

**THE OFFICIAL**  
***BRAND BOOK***  
**OF THE AMERICAN**  
**SCHOOL FOUNDATION**  
**OF MONTERREY**



The American School Foundation of Monterrey (ASFM) is a private, secular, non-profit, Nursery through 12th grade, college-preparatory, U.S.-accredited, co-educational institution, which offers both a Mexican and U.S. High School Diploma that serves the local and international population.

ASFM fosters open minds, caring hearts, and global leadership within the entire school community. ASFM Serves a diverse population and prepares all students through an innovative, inclusive and intensive program focused on engaging and enabling students to achieve their individual potential in citizenship academics, athletics, and the arts.

Since its foundation our school has established a strong brand identity. We created this document to communicate our branding guidelines to our ASFM community in order to correctly portray our brand.



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# 00. Official Colors

The American School Foundation of Monterrey official colors are the official red, a true white and a true black. For online purposes use de RGB mode, if printing, the CMYK mode.

# *Official Red*

Pantone 1795 C

C:   
M: 96   
Y: 93   
K: 2 

R: 210  
G: 38  
B: 48



# *True Black and White*

C: 0  
M: 0  
Y: 0  
K: 0

R: 255  
G: 255  
B: 255

C: 60  
M: 40  
Y: 40  
K: 100

R: 0  
G: 0  
B: 5



# 01. Logos

The American School Foundation of Monterrey owns different logos and logotypes which can be used for different purposes as long as they follow the rules stated in this book.

# Emblem



## *Emblem with type*



**American School**  
Foundation of Monterrey

*Emblem with type\_2*



**American School**  
Foundation of Monterrey

*Eagle*



## *Eagle with type*









# 02. Grids

Each logo has its own grid which must be respected at all times.  
No changes can be made in the spaces and proportions each logo has.

# Emblem



## *Emblem with type*



**American School**  
Foundation of Monterrey

## *Emblem with type\_2*



**American School**  
Foundation of Monterrey







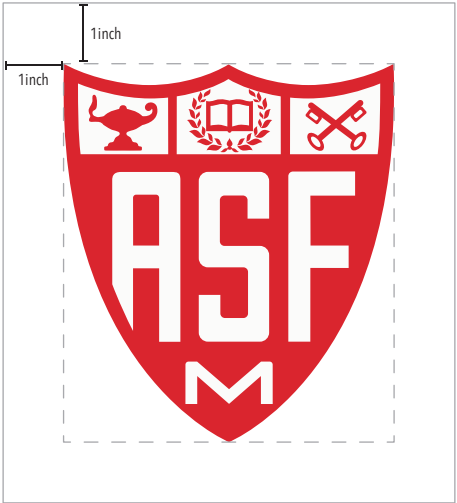
# 03.

## Protection Area & Minimum size

Each logo has an area around them. This area is to protect the logo from losing its importance. The protection area means you always need to give that specific amount of space all around the logo. It doesn't need to be evident, you don't need to put the square, as long as no graphics or distractions are within that area.

Logos can be grown or reduced in size. However there is a limit when it comes to how small you can use the logo. Each logo is different, they must not be smaller than how they appear next.

# Emblem



To make sure the logo is prominent and readable, it must always be within the protection area, free from text or graphic elements around.



To make sure the logo is readable at all times, it must never appear smaller than 1 cm of height.

## *Emblem with type*



To make sure the logo is prominent and readable, it must always be within the protection area, free from text or graphic elements around.



To make sure the logo is readable at all times, it must never appear smaller than 1 cm of height.

# Emblem with type\_2

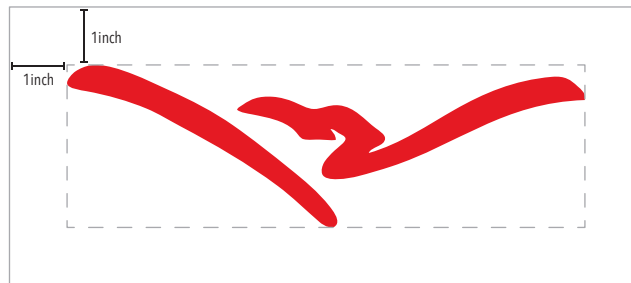


To make sure the logo is prominent and readable, it must always be within the protection area, free from text or graphic elements around.



To make sure the logo is readable at all times, it must never appear smaller than 2cm of width.

# Eagle



To make sure the logo is prominent and readable, it must always be within the protection area, free from text or graphic elements around.



To make sure the logo is readable at all times, it must never appear smaller than 1 cm of width.

## *Eagle with type*



To make sure the logo is prominent and readable, it must always be within the protection area, free from text or graphic elements around.



To make sure the logo is readable at all times, it must never appear smaller than 1 cm of width.







# 04.

# Correct Uses

ASFM's logos were created to be used in a specific way. These are the only different uses you may give them. Anything that's not here would be an incorrect use and therefore cannot be used.

## *Emblem/Official*

a.



b.



c.



a. Try to use the logo at its purest form. With the official red color and white background.

b/c. If it is used over official red or black background the logo must be in white.

## Emblem/Extras

a.



b.



c.



a. When using a colored background, use the logo with official red and white insides, as shown in figure a.

b. When using over a picture it must be red with white insides to ensure readability.

c. If the background has a dark color and figure a. doesn't work, use the logo all white.

## Emblem/B&W

a.



b.



c.



d.



a/c. When printing black and white first try the logo in black.

b. If the background is too dark use the emblem in white.

c. If printing in black&white with the logo over a picture, you HAVE to use it black with white insides.



## *Emblem with type/Official*

a.



b.



c.



d.



a. Try to use the logo at its purest form. With the official red and black color with white background.

b. It can also be used completely red as long as its the official color.

c/d. If it is used over official red or black background the logo must be in white.

## *Emblem with type/Extras*

a.



b.



a. When using a colored background, use the logo with official red and white insides, with typography in red (NOT BLACK).

b. If the background has a dark color and figure a. doesn't work, use the logo in white.

## *Emblem with type/B&W*

a.



b.



c.



a/c. When printing black and white first try the logo in black.

b. If the background is too dark use the emblem in white.





## *Emblem with type\_2/Official*

a.



b.



c.



d.



a. Try to use the logo at its purest form. With the official red and black color with white background.

b. It can also be used completely red as long as it's the official color.

c/d. If it is used over official red or black background the logo must be in white.

## *Emblem with type\_2/Extras*

a.



b.



a. When using a colored background, use the logo with official red and white insides, with typography in red (NOT BLACK).

b. If the background has a dark color and figure a. doesn't work, use the logo in white.

## *Emblem with type\_2/B&W*

a.



b.



c.



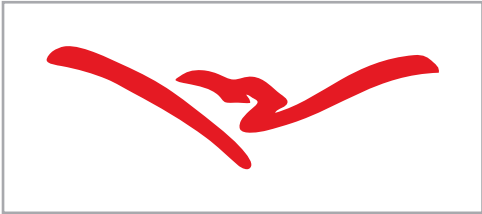
a/c. When printing black and white first try the logo in black.

b. If the background is too dark use the emblem in white.



## *Eagle/Official*

a.



b.



c.



a. Try to use the logo at its purest form. With the official red color and white background.

b/c. If it is used over official red or black background the logo must be in white.

# Eagle/Extras

a.



b.



c.



- a. When using a colored background, use the eagle with official red color.
- b. When using over a picture it must be red as well.
- c. If the background has a dark color and figure a. doesn't work, use the logo all white.

## *Eagle/B&W*

a.



b.



c.



d.



a/c. When printing black and white first try the logo in black.

b. If the background is too dark use the emblem in white.

c. If printing in black&white with the logo over a picture, use the eagle in white.



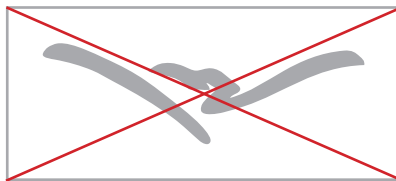




# 05. Incorrect Uses

These are a few examples of incorrect uses for ASFM's logos.

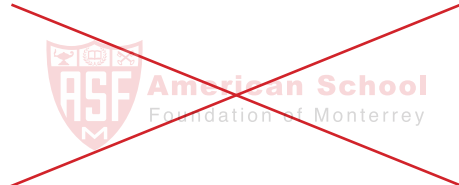
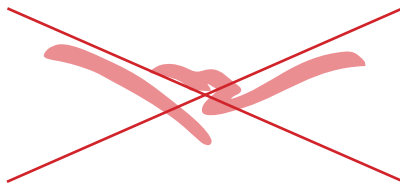
*Logos can NEVER be gray*



# *Logos can NEVER be outlined*



*Logos can NEVER have opacity*



# *Emblems with type can't go over a picture*



*Logos cannot be distorted in ANY way*





## *Logos cannot be rotated*



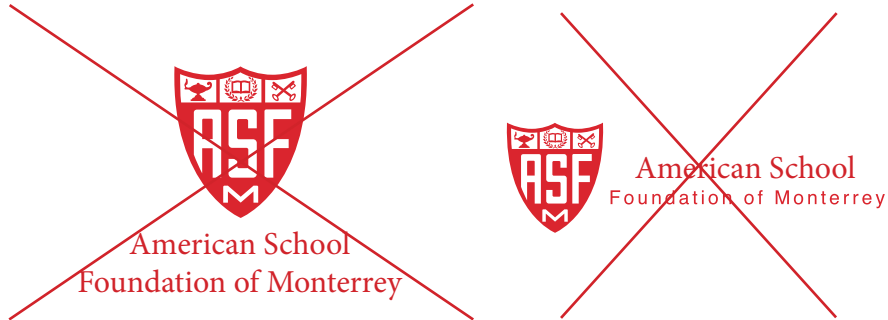
*Logos cannot have shadow or light*



*Logos cannot be fragmented or incomplete*



## *Logos cannot have a different typeface*



## *Objects cannot go inside protection area*





# 06. Other Uses

If you wish to use the word ASFM or EAGLES alone as a graphic, these are the only ways you may. These are not official logos of the school so you may not use them as such. They are for really specific uses inside ASFM, for example: hoodies, tshirts, hats, among others.

## *ASFM word for specific uses only*



This is not an official logo. You may ONLY use it for specific applications for things inside ASFM. These are the only colors and back-grounds permitted. The protection area must be respected.



## *Ways you may not use ASFM word*



You may not use colors different than the official colors of ASFM (red, white, black).  
You may not outline the word or place a graphic or word inside the protection area.

## *Examples of uses for ASFM word*



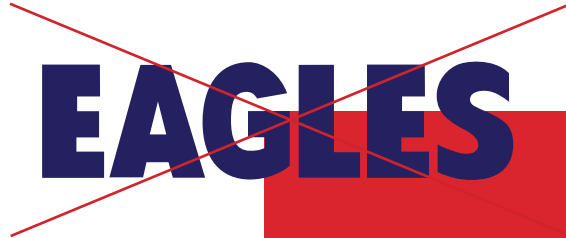
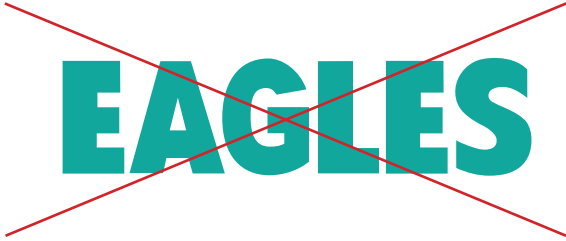


## *EAGLE word for specific uses only*



This is not an official logo. You may ONLY use it for specific applications for things inside ASFM. These are the only colors and back-grounds permitted. The protection area must be respected.

## *Ways you may not use EAGLE word*



You may not use colors different than the official colors of ASFM (red, white, black).  
You may not outline the word or place a graphic or word inside the protection area.

## *Examples of uses for EAGLES word*









# 07. Vision Logos

Besides our official logos we also have our vision logos.

*Vision logo*



## *Vision logo with type*

**open minds**



**caring hearts**



**global leaders**



## *Vision logo with type\_2*







# 08. Grids

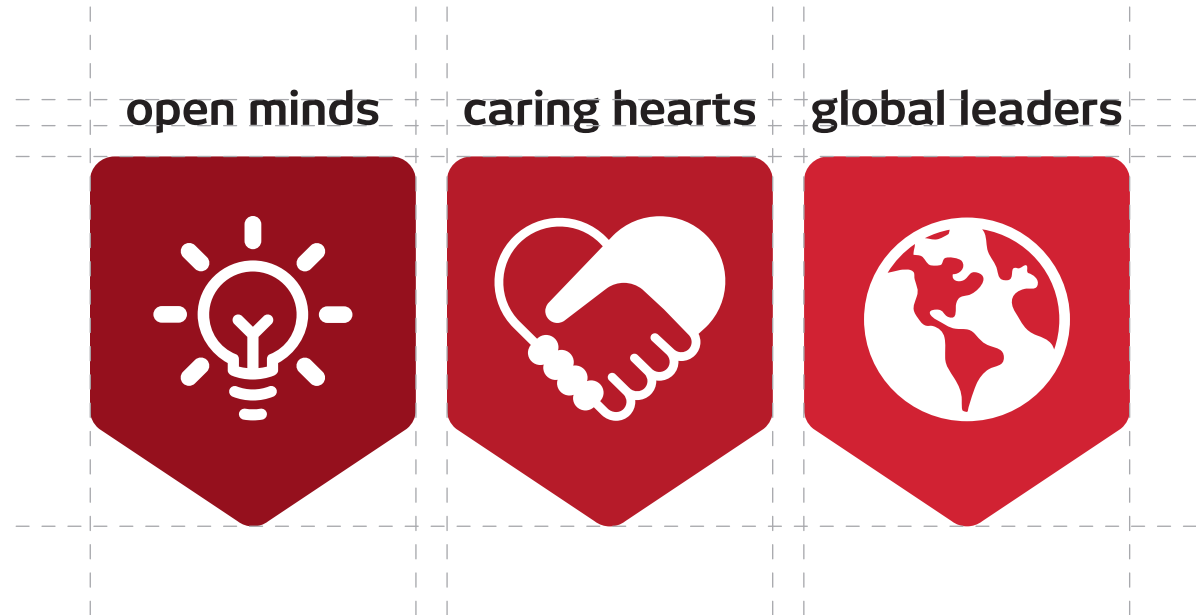
Each logo has its own grid which must be respected at all times.  
No changes can be made in the spaces and proportions each logo has.

*Vision logo*

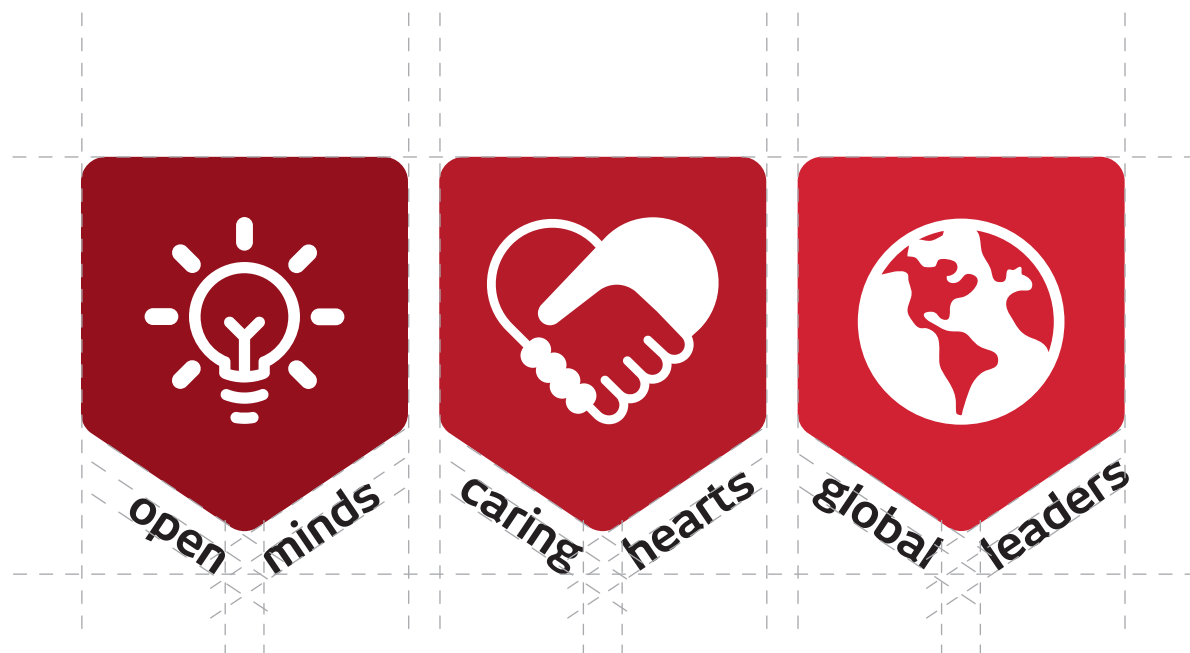




## *Vision logo with type*



## *Vision logo with type\_2*







# 09.

## Protection Area & Minimum size

Each logo has an area around them. This area is to protect the logo from losing its importance. The protection area means you always need to give that specific amount of space all around the logo. It doesn't need to be evident, you don't need to put the square, as long as no graphics or distractions are within that area.

Logos can be grown or reduced in size. However there is a limit when it comes to how small you can use the logo. Each logo is different, they must not be smaller than how they appear next.

# Vision logo



To make sure the logo is prominent and readable, it must always be within the protection area, free from text or graphic elements around.



To make sure the logo is readable at all times, it must never appear smaller than 1.5cm of width.

## *Vision logo with type*

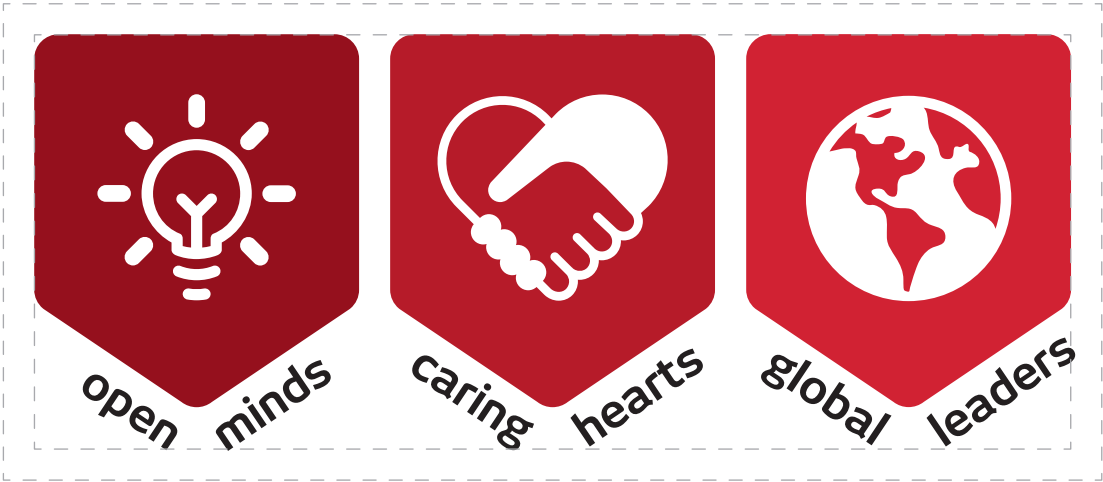


To make sure the logo is prominent and readable, it must always be within the protection area, free from text or graphic elements around.



To make sure the logo is readable at all times, it must never appear smaller than 1cm of height.

# Vision logo with type\_2



To make sure the logo is prominent and readable, it must always be within the protection area, free from text or graphic elements around.



To make sure the logo is readable at all times, it must never appear smaller than 1 cm of height.







# 10. Correct Uses

ASFM's logos were created to be used in a specific way. These are the only different uses you may give them. Anything that's not here would be an incorrect use and therefore cannot be used.

## *Vision logo/Official*

a.



b.



c.



d.



e.



a. Try to use the logo at its purest form. With the three reds and white background.

b. When PRINTING in black and white, logo must be completely black with white insides and white background.

c. When printing in only one ink use the logo completely red (official red).

d/e. When using over any color or background logo must be as shown above.

## Vision logo/Extras

a.



b.



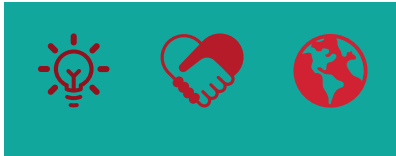
c.



d.



e.



a. The vision logo can be used like this only for things inside ASFM. Try to use it with the 3 tones of red.

b. If printing in one ink use the logo completely red.

c/d. When PRINTING in black and white, logo must be completely black with white background and vice versa.

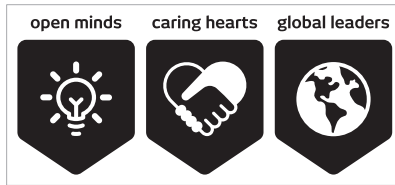
e. When using over any color or background logo must be as shown above.

## *Vision logo with type*

a.



b.



c.



d.



a. Try to use the logo at its purest form. With three reds, black type and white background.

b. When PRINTING in black and white, logo must be completely black with white insides black type and white background.

c. When printing in only one ink use the logo completely red (official red).

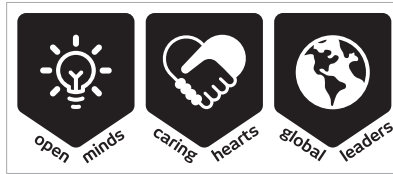
d. When using over any color or background logo must be as shown above.

## *Vision logo with type\_2*

a.



b.



c.



d.



a. Try to use the logo at its purest form. With three reds, black type and white background.

b. When PRINTING in black and white, logo must be completely black with white insides black type and white background.

c. When printing in only one ink use the logo completely red (official red).

d. When using over any color or background logo must be as shown above.

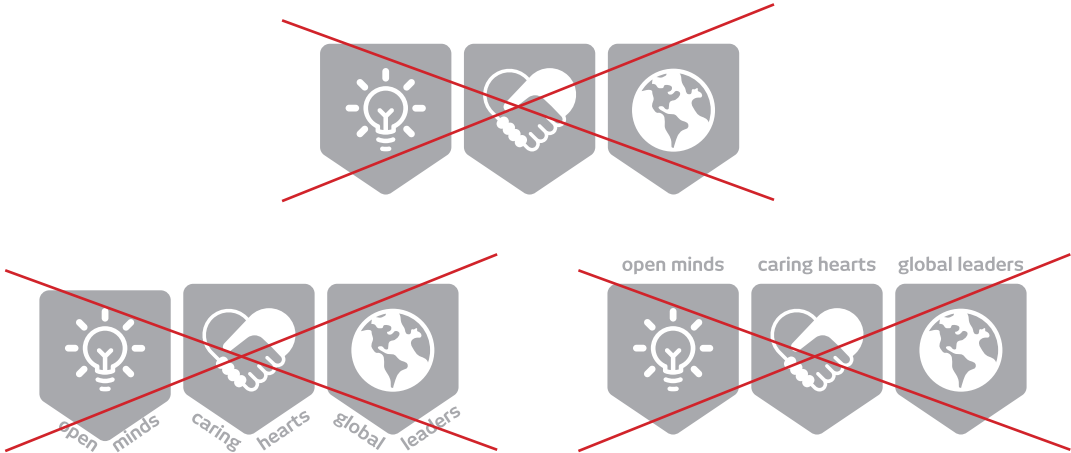




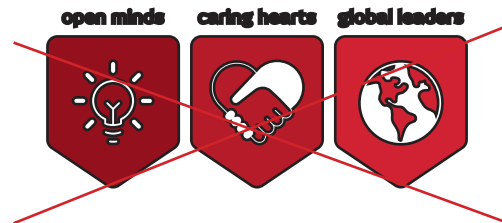
# 11. Incorrect Uses

These are a few examples of incorrect uses for ASFM's logos.

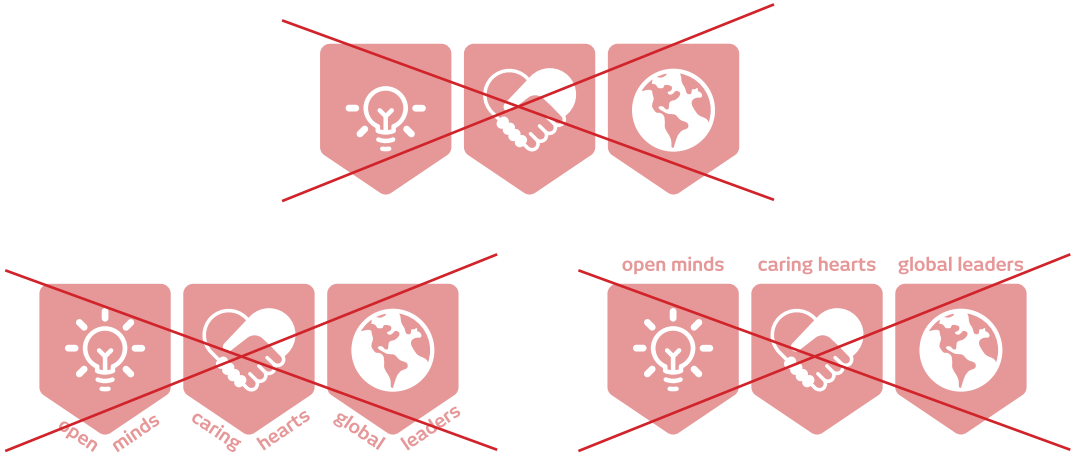
# Logos can NEVER be gray



# *Logos can NEVER be outlined*



# Logos can NEVER have opacity



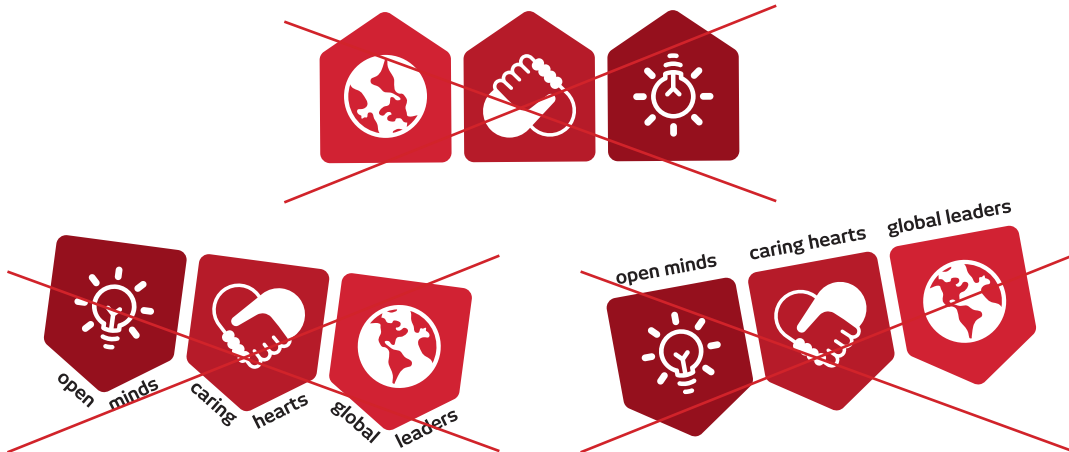
# *Emblems with type can't go on top of a picture*



# *Logos cannot be distorted in ANY way*



## *Logos cannot be rotated*

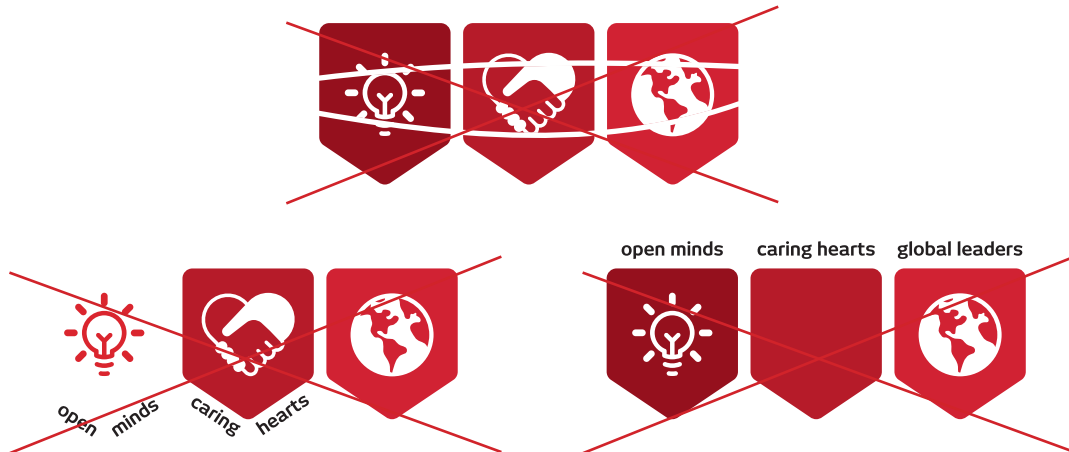


# *Logos cannot have shadow or light*

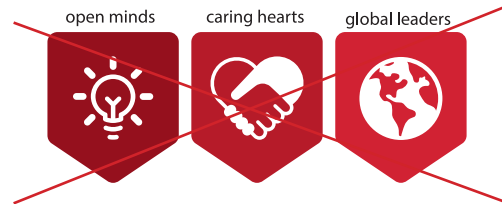




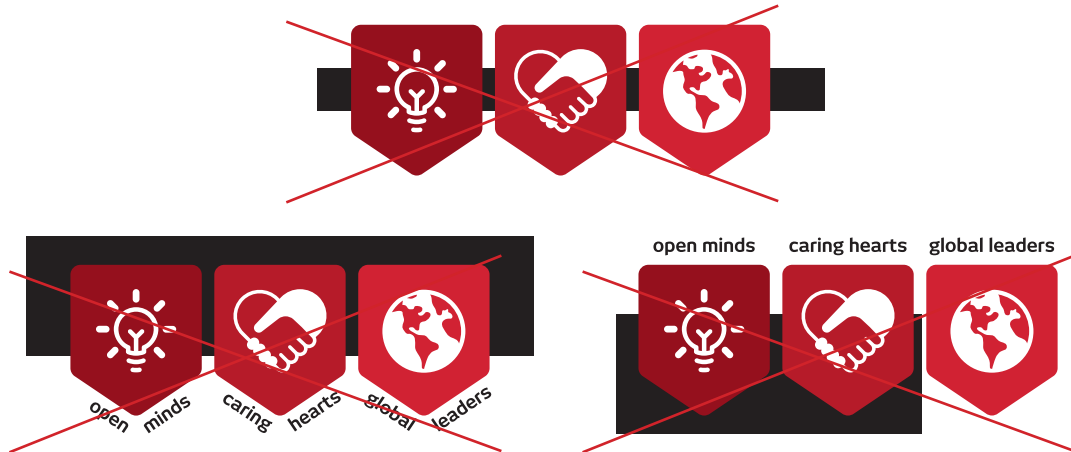
# *Logos cannot be fragmented or incomplete*



# *Logos cannot have a different typeface*



# *Objects cannot go inside protection area*





We must be consistent in our varied communications and uses of our brand, we are positive that by following these guidelines we will correctly represent the ASFM identity.

All of the assets detailed in this brand book are available for download from the communications section of our website.

[www.asfm.edu.mx/branding](http://www.asfm.edu.mx/branding)

All applications or uses of the ASFM logos must be sent for approval to:

[communications@asfm.edu.mx](mailto:communications@asfm.edu.mx)

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