

MEMO – LOGOS FOR MEMBER USE

Members may use the ASTC logo as outlined within the [2023 Visual Identity Style Guide](#) and with the following additional requirements:

- 1) Members may use the logo for their resume, email signature, letterhead relating to the member only, or web use related to the member. Other uses of the logo will be considered by the Board on a case by case basis.
- 2) Members in good standing may use either the “ASTC” or “FASTC” designation after their name as follows and in accordance with the bylaws:
 - a. John Doe, ASTC
 - b. Jane Doe, FASTC
 - c. Jack Doe, ASTC Emeritus
- 3) Members may use an ASTC logo, provided the use is limited to member’s communications only. Logos should not be used to suggest association of ASTC with the member’s firm or other non-members. Members may select from the following logo options:

- a. Standard Logo, Red and Black, Horizontal (jpg, png):



- b. Standard Logo, Red and Black, Stacked (jpg, png):



- c. 40th Anniversary logo Red and Black, in 2023 only (jpg, png):



- d. Standard Logo, Red and Gray, Horizontal (jpg, png):



- e. Standard Logo, Red and Gray, Stacked (jpg, png):



- f. 40th Anniversary logo Red and Gray, in 2023 only (jpg, png):



- g. Note there are both gray text and black text version. Depending on your particular application, one may work better than another for size or background.
- h. The logos may be re-sized as necessary for visual balance, maintain ratio. Take care with resolution to avoid graphic distortion.
- i. The logo may include an embedded link at the member's option, however it must direct to www.theatreconsultants.org.
- 4) The logos provided for general member use should cover most conditions for email signatures and similar situations. Other versions are shown in the [2023 Visual Identity Style Guide](#), but are intended for special conditions. Versions not accompanying this memo may be provided by the Board on an as-needed basis.
- 5) There is no logo for Associates as they may not use any ASTC designation after their name. Associates may indicate their status in biographies and resumes simply as "Associate of ASTC" or "Associate of The American Society of Theatre Consultants". Associates may not include any form "Associate" of ASTC in their email signature nor use the logo in any way.
- 6) Where members or their companies wish to include "ASTC" or the ASTC logo, it may only be associated with a member in good standing, on a member's biography page or resume. It must not be represented in such a way that suggests the company or all employees are members.
- 7) Contact a member of the Board with any questions regarding this policy.