The logotype – *placement options*.

**Consistent placement with flexibility**

**Who can use the logo. For what purpose it is to be used.**
The logo can be used only by ASME staff and members in conducting official ASME business and is not to be used for the personal business of staff or members.

Exceptions: The logo can be used by other organizations involved in cosponsoring an event or activity with ASME, subject to approval and review of specific usage of the logo by ASME Creative Services.

**How to use the logo**
The logo must be used on the cover (first page) of an ASME printed communication or Web site. It must be placed only in the following positions on the page:

**Preferred positions**
1. Top of the page: 1/2 inch to one inch from the top, and in the left corner, right corner or the center. If it is placed in the left or right corner, it should be 1/2 inch to one inch from that corner.

   With the exception of ASME letterhead, nothing (no other copy or art) can be placed on the same horizontal line, or above the logo, or in too close proximity to the logo.

**Other positions**
2. Bottom of the page *(place here only when it is difficult to fit at top of page)*: 1/2 inch to one inch from the bottom, and in the left corner, right corner or the center. If it is placed in the left or right corner, it should be 1/2 inch to one inch from that corner.

   Nothing (no other copy or art) can be placed on the same horizontal line, or below the logo, or in too close proximity to the logo.