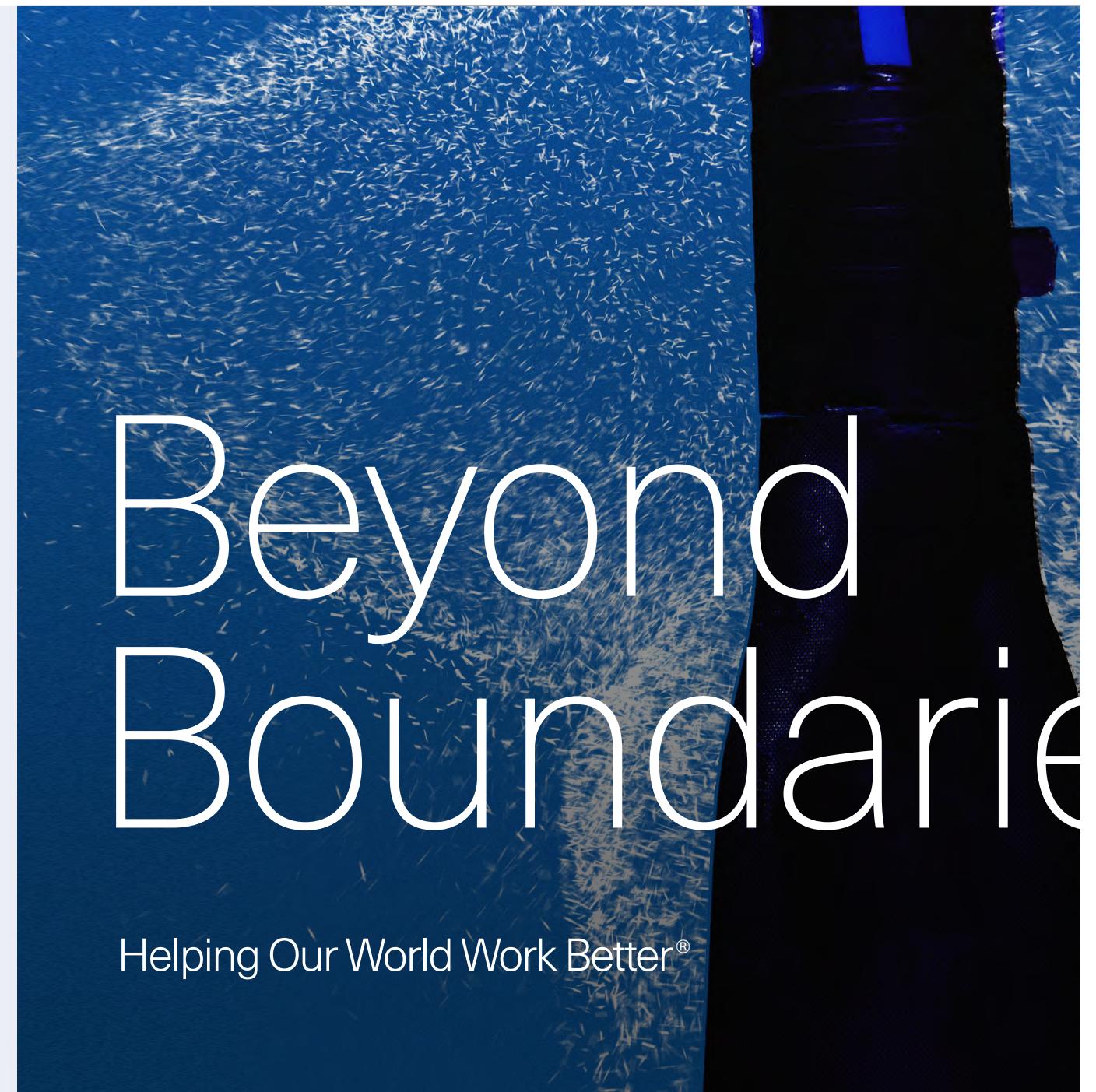
## **Our purpose is our strapline**

Our strapline is the externally facing expression of our purpose. It is a registered trademark and should be shown with the ® symbol as illustrated on the right. It should be written with initial capital letters as: 'Helping Our World Work Better.'

## **Using the strapline**

In some instances it will be appropriate to use the strapline as a main heading (see example on the left).

In the majority of instances it can be used as a sign-off below a main heading – connecting the subject of the communication with our purpose as an organization. The example on the right shows how this can work in practice.



# Our supergraphic

## A unique expression of our brand

Our abstract supergraphic allows us to put our brand imprint onto photography, film, and animations. Bespoke to ASTM the particle shapes suggest dynamism, impact, and cutting edge-technology.

## Using the supergraphic

We have a library of high-resolution supergraphic images. These can be used on their own over a graduated ASTM blue background – as per the cover of these guidelines – or combined with images, as shown on the right. Pages 32-35 explain how images can be created in these two ways.

## Don't over-use

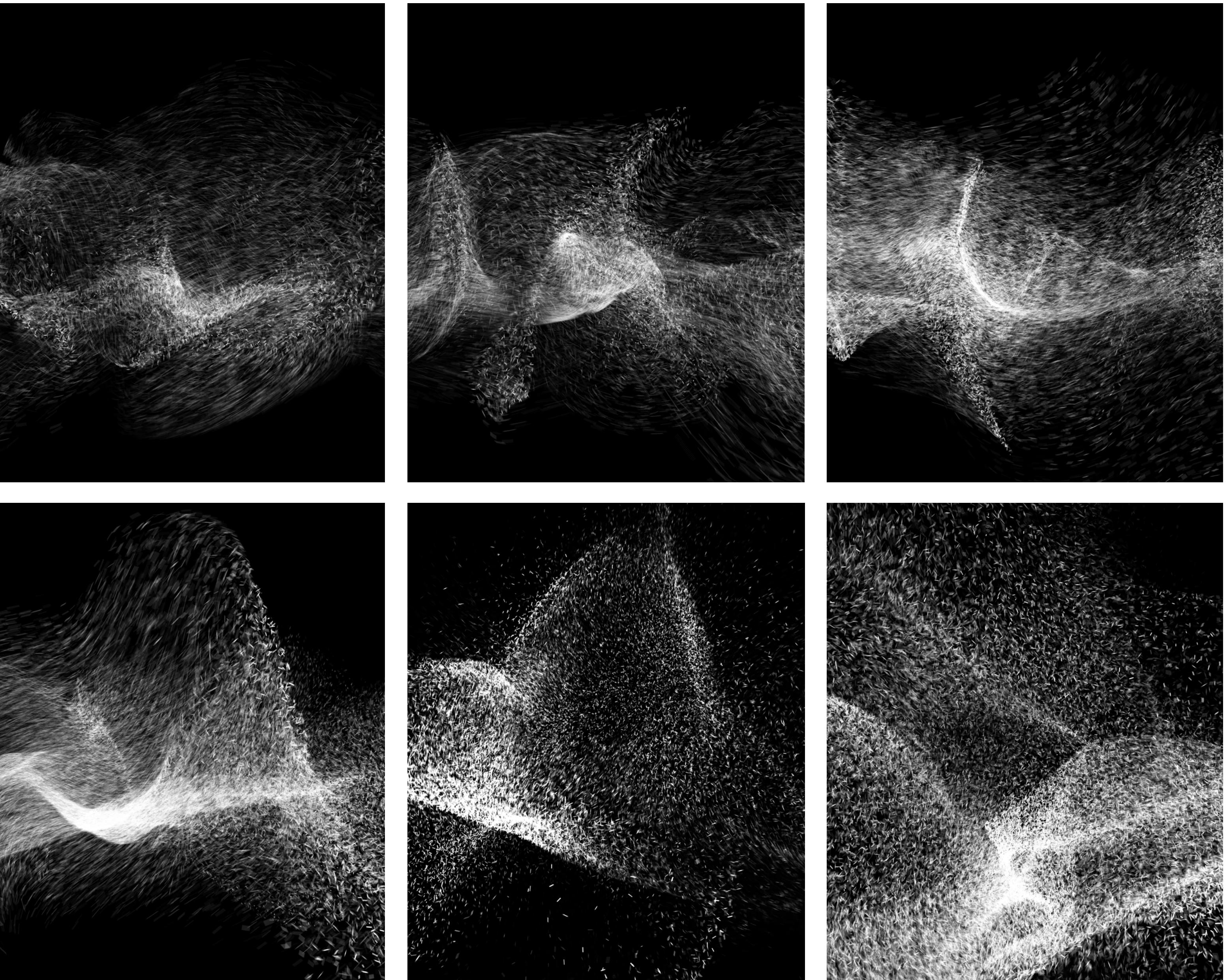
The supergraphic is designed for use on key communications items like the front page of our website or the front cover of our annual report. It should not be over-used and shouldn't appear on general marketing or product promotions.



# Supergraphic: image library

## A flexible resource

We currently have six high-resolution stills that can be used in a variety of ways across ASTM primary communications channels. These images can be cropped, and zoomed in to 100% of the scale. Please do not exceed 100% scale, as pixelation will occur.

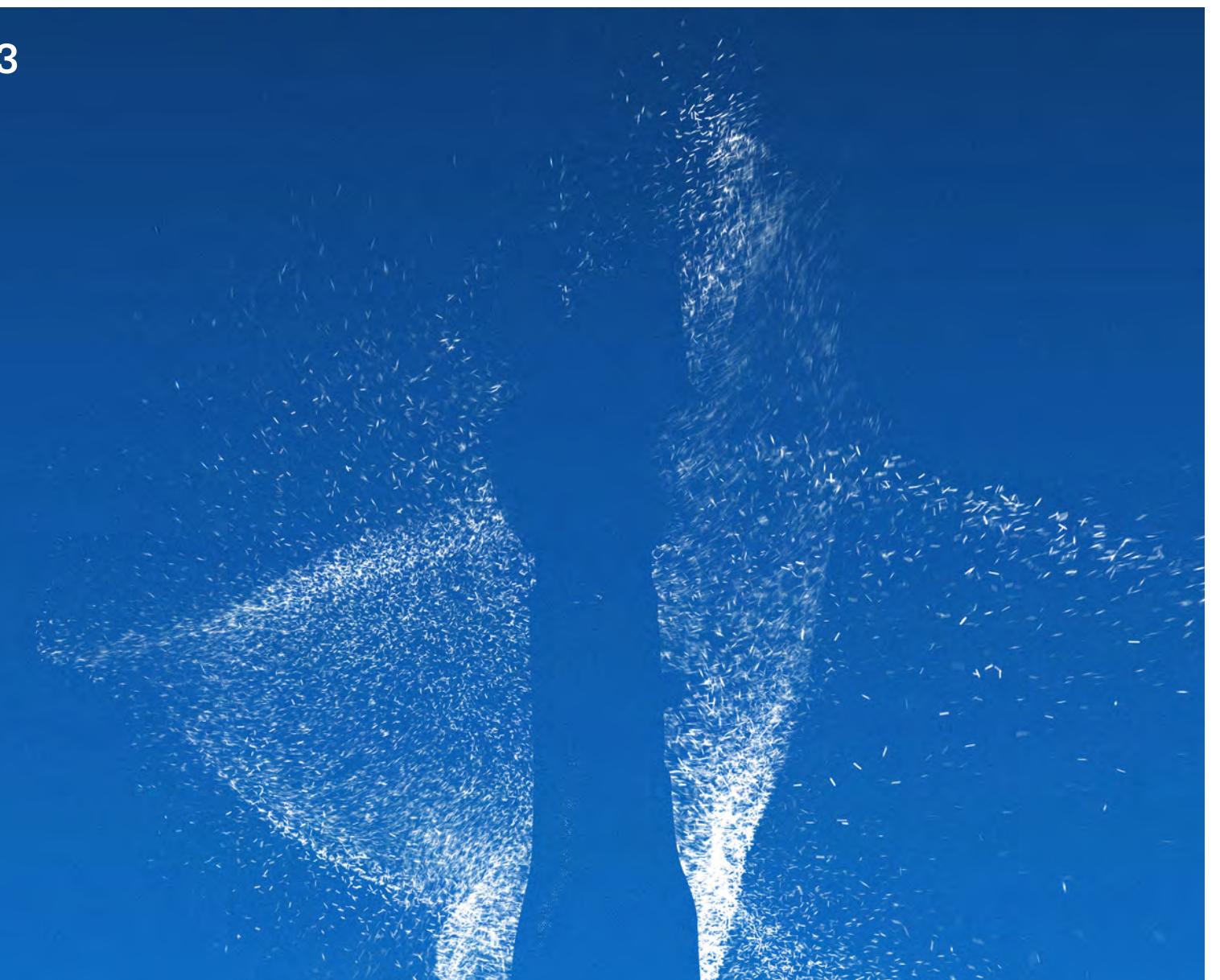


# Supergraphic: mask method

## How to apply

Using studio still-life photography with a singular object/person makes the application of the supergraphic straightforward in Adobe Photoshop.

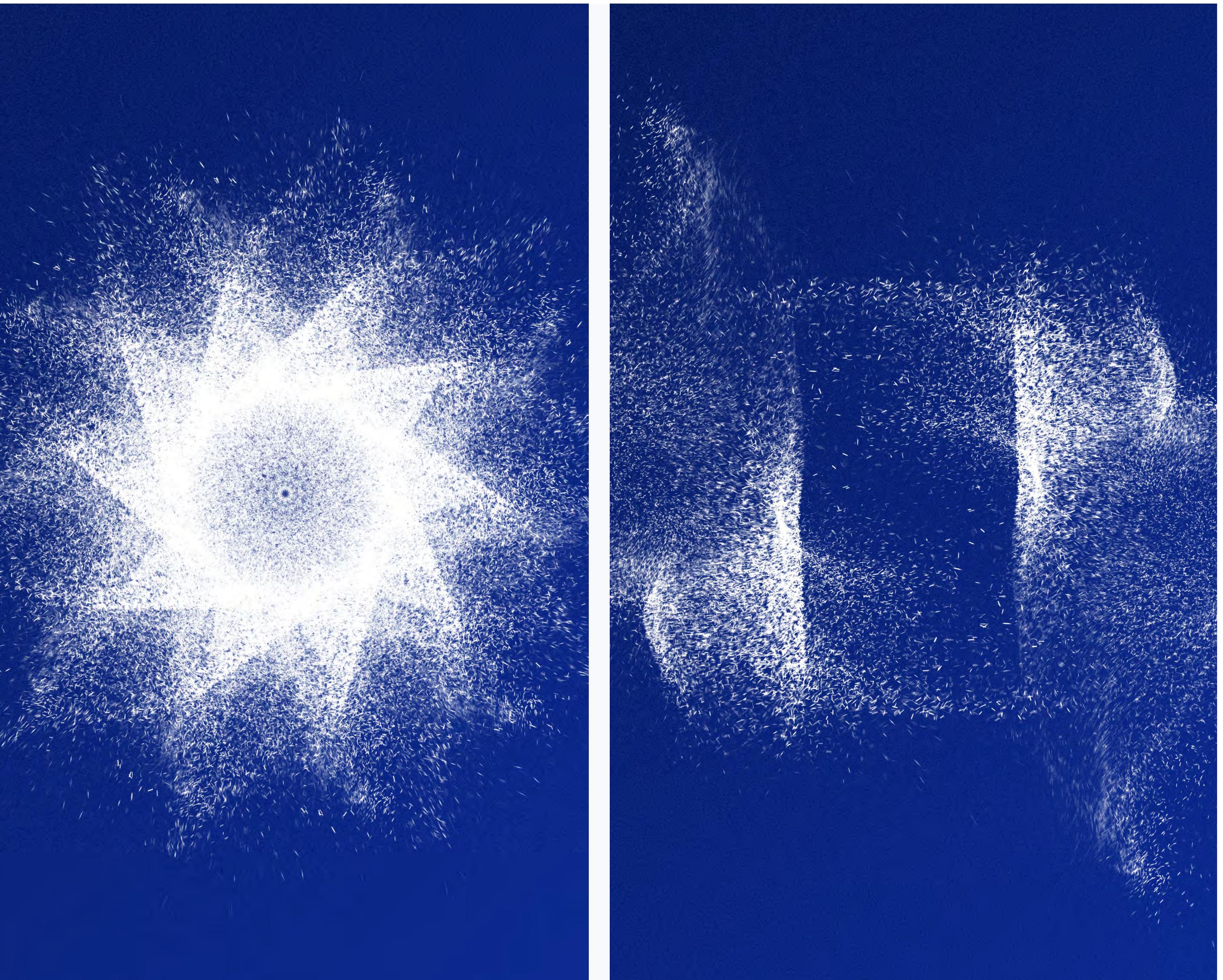
- 1+2. With the studio photo layer turned on, click 'select object' to create your mask.
3. Turn on your supergraphic layer and click the mask button to remove the mask silhouette.
4. Turn the studio photo layer back on and it will give the appearance of the supergraphic surrounding the object/person.



# Supergraphic: patterns and expressions

## Creative opportunities

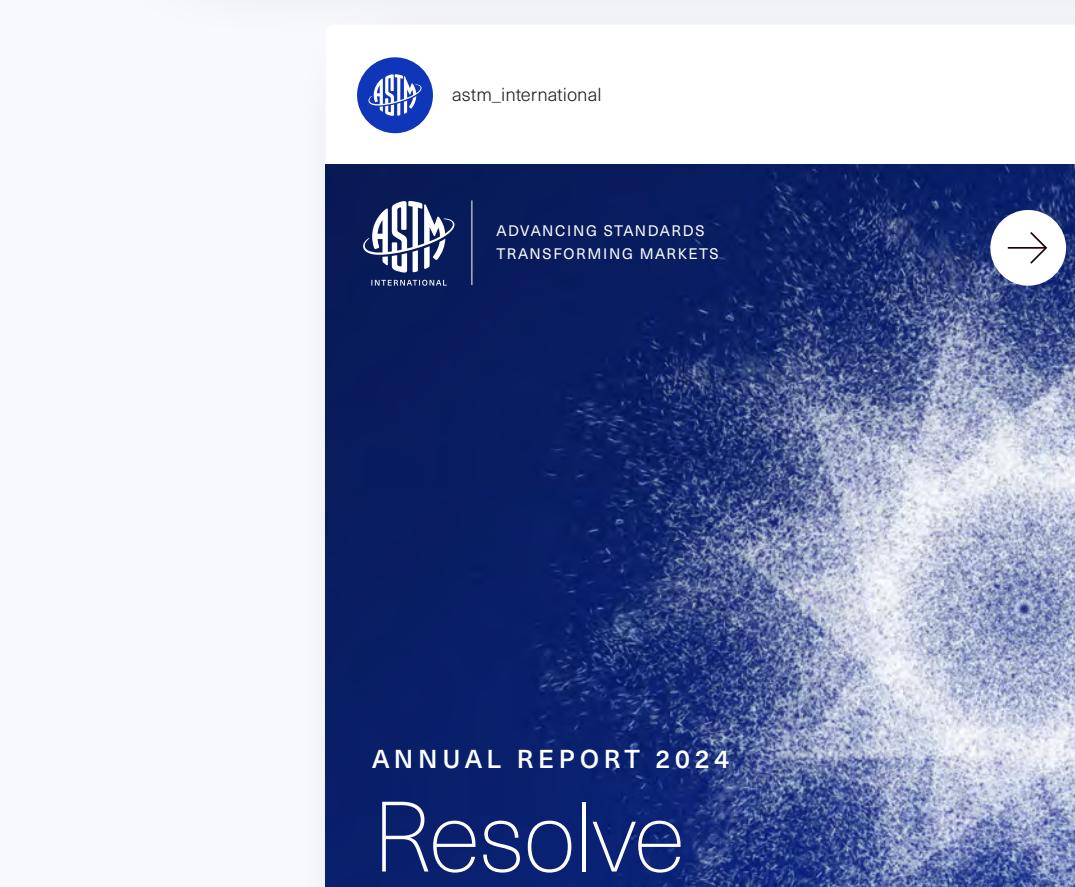
By layering the stills you can create an infinite range of interesting, expressive patterns. This entails repeating and tessellating cropped elements from the supergraphic using Adobe Photoshop.



# Supergraphic: correct use

## Keep it special

The examples on this page show how the supergraphic can be used in practice. It is important that it isn't over used. Our aim is to keep it special so that it retains its impact. Please reserve its use for premium communications applications only. If you are unsure where to use it please contact: [communications@astm.org](mailto:communications@astm.org)



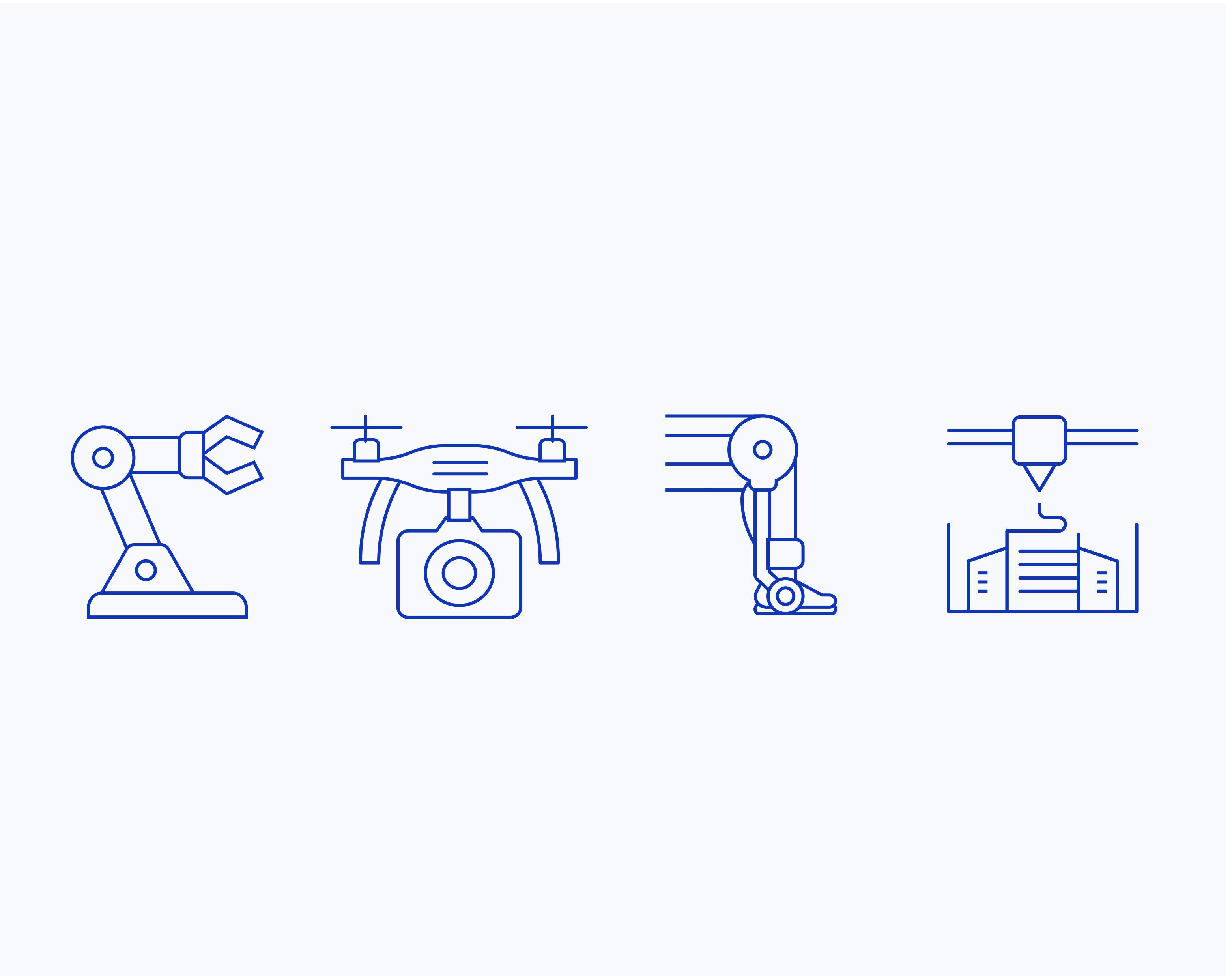
# Iconography

## Icon approach

We have created an icon style that can be used to communicate a wide range of themes. Please bear in mind that icons work best for tangible 'things', ie. robotics, drones etc, as shown on this page. Icons for more emotive concepts, eg. passion, commitment, or integrity, are harder to express well through icons.

## Icon style

The sharp outline creates a sophisticated technological feel, and can be applied at a variety of sizes. Use of ASTM blue will often work well but icons can appear in other ASTM brand colors.



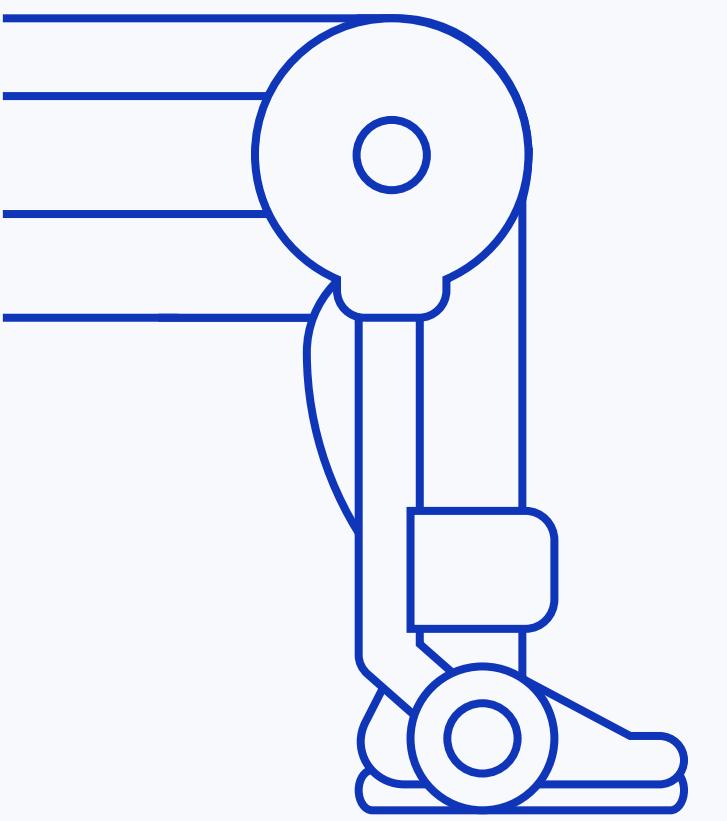
# Iconography: scale

## Think about scale and weight

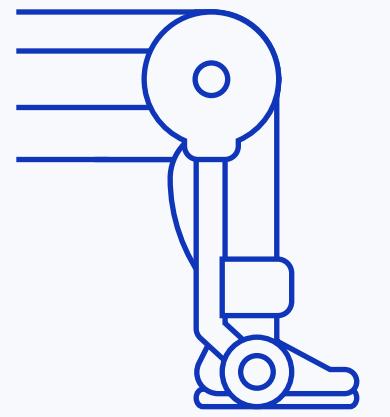
The outline iconography style has legibility limits.

On screen, please never let the line weight go below 1px, or it will look pixelated.

We would also advise trying to use the scale relatively, i.e. whether the icon is 60px or 300px, you should scale the line weight up to keep the look and feel relative and consistent.



Scale for comparison  
300px (h): 3px line weight



Scale for comparison  
150px (h): 2px line weight



Minimum Scale  
60px (h): 1px stroke



ADVANCING STANDARDS  
TRANSFORMING MARKETS

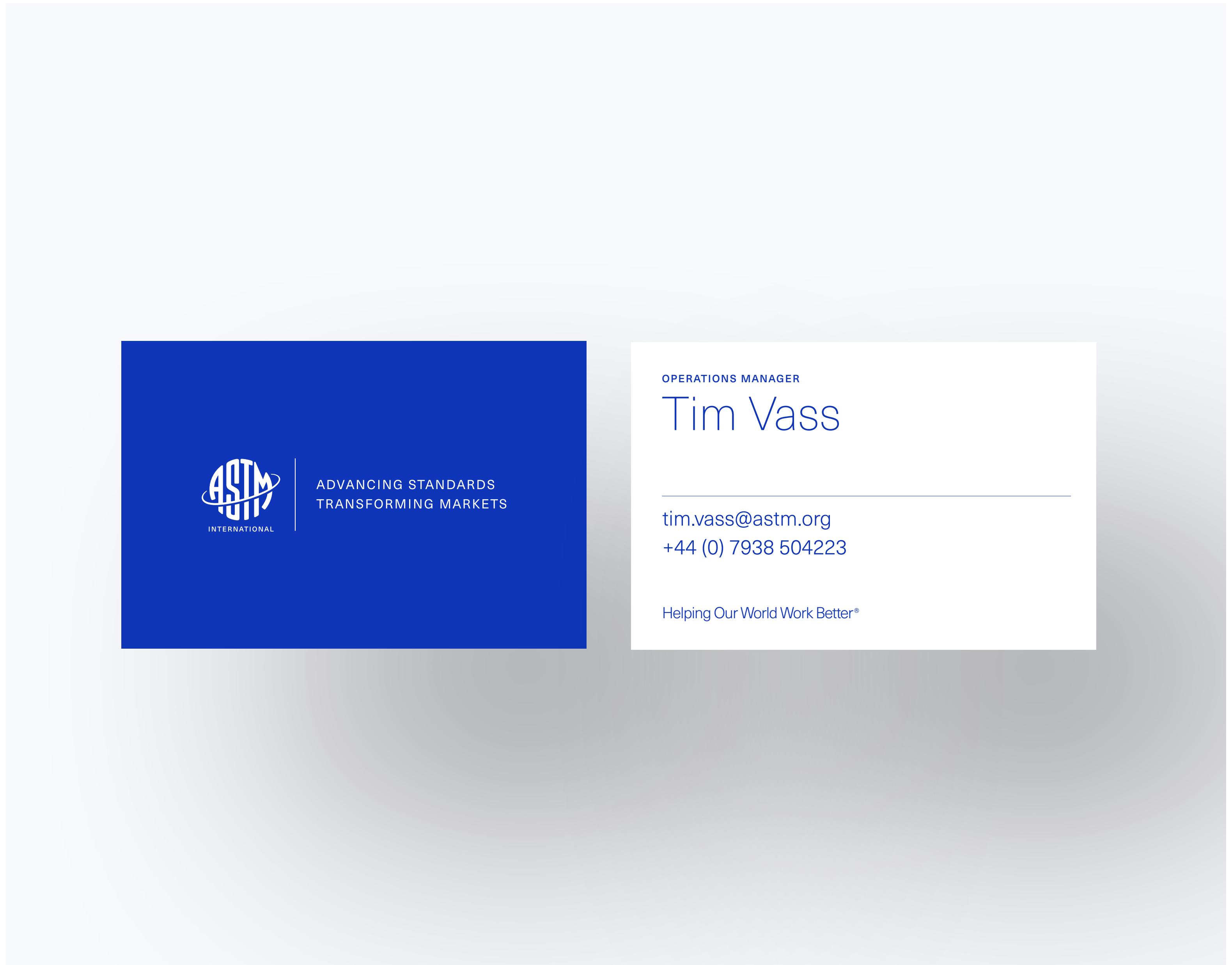
03

# Applications

# Business Cards

## Design template

A design template has been created in Adobe InDesign for business cards.



# Letterhead

## Microsoft Word template

A Microsoft Word template has been created for letterheads. This is available in 'Brandfolder.'



# Email footer

## Email footer set style

There is a set style for email footers that incorporates our logo and strapline as shown on the right.

Name Surname

Job Title



ADVANCING STANDARDS  
TRANSFORMING MARKETS

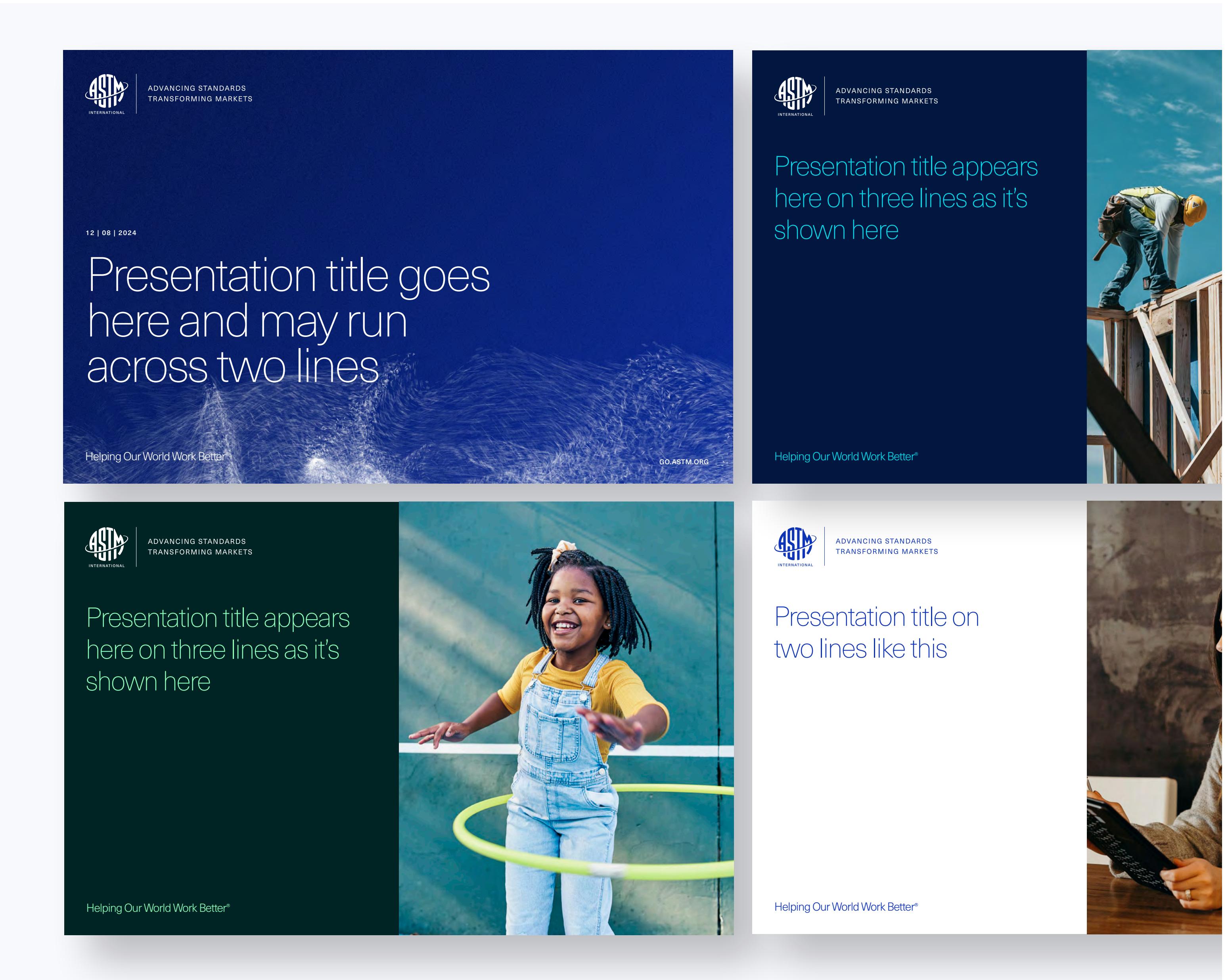
100 Barr Harbor Drive, P.O. Box C700  
West Conshohocken, PA, 19428-2959, USA  
Telephone +1.610.832.9500  
Website: [astm.org](http://astm.org)

Helping Our World Work Better®

# Presentation covers

## Microsoft PowerPoint templates

A Microsoft PowerPoint template has been created in for standard presentations. This is available in 'Brandfolder.' There are a range of cover styles to choose from.



# Presentation pages

## Microsoft PowerPoint templates

A Microsoft PowerPoint template has been created in for standard presentations. This is available in 'Brandfolder.' There are a range of page styles to choose from.

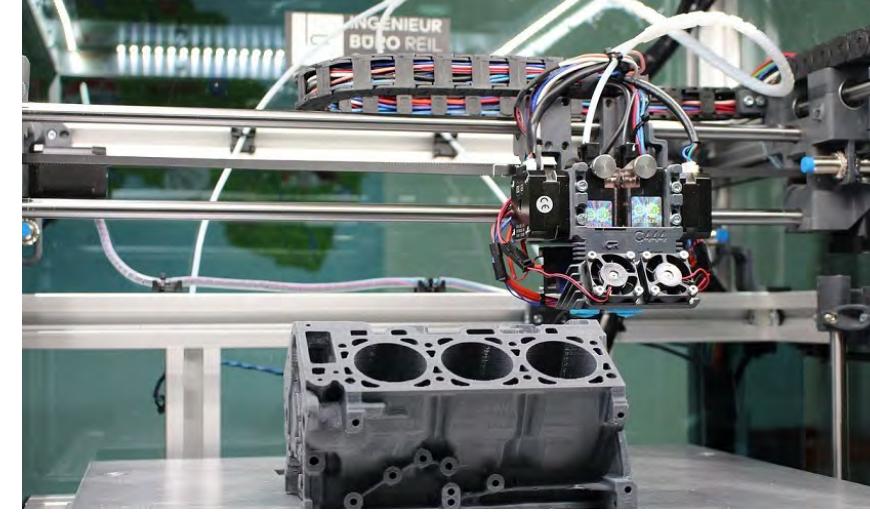
5

Page title appears here like this

---

Formed in 1898, ASTM International (formerly the American Society for Testing and Materials) is a not-for-profit global leader in the development and delivery of voluntary consensus standards.

1



2

Nem harum incipid quam doloremquo debis acietur ercimen daepele ctotatiHenda dum sit quiaeped eos a volo rep eribusam hiliquam, omnis eatem doluptatur?

Ga. Orem dum repat veles iunt fugitatem volenda core volecto erum con paritis aut utatios minus eos moditet ali bus consequi cusdae.

Nequa sae vellenessit

Ga. Orem c iunt fugitat volesto eru

Aut utatios bus consec sae vellene

3

8

Page title appears here on two lines

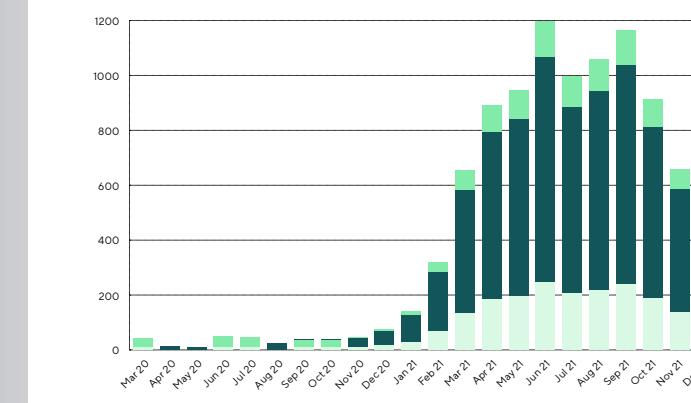
---

(formerly the American Society for Testing and Materials) is a not-for-profit global leader in the development and delivery of voluntary consensus standards.

More than 30,000 technical experts from across 160 countries come together to write and develop ASTM International standards. They represent global manufacturers, testing labs, government regulators, consumers and consumer advocates, medical professionals, engineers, academics, and more.

ASTM International standards cover more than 90 different industry sectors, including paints, plastics, textiles, construction, the environment, consumer products, aviation, robotics and much more. Our standards include test methods, specifications, practices, guides, classifications, and terminology.

Our certification, training, and proficiency testing programs further support and complement the voluntary consensus standards developed by ASTM International.



2



# eBrochure

## Targetted communications

eBrochures allow ASTM to deliver targetted marketing communications with specific messaging about product features and benefits. The principles outlined in section 2 of these guidelines all apply to their design.

The image shows a collage of seven pages from an eBrochure for ASTM Compass, arranged in a grid-like fashion. The pages are numbered 1 through 7 and feature various sections and images related to the product.

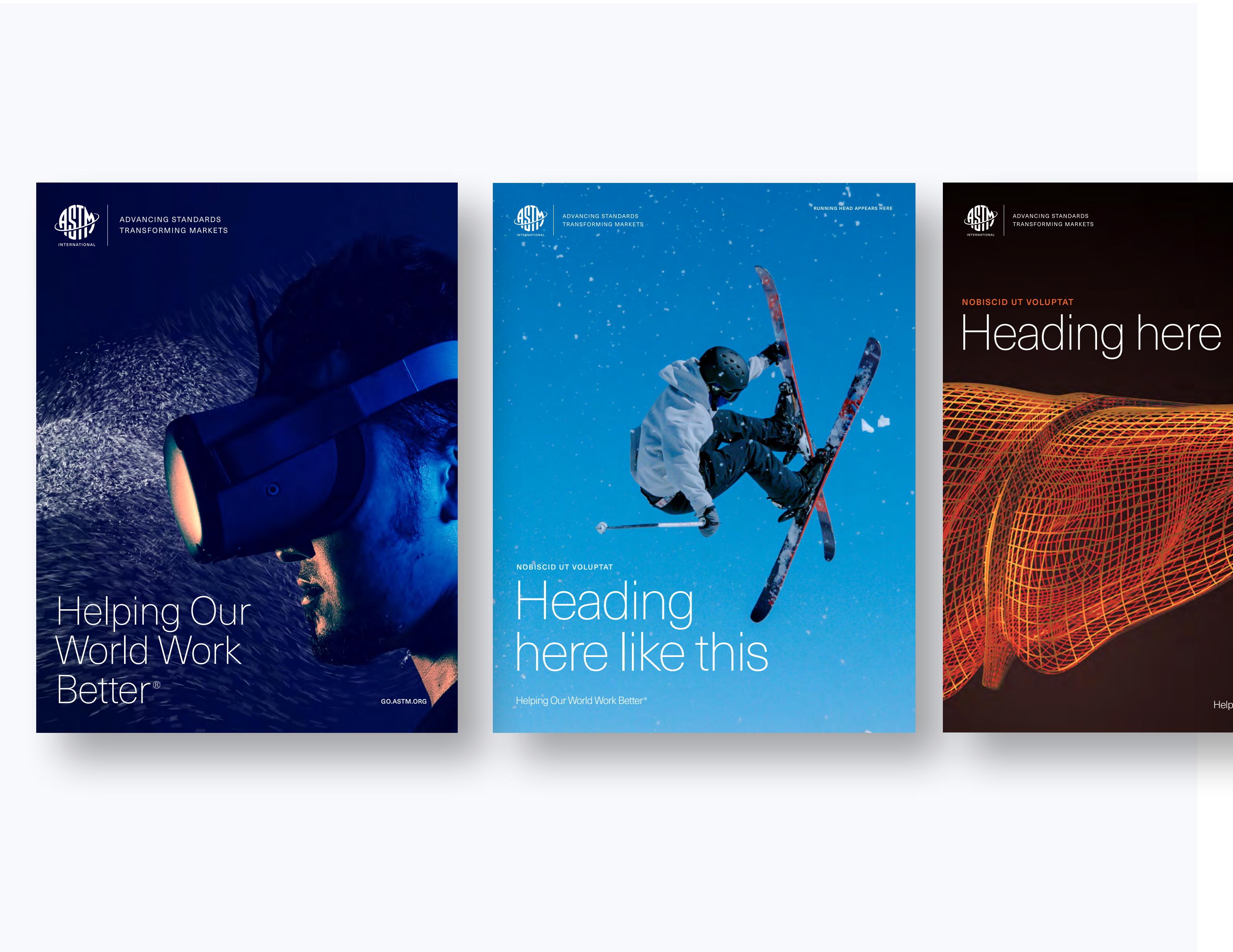
- Page 1:** Header with the ASTM International logo and tagline "ADVANCING STANDARDS TRANSFORMING MARKETS". Below it is the title "COMPASS" and the subtext "Drive Efficiency, Performance, and Safety: Navigating Standards with ASTM Compass®". A subtitle reads "ADVANCED WORKFLOW STRATEGIES TO HELP MANAGE CHANGE AND EMPOWER STAFF". A photograph shows two people working together at a computer. A call-to-action button at the bottom says "GO.ASTM.ORG/COMPASS".
- Page 2:** A large blue header with the number "2". Below it is the section title "Standards: Constantly Evolving and Changing". A detailed text block discusses the importance of standards in today's global landscape, mentioning source credibility, AI, and rising accuracy concerns. It also highlights ASTM's expertise and reliability. A sidebar lists "ADVANTAGES OF USING STANDARDS AND EMBEDDING THEM INTO YOUR WORKFLOW". Another sidebar lists "THE WIDESPREAD GLOBAL ADOPTION OF STANDARDS FUELS INTERNATIONAL TRADE BY".
- Page 3:** A large blue header with the number "3". Below it is the section title "Quicker Access to Changing Standards with ASTM Compass®". A photograph shows two people looking at a laptop screen displaying the ASTM Compass interface. A testimonial from BETH MAYO-YUREK, Quality Management Quality Engineer at Granite Construction, is quoted. Another testimonial from JAMES VANDIZZA, Laboratory Services Manager at ALLWEST, is also present.
- Page 4:** A large blue header with the number "4". Below it is the section title "Why You Need ASTM Compass®". A photograph shows two people working together at a computer. A testimonial from JAMES VANDIZZA is quoted.
- Page 5:** A large blue header with the number "5". Below it is the section title "How ASTM Compass® Helps You Work Smarter". A photograph shows two people working together at a computer. A testimonial from JAMES VANDIZZA is quoted.
- Page 6:** A large blue header with the number "6". Below it is the section title "How ASTM Compass® Helps You Work Smarter". A photograph shows two people working together at a computer. A testimonial from JAMES VANDIZZA is quoted.
- Page 7:** A large blue header with the number "7". Below it is the section title "Benefits of ASTM Compass®". A photograph shows two people working together at a computer. A testimonial from JAMES VANDIZZA is quoted. The page lists several benefits of using ASTM Compass, each with a corresponding icon and brief description. A call-to-action button at the bottom right says "GO.ASTM.ORG/COMPASS".

# Literature covers

## Creating impact

This page shows a range of literature covers created in Adobe InDesign. These use the secondary color pallettes in the top half. Please see page 20-21 for information about using these colors

If you have questions about literature contact:  
communications@astm.org

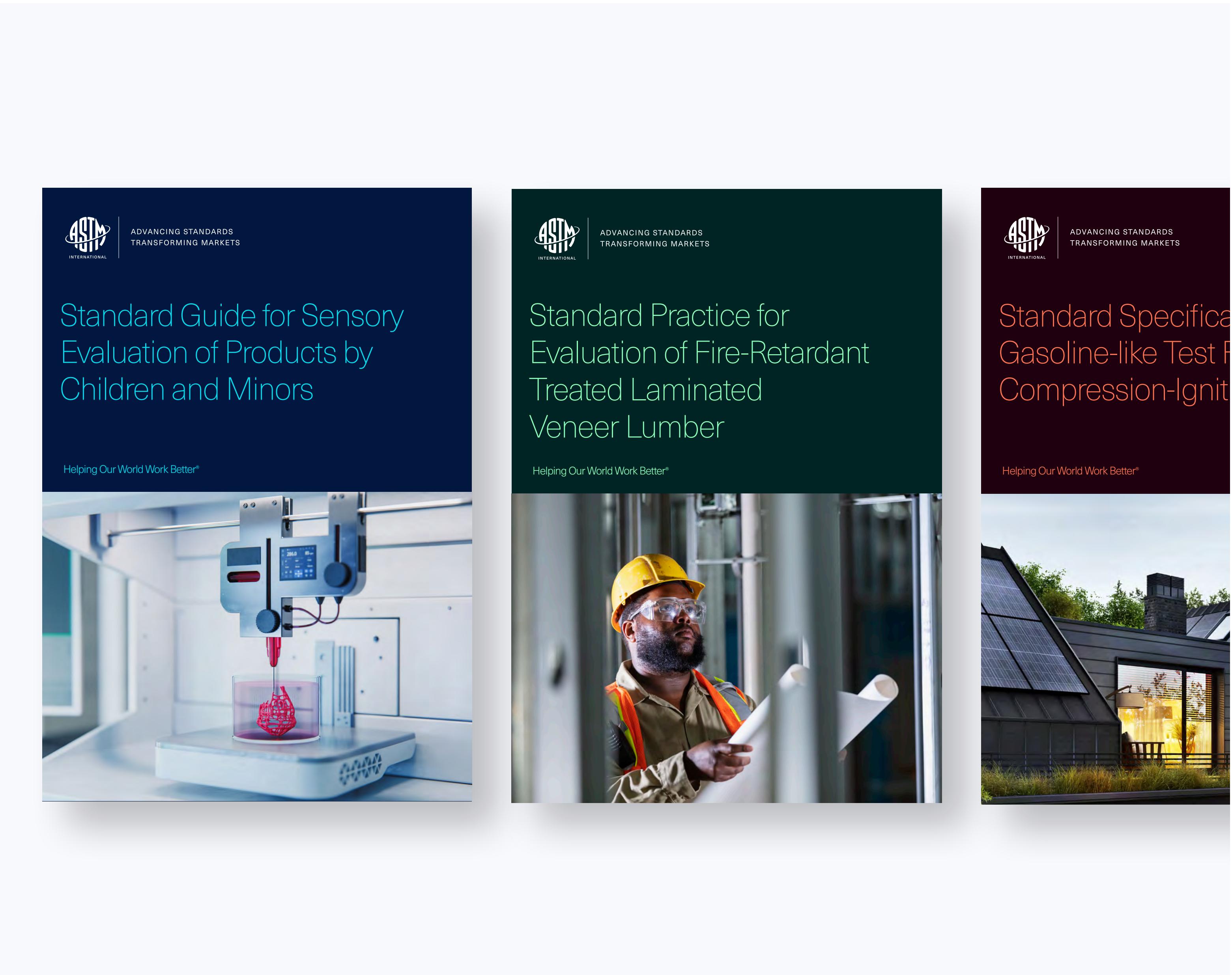


# Literature covers

## Keeping things simple

This page shows a range of literature covers created in Adobe InDesign. These use the secondary color palettes in the top half. Please see page 20-21 for information about using these colors.

If you have questions about literature contact:  
communications@astm.org



# Literature spreads

## Lots of flexibility

This page shows a range of literature spreads created in Adobe InDesign.

If you have questions about literature contact:  
communications@astm.org

The image displays six literature spread examples arranged in a 2x3 grid, each featuring a different layout and design.

- Top Left Spread:** A night cityscape background. The main heading "Main heading appears here running over three lines as it is shown here" is in orange at the top left. The page number "10" is at the bottom left. The right page contains two columns of black text with a large circular graphic in the center containing "\$60m LOREM IPSUM DOLOR".
- Top Right Spread:** A man working on a red car under a hood. The main heading "Main heading for this page here" is in blue at the top left. The page number "12" is at the bottom left. The right page contains two columns of black text with a large circular graphic in the center containing "80% STANDARDS ARE CURRENTLY BEING USED IN 80% OF GLOBAL GOODS TRADE".
- Bottom Left Spread:** A woman smiling. The main heading "Main heading appears here running over three lines like this" is in orange at the top left. The page number "14" is at the bottom left. The right page contains two columns of black text with a large circular graphic in the center containing "30% LOREM IPSUM DOLOR ET VOLVANTUR TIBI ET AUT EATENIT".
- Bottom Right Spread:** A baseball player wearing a helmet and holding a bat. The main heading "Bigger main title heading here" is in blue at the top left. The page number "16" is at the bottom left. The right page contains two columns of black text with a large circular graphic in the center containing "50% LOREM IPSUM DOLOR ET VOLVANTUR TIBI ET AUT EATENIT".

Each spread includes running heads at the top left and page numbers at the bottom left. The right pages feature two columns of dense black text with occasional headings and a central graphic.

# Literature spreads

## Lots of flexibility

This page shows a range of literature spreads created in Adobe InDesign.

If you have questions about literature contact:  
communications@astm.org

The grid displays 12 literature spread examples:

- Row 1, Column 1:** A circular graphic with "30%" in the center, surrounded by text. Running head: "RUNNING HEAD APPEARS HERE". Subhead: "Subheading here". Text: "Nobiscid ut volupat anie sit aut ocia de as simus, consequia que nosam hillatis nobitatum la nit quibeariata si dolupta*lc* tem vole rem nis aut eut natus iuvr aut hillam in et audam hillabo riatur?"
- Row 1, Column 2:** An image of a 3D printer printing a red object. Running head: "RUNNING HEAD APPEARS HERE". Subhead: "Subheading here". Text: "Se odiam de rem nonsequam per assum et eos solio maximus nubus natae mea non sequam, suntiam apse sum et record quis natqu-easquet mi, uluru platur, consequia que nosam hillatis nobitatum la nit quibeariata si dolupta*lc* tem vole rem nis aut eut natus iuvr aut hillam in et audam hillabo riatur?"
- Row 1, Column 3:** A forest scene with a pink overlay. Running head: "RUNNING HEAD APPEARS HERE". Subhead: "Consequia que nosam hillatis nobitatum la nit quibeariata si dolupta*lc* tem vole rem nis aut eut natus iuvr aut hillam in et audam hillabo riatur?"
- Row 2, Column 1:** A circular graphic with "50%" in the center, surrounded by text. Running head: "RUNNING HEAD APPEARS HERE". Subhead: "Subheading here". Text: "Nobiscid ut volupat anis aut ocia de as simus, consequia que nosam hillatis nobitatum la nit quibeariata si dolupta*lc* tem vole rem nis aut eut natus iuvr aut hillam in et audam hillabo riatur?"
- Row 2, Column 2:** An image of wind turbines at sea. Running head: "RUNNING HEAD APPEARS HERE". Subhead: "Subheading here". Text: "Se odiam de rem nonsequam per assum et eos solio maximus nubus natae mea non sequam, suntiam apse sum et record quis natqu-easquet mi, uluru platur, consequia que nosam hillatis nobitatum la nit quibeariata si dolupta*lc* tem vole rem nis aut eut natus iuvr aut hillam in et audam hillabo riatur?"
- Row 2, Column 3:** A green circle containing "50%". Text below: "Text explaining the large statistic above. Make sure the story here is really compelling to justify the focus." Running head: "RUNNING HEAD APPEARS HERE". Subhead: "Subheading here". Text: "Esequi con repudiarism eturietatecum idempel earchit, omnimod eum si autem statum et restem ipsam fuga nostrin re rest et optatus magnimod venimus aliis doles."
- Row 3, Column 1:** A circular graphic with "1" in the center, surrounded by text. Running head: "RUNNING HEAD APPEARS OVER TWO LINES HERE". Subhead: "Subheading here". Text: "Nobiscid ut volupat anis aut ocia de as simus, consequia que nosam hillatis nobitatum la nit quibeariata si dolupta*lc* tem vole rem nis aut eut natus iuvr aut hillam in et audam hillabo riatur?"
- Row 3, Column 2:** A circular graphic with "2" in the center, surrounded by text. Running head: "RUNNING HEAD APPEARS OVER TWO LINES HERE". Subhead: "Subheading here". Text: "Nobiscid ut volupat anis aut ocia de as simus, consequia que nosam hillatis nobitatum la nit quibeariata si dolupta*lc* tem vole rem nis aut eut natus iuvr aut hillam in et audam hillabo riatur?"
- Row 3, Column 3:** A circular graphic with "3" in the center, surrounded by text. Running head: "RUNNING HEAD APPEARS OVER TWO LINES HERE". Subhead: "Subheading here". Text: "Nobiscid ut volupat anis aut ocia de as simus, consequia que nosam hillatis nobitatum la nit quibeariata si dolupta*lc* tem vole rem nis aut eut natus iuvr aut hillam in et audam hillabo riatur?"

# Standardization News covers

## Our flagship publication

This page shows cover designs for our flagship publication Standardization News.

If you have questions about this publication please contact: [communications@astm.org](mailto:communications@astm.org)

The image displays two covers of the magazine "STANDARDIZATION NEWS".

**Left Cover:** The background is a photograph of a train traveling through a dense forest with autumn foliage. The title "STANDARDIZATION NEWS" is at the top in large white letters, with "NEWS" in red. Below it is the subtitle "Chain of Communication". On the left, there are three article highlights: "30 SCHOOL SAFETY Standards Help Stop the Threat", "36 PRODUCT CERTIFICATION Applying the Standard", and "72 EASING RANGE ANXIETY Standards for EVs". The top left corner features the ASTM International logo, and the top right corner shows the issue information "SEPTEMBER/OCTOBER 2024 SN.ASTM.ORG".

**Right Cover:** The background is a photograph of cyclists in motion. The title "STANDARDIZATION NEWS" is at the top in large blue letters, with "NEWS" in red. Below it is the subtitle "Gold Standards". On the left, there are three article highlights: "30 SCHOOL SAFETY Standards Help Stop the Threat", "36 PRODUCT CERTIFICATION Applying the Standard", and "72 EASING RANGE ANXIETY Standards for EVs". The top left corner features the ASTM International logo, and the top right corner shows the issue information "SEPTEMBER/OCTOBER 2024 SN.ASTM.ORG".

# Standardization News spreads

## Our flagship publication

This page shows typical spread for our flagship publication Standardization News.

If you have questions about this publication please contact: [communications@astm.org](mailto:communications@astm.org)

MAY/JUNE 2024

SN.ASTM.ORG ASTM STANDARDIZATION NEWS

## Environmental, Social, and Governance Disclosures

ASTM International's environmental assessment, risk management and corrective action committee (E50) has developed a new standard guide for environmental, social, and governance (ESG) disclosure related to climate and community. The new standard will soon be available as E3377.

ESG concerns represent the three main topic areas that companies are expected to report on. The goal of ESG is to capture all the non-financial risks and opportunities inherent in a company's day-to-day activities.

The new standard will fill a need that currently exists for an ESG disclosures guide. The guide will provide a comprehensive overview of regulations, frameworks, and key considerations to assist guide users in producing consistent, comparable, and reliable climate-related disclosures leading to more sustainable institutions and communities. The guide includes standardized terminology for ESG disclosure relating to climate and community.

"The new standard will assist users in understanding and navigating the complex landscape of ESG disclosures undertaken both on a voluntary basis and to meet regulatory requirements,"

  
EILEEN SNYDER,  
REGIONAL TECHNICAL  
COORDINATOR, PACE  
ANALYTICAL SERVICES.



## Environmental Site Assessments for Forest and Rural Property

ASTM International has revised a key standard related to environmental site assessment for forestland or rural property. The standard (E2247) is managed by the environmental assessment committee (E50), specifically subcommittee E50.02 on real estate assessment and management.

This standard practice is meant for voluntary use by attorneys, consultants, real estate professionals, and more to assess the environmental condition of forestland or rural property. Use of the practice is intended to constitute all appropriate inquiries (AAI) as part of landowner liability protections, but it may be used for other applications as well.

The revision is designated E2247 and the U.S. Environmental Protection Agency (EPA) is currently in the process of reviewing the standard for compliance with AAI. This process is expected to be completed later this year.

"The latest revision is a culmination of years of work by the E2247 task group, with meaningful participation by members of the environmental consulting, banking, and legal professions," says E50.02 task group lead Matthew Lesh. "This revision clarifies the appropriate level of effort in researching the histories of a subject property and its adjoining properties and provides clearer definitions and the underlying logic in identifying both historical recognized environmental conditions (HRECs) and recognized environmental conditions (RECs) for a subject property."



37%

LORUM IPSUM  
DELOR VERSAIT

# E-Newsletters

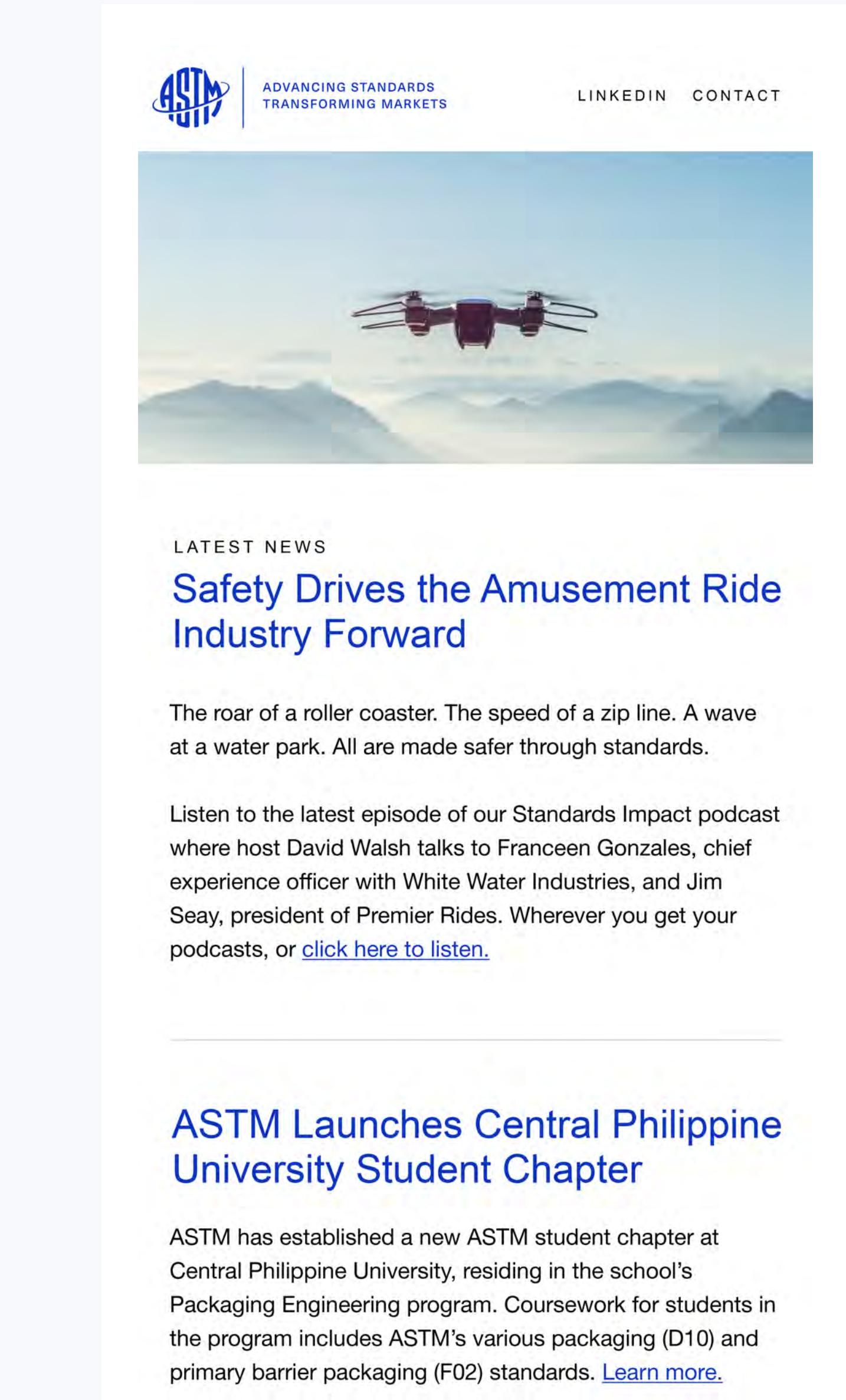
## Clean and simple

There is a clean and simple house style for E-Newsletters. This is based on a two column format with the bulk of content sitting in one wide column.

If you have questions about E-Newsletters please contact: [communications@astm.org](mailto:communications@astm.org)

## Use of color

There is the opportunity to use the full spectrum of brand colors on E-Newsletters but ASTM blue should be primary. Please also ensure that you use colors from ONE group of secondary colors per module or panel. For more information about colors see pages 19-21.



The template features a header with the ASTM logo and tagline "ADVANCING STANDARDS TRANSFORMING MARKETS", followed by links for LinkedIn and Contact. Below the header is a large image of a quadcopter drone flying over a mountainous landscape. The main content area has a two-column layout. The left column contains a "LATEST NEWS" section with the title "Safety Drives the Amusement Ride Industry Forward" and a subtext about safety standards. It also includes a link to a podcast episode. The right column features a section titled "ASTM Launches Central Philippine University Student Chapter" with a brief description of the new chapter and a "Learn more" link. A footer at the bottom includes sections for "Technical Committee News", "Air Quality", and "Environ. Coatings & Relatd. Fin.".

## Impact Report for Emerging Airspace Released

Lorum ipsum deler versait  
[DOWNLOAD PDF](#)



## Events

### Committee Weeks

**June 2024 Committee Week**  
Jun 9-14, Philadelphia, PA

**D02 June 2024 Committee Week**  
Jun 16-20, Austin, TX

[For more information, visit member.astm.org/meeting](#)

### Symposia, Webinars And Workshops

**June 2024 Committee Week**  
Jun 9-14, Philadelphia, PA

**D02 June 2024 Committee Week**  
Jun 16-20, Austin, TX

[For more information, visit member.astm.org/meeting](#)

### Training Schedule

**June 2024 Committee Week**  
Jun 9-14, Philadelphia, PA

**D02 June 2024 Committee Week**  
Jun 16-20, Austin, TX

[For more information, visit member.astm.org/meeting](#)

**June 2024 Committee Week**  
Jun 9-14, Philadelphia, PA

**D02 June 2024 Committee Week**  
Jun 16-20, Austin, TX

[For more information, visit member.astm.org/meeting](#)

## Technical Committee News

Air Quality >

Environ. Coatings & Relatd. Fin. >

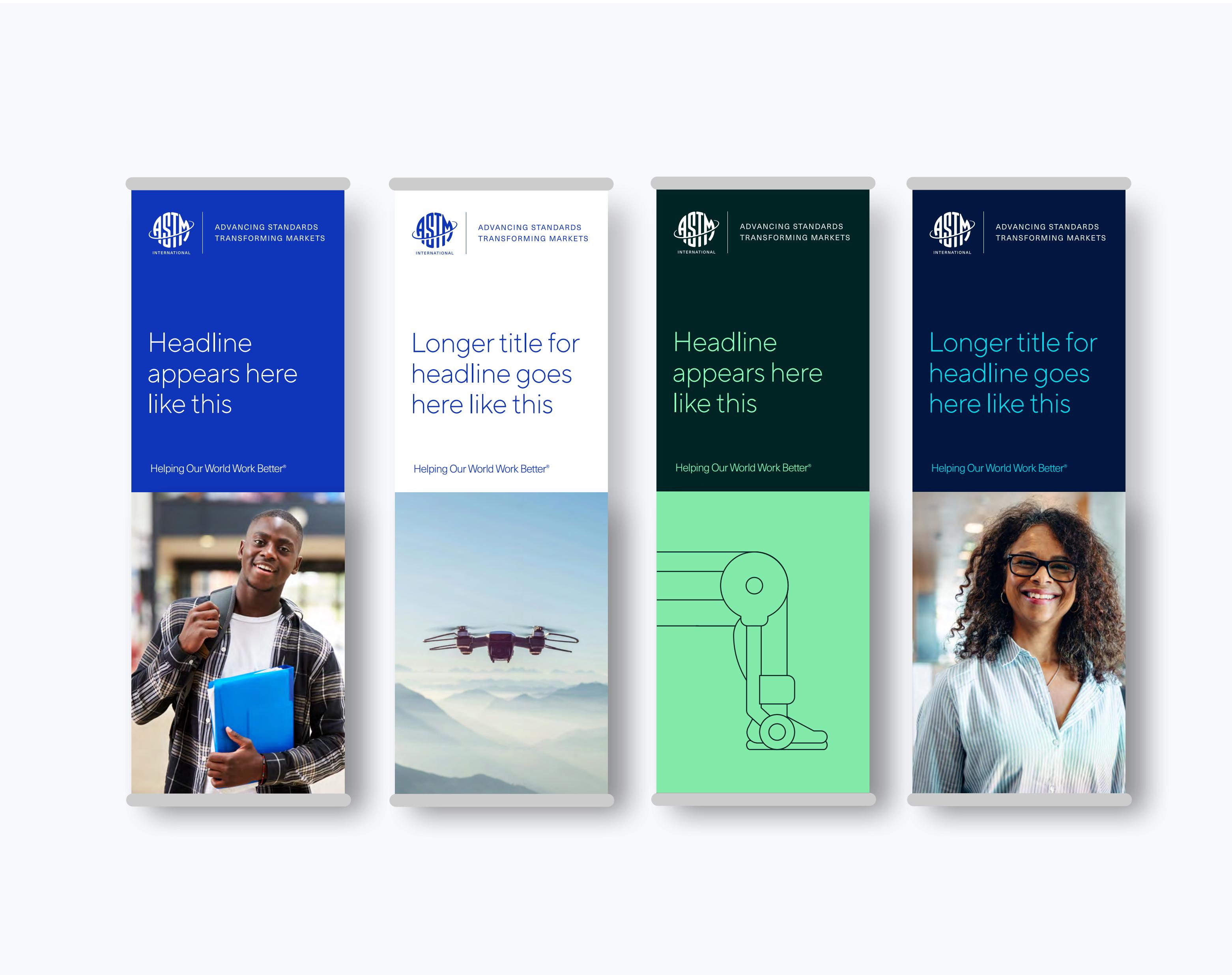
# Pull-up banners

## Keeping it simple

The designs on this page show options for pull-up banners. These always work best if they are very simple with a clear message.

At an event very few people will stand in front of pull-up banner reading lots of detailed information. It is better to think of them as adverts where the objective is to deliver messages with clarity and impact. If in doubt always use fewer words.

Please remember not to include any important text in the lower half of the design as this may be obscured when the banner is in use.



# Merchandize

## Focus on the logo and the blue

The designs on this page show options for a sample range of merchandize items

Always ensure that you use the correct logo and stick to ASTM blue as the main color.

Please don't be tempted to produce items in ASTM's secondary colors.

Please also ensure that if you use the ASTM strapline you write it with the correct capitalization: 'Helping Our Word Work Better', followed by the ® symbol, as shown on the right.





ADVANCING STANDARDS  
TRANSFORMING MARKETS

04

# Social media

# Social media posts: look and feel

## Lots of possibilities

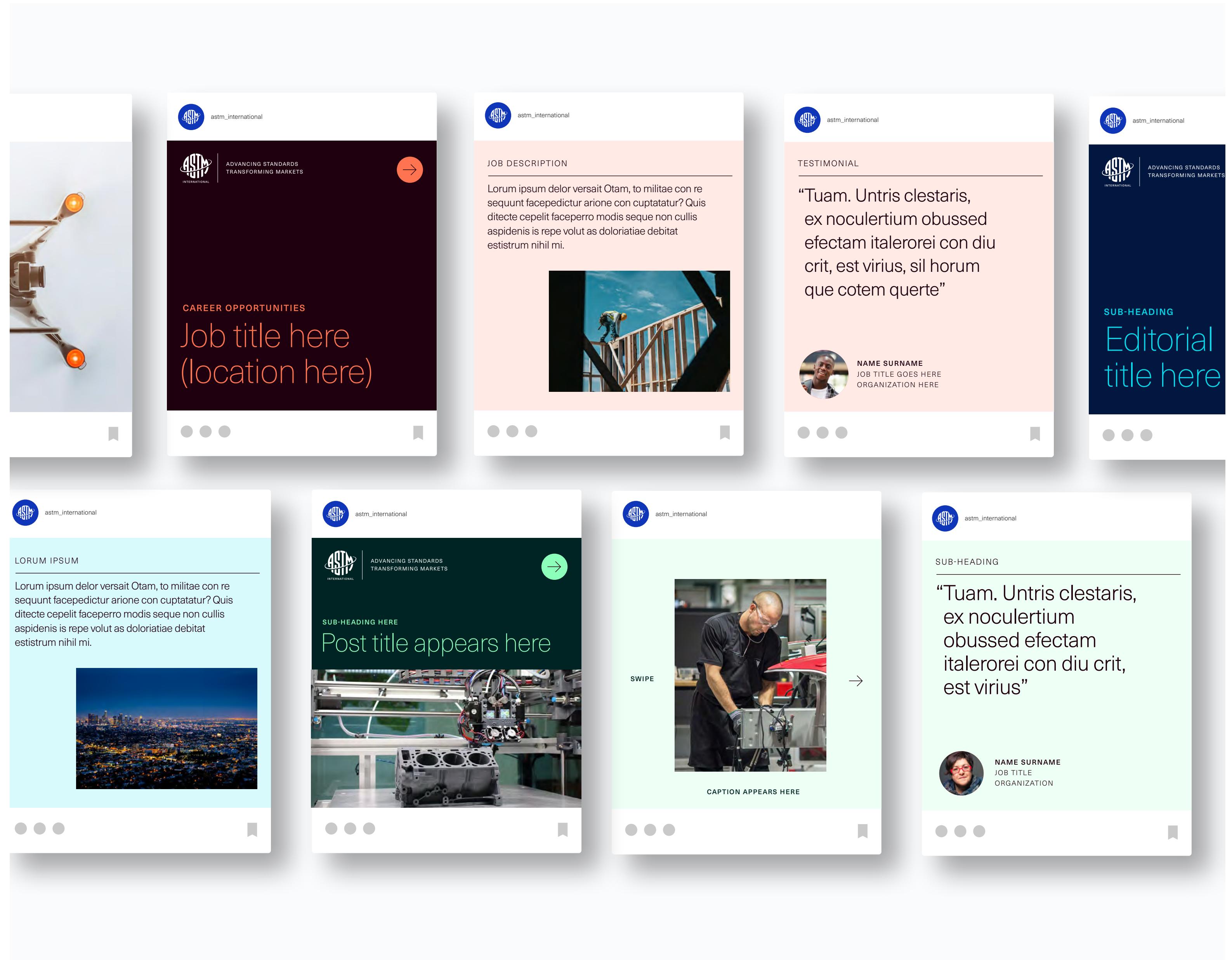
This page shows examples of how the ASTM brand identity can be used on social media. There are lots of possibilities depending on the message you need to communicate.

## Multi-part posts

Multi-part posts can be an effective way of telling a bigger story. The careers opportunity example on the right (with orange titles) is an example of this. The first post highlights the key content with the large arrow top right indicating that more content follows. The second and third posts add detail.

## Use of color

There is the opportunity to use the full spectrum of brand colors on social media posts but please ensure that you use colours from ONE group of secondary colors per post. This includes multi-part posts and galleries. For more information about colors see pages 19-21.



# Social media posts: editorial

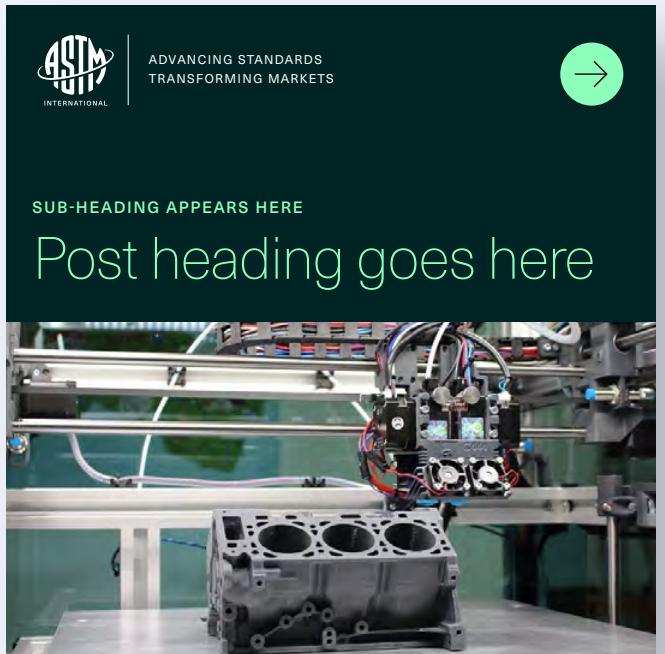
## Image-led posts

The set of green posts on this page are image-led. Text is minimal but there is scope to add more detail via a multi-post format indicated by the arrow top right. Care has been taken to align colors within the image with one of the secondary color palette groups. As always, please remember not to mix colors from different groups.

## Text-led posts

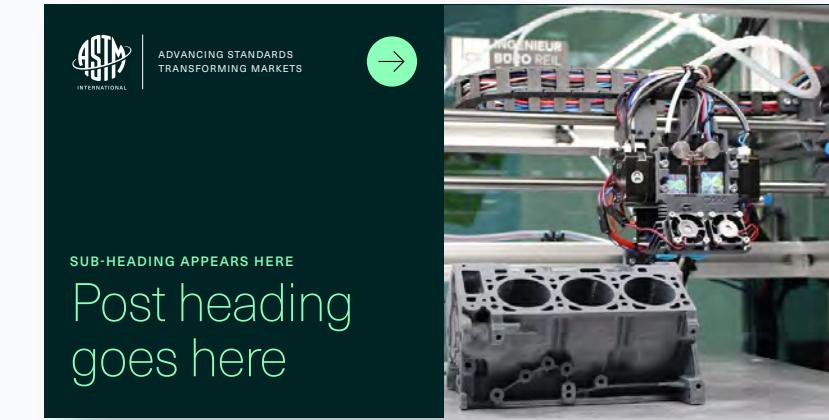
The set of blue posts on this page are text-led. There is no main heading - just a sub-heading and a longer block of text containing around 30 words. Avoid including text any longer than this. Again the colors chosen for the post align with the selected image.

Instagram



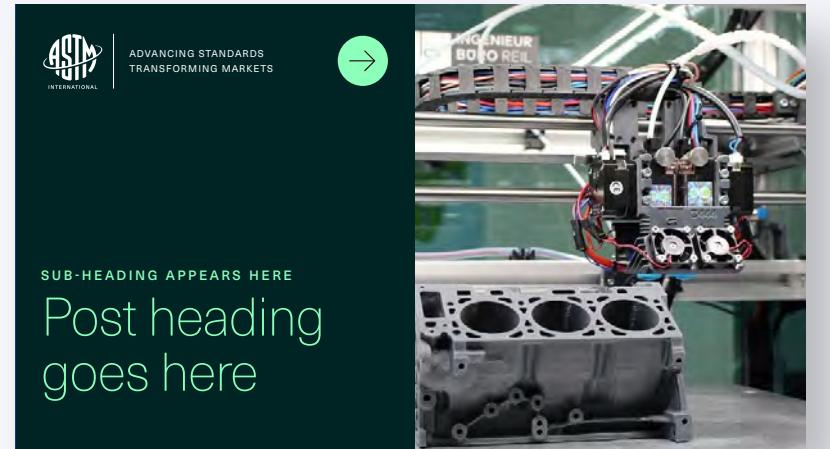
1200 x 1200

LinkedIn

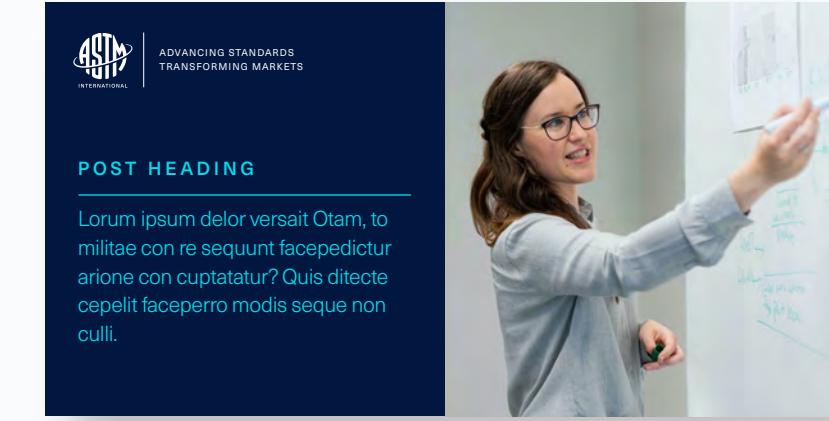


1200 x 628

Twitter



1600 x 900



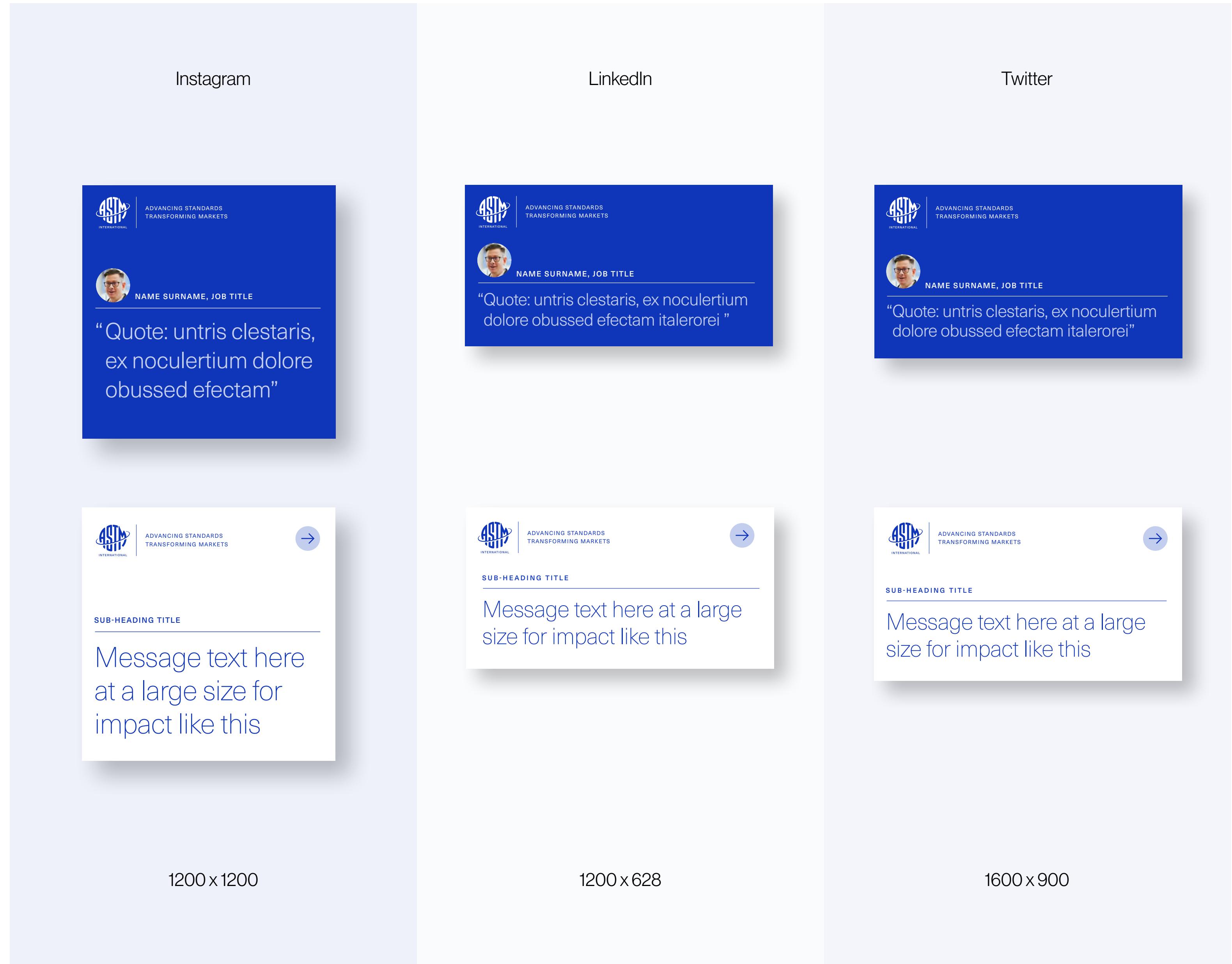
# Social media posts: typographic

## Quote style post

The quote style post leads with the name and title of the person being quoted. Text is then indented to allow for quote marks.

## Message style posts

Message style posts can feature larger text provided the character count is around 40. Use the arrow device top right if this is the headline for a multi-part post.



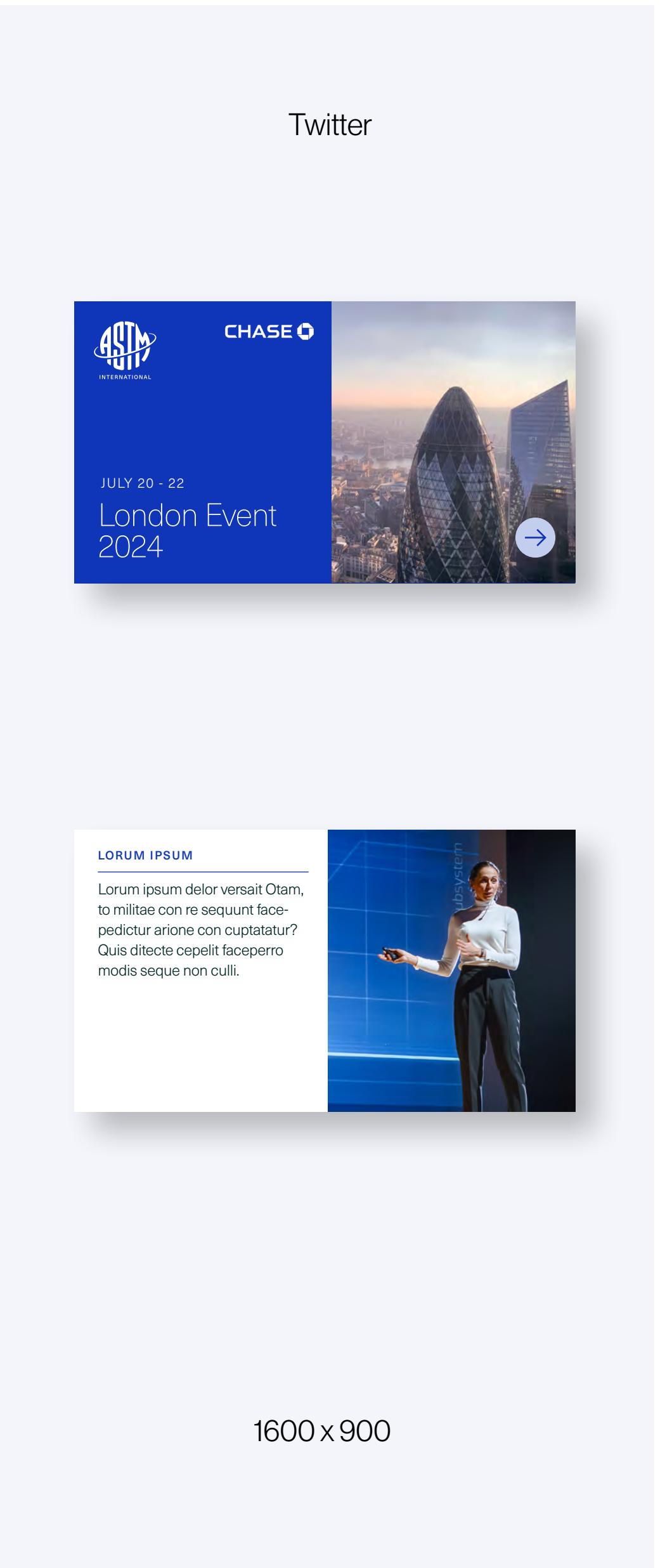
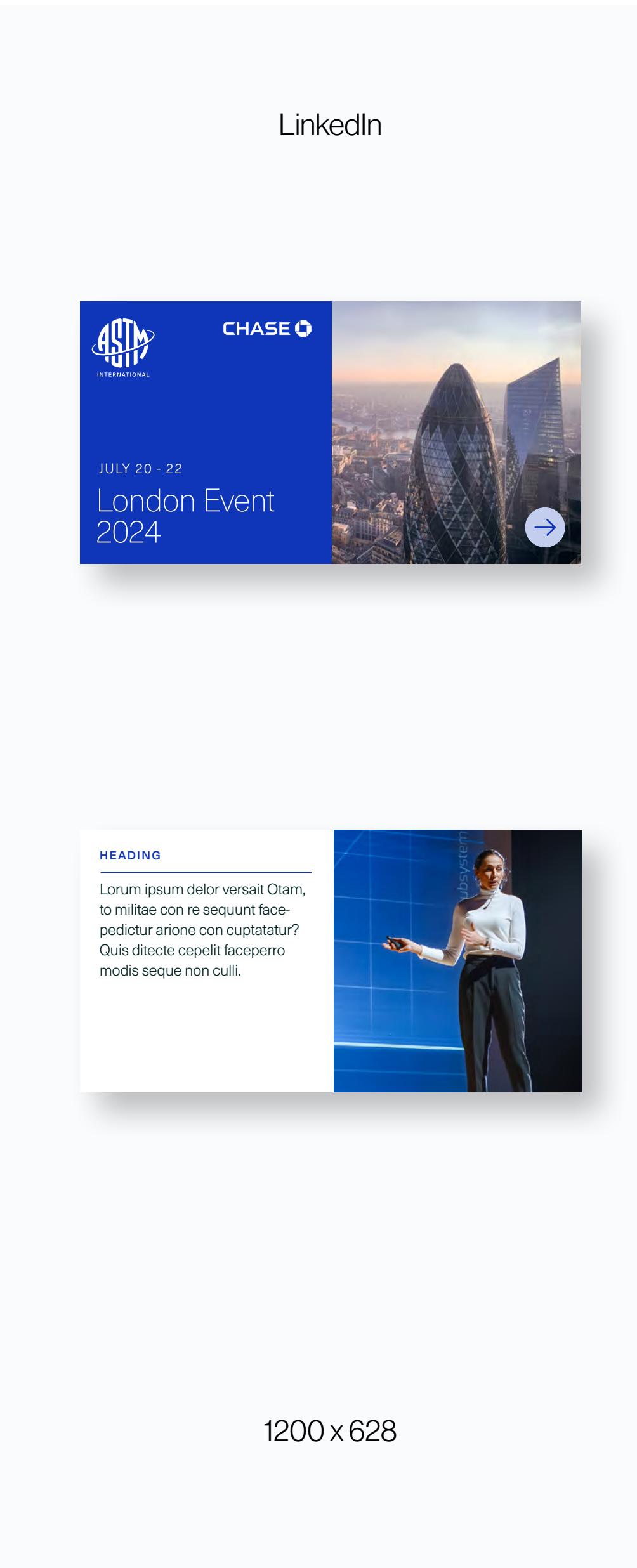
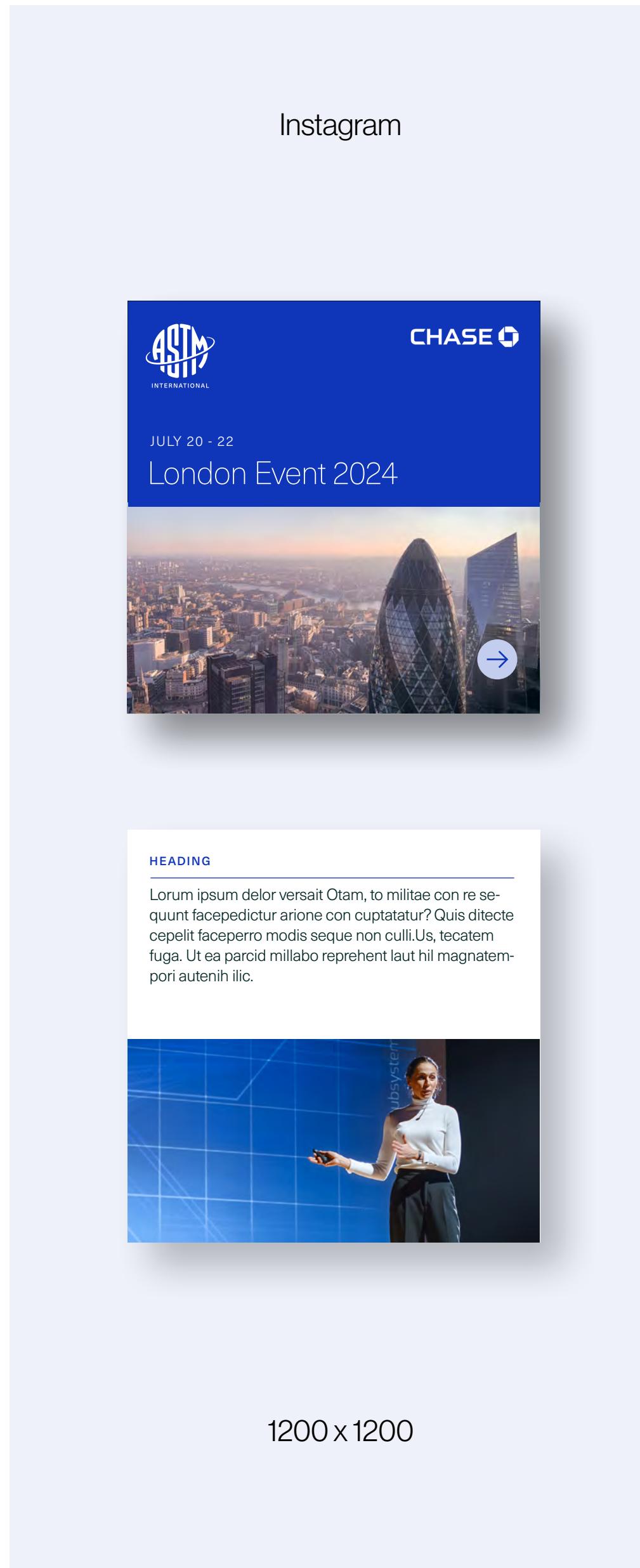
# Social media posts: events and co-branding

## Co-branding

On some posts it will be necessary to co-brand with a third-party organization. In this instance it will often be better to use the shorthand version of the logo. Please keep the logos in proportion and well apart as shown on the right.

## Events posts

Multi-part posts can work well for events. The first post can be graphically bled with strong images and color. The second part should follow the same color scheme but can include more text. If you are including longer text (40-50 words) use a darker color to aid legibility.

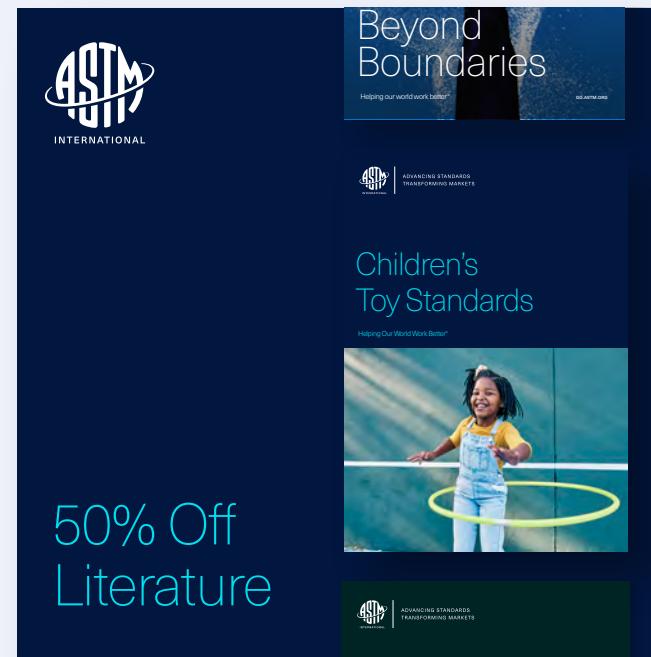


# Social media posts: marketing campaigns

## Focus on the key message

For marketing campaigns on social media focus on the message and be as direct as possible. To keep things simple use the shorthand version of the logo as shown.

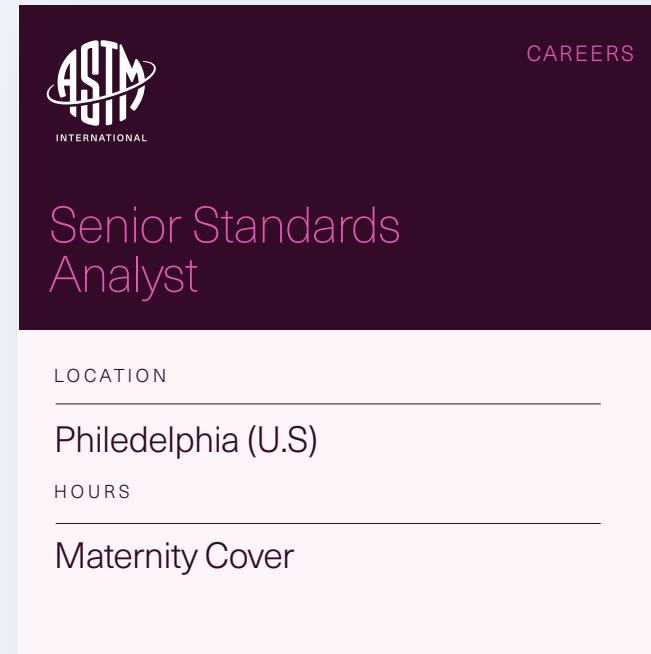
Instagram



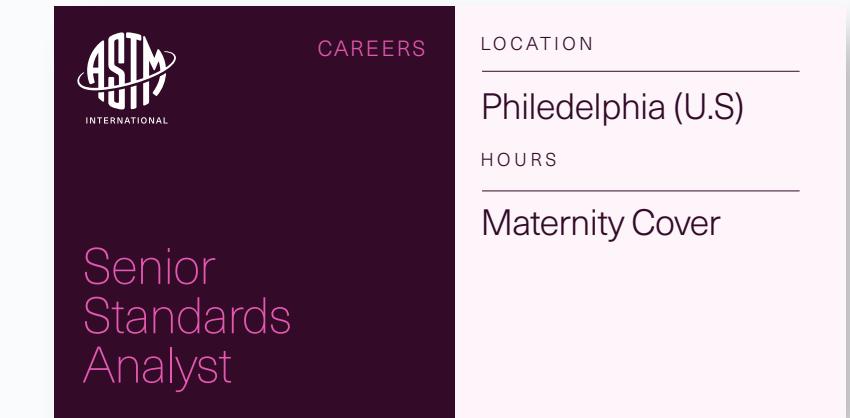
LinkedIn



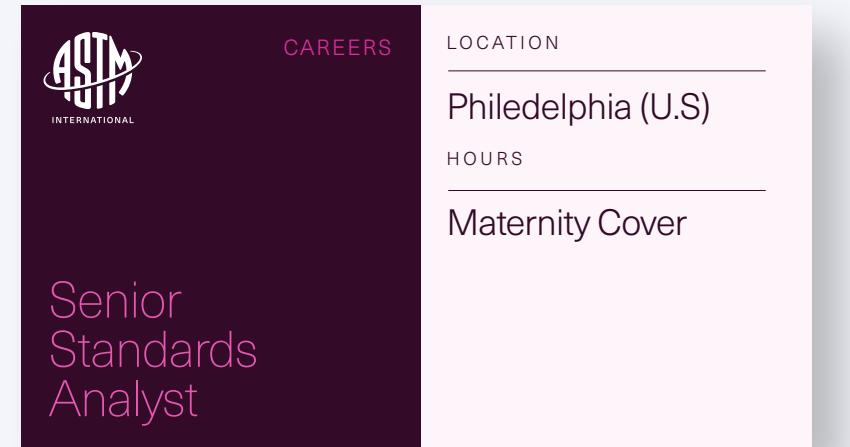
Twitter



1200 x 1200



1200 x 628



1600 x 900



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04

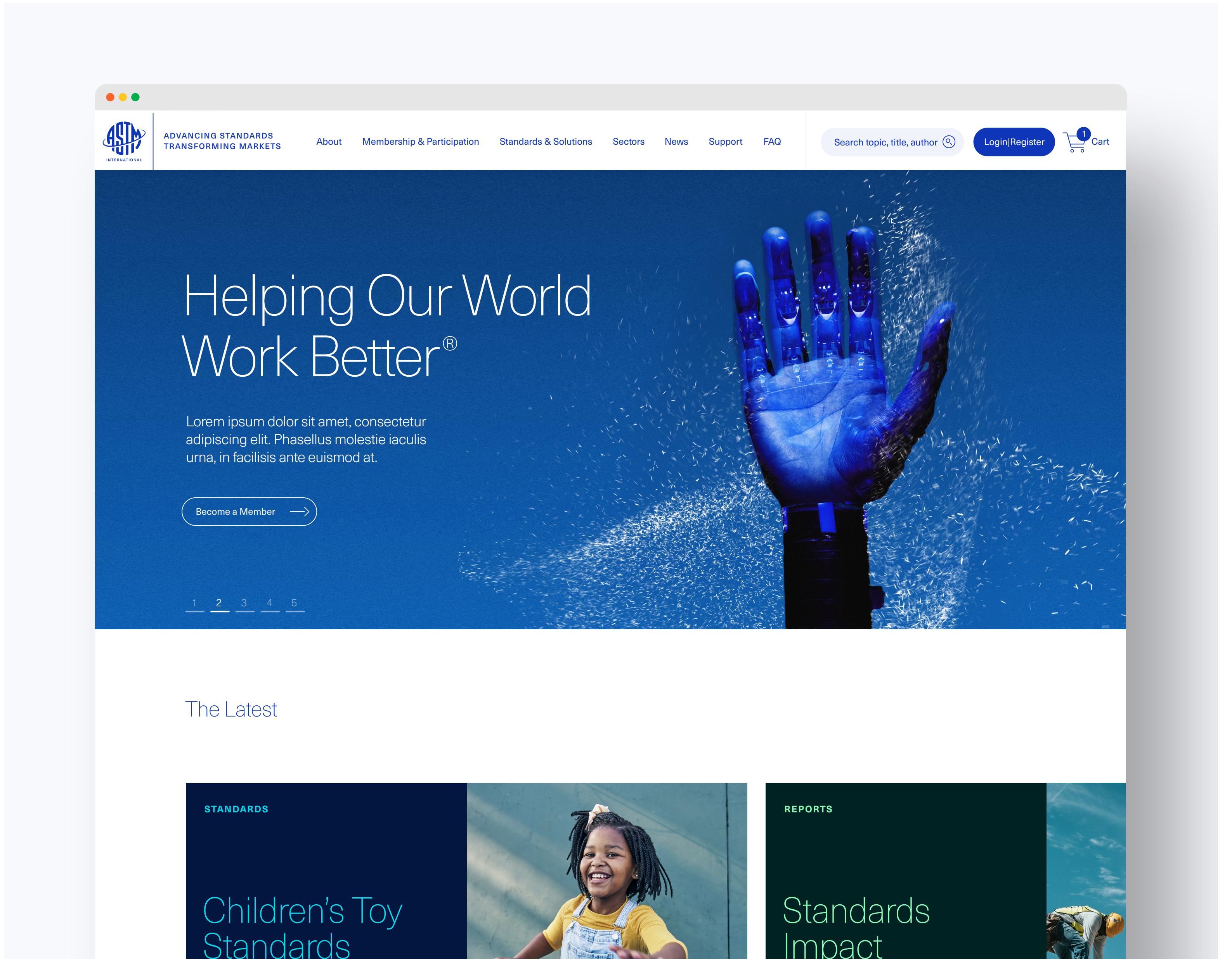
# Digital

# Website: design principles

## Using the brand identity online

This page shows how the brand identity can be applied on the ASTM website. It illustrates some key principles but doesn't show final designs.

There is the opportunity to use the full spectrum of brand colors. However, ASTM blue should be the primary color used for the logo, navigation, main headings, and buttons.





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06

# Motion

# Title card sequences 16:9

## Animating the ASTM logo

This page shows how the identity could be used in motion on a 16:9 screen.

The top example shows the full ASTM logo building up as the roundel gently moves to the left. Please ensure that the background is very clear so that the logo is highly legible.

## Using the animated supergraphic

The lower example shows the full ASTM logo building up before it is replaced by the strapline which should gently fade in. This example incorporates the animated version of the supergraphic which is very dynamic and fluid. More information about this can be found on pages 31-35.

For more information about using the brand on motion graphics please contact:  
[communications@astm.org](mailto:communications@astm.org)



# On-screen text and graphics

## 16:9

### Keeping it clear

The examples on this page show text and graphics applied over video images. It is always critical to ensure legibility when doing this. The section heading works because it is placed over a blank section of the video image. The body text and pull stats utilize a white container to ensure clarity. In all cases, text and graphics are shown in ASTM blue which is always the preference.

Section heading



Titles larger and  
uncontained

Body



Solid container for  
seamless legibility

Pull stats



Can hold range of information including  
text and graphics

# Title card sequence mobile

## Transitioning from video to animation

The sequence shown here is for full screen 'reel' style display on mobile. It is similar to the ones shown on page 64 but this time combines video and animated backgrounds.

Initially, the shorthand version of the logo appears over a video of a cityscape. The animated supergraphic appears fluidly moving over the cityscape. The cityscape then fades to blue.

The middle screen shows the logo gently shrinking and moving to the left to allow the brand promise statement to appear. Meanwhile the animated supergraphic continues to move fluidly.

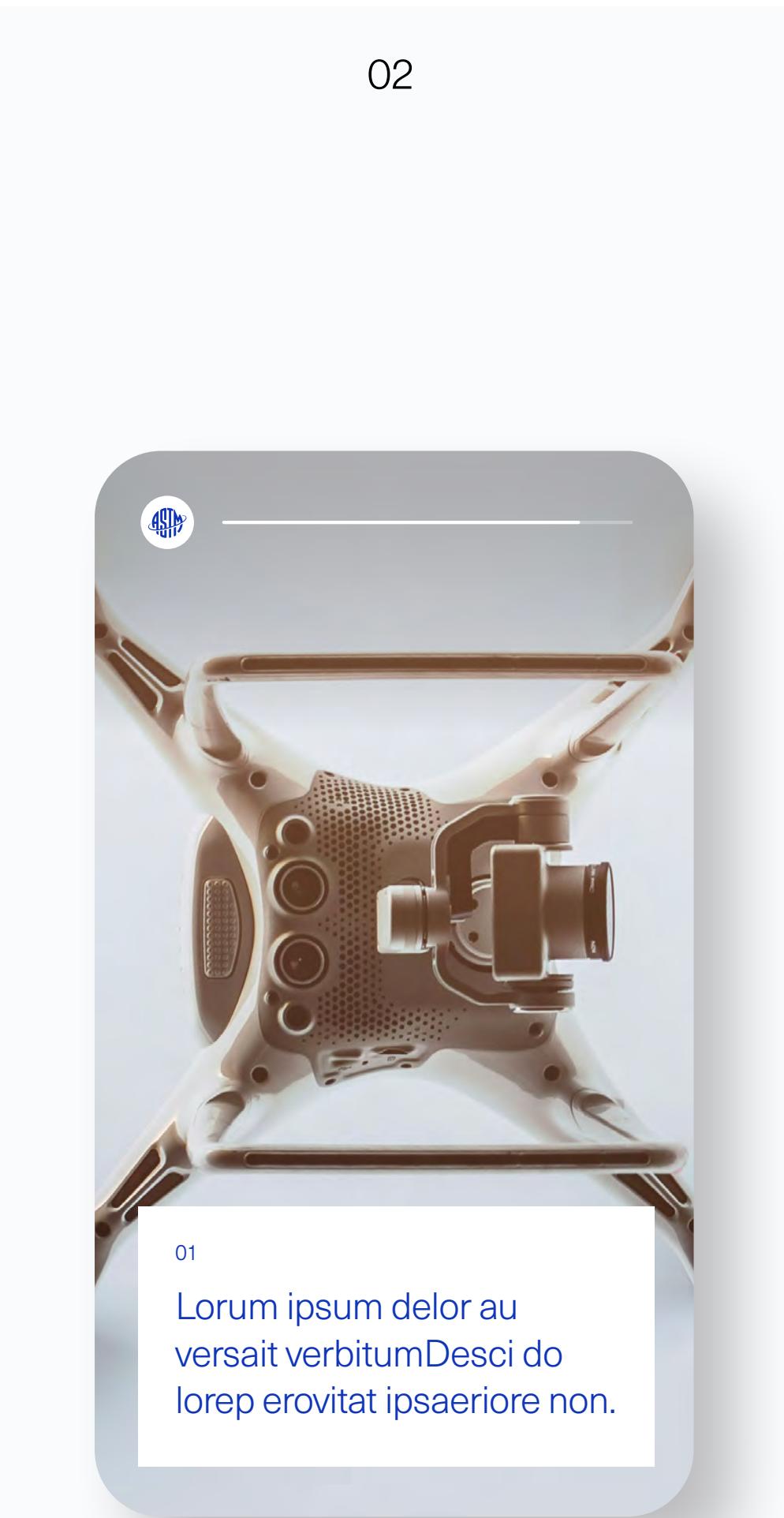
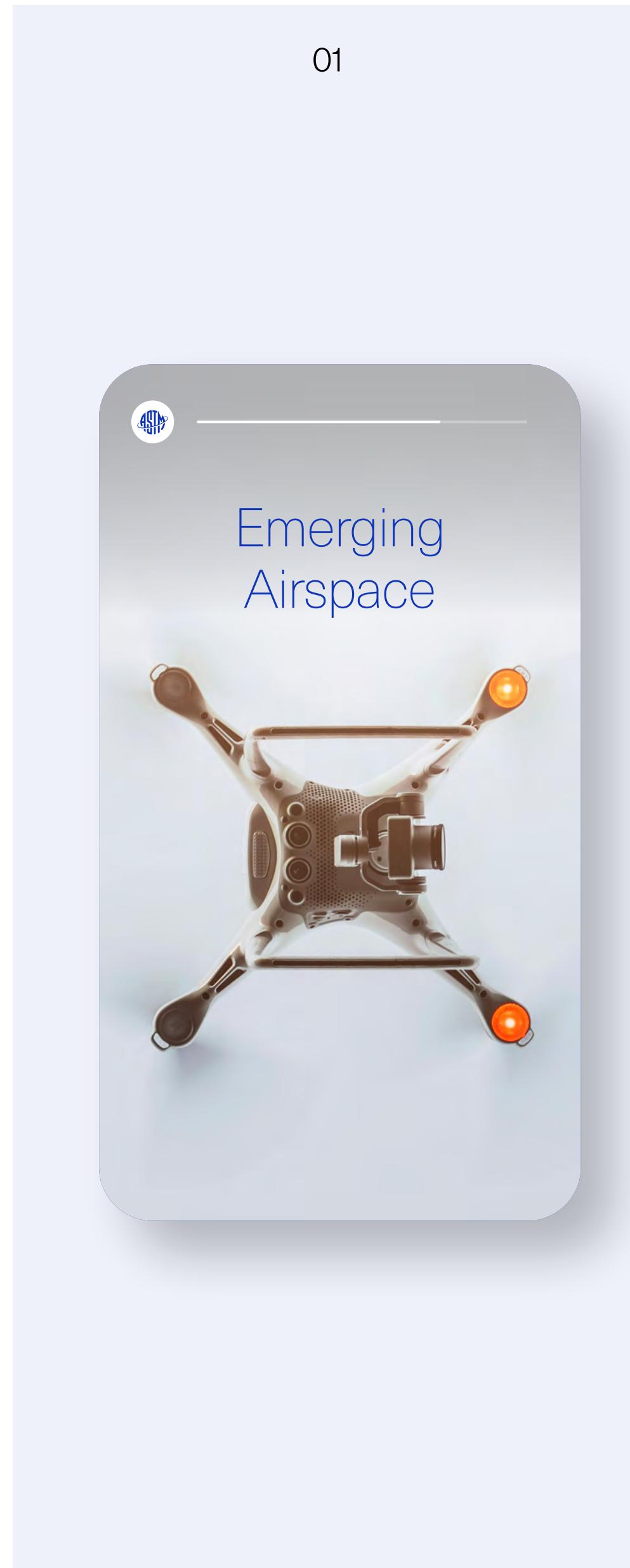
The final screen shows the supergraphic gradually moving away to the right. Meanwhile, the full logo is replaced by the strapline with the web address below.



# On-screen text and graphics mobile

## Still keeping it clear

The examples on this page follow the same principles outlined on page 65 for 16:9 screens. In both cases legibility is key.





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BRAND CONTACT DETAILS  
[communications@astm.org](mailto:communications@astm.org)

# Thank you

