



## Distributor and Supplier Logos

Tamika C - 2017-02-08 - [Manage Services](#)

### 1. Does ASI provide members with production-ready ASI logos?

Yes, the [ASI Logos](#) are for active ASI Distributor and Supplier members.

You will see three options for logos:

- Distributor Logos
- Suppliers Logos
- Unauthorized Logos

### 2. What are Distributor/Supplier Logos and how can I use them?

The logos are registered trademarks of the Advertising Specialty Institute. All listed Distributors and Suppliers are authorized and encouraged to use these logos, along with their official ASI number, in all industry transactions.

Please read the "Using Your ASI Number with an official trademarked ASI Logo" section on the Logo's page for suggested uses and limitations. The ASI Distributors/Suppliers and ASI Canada Distributor/Supplier logos are available in red and black.

To download a logo, right click on the logo you want to download and choose "save target as" if using Internet Explorer, and "save image as" if using another browser.

### 3. How can I use my ASI number with an official ASI trademarked logo?

The logo featured on the Distributor Logo's page is an official ASI trademarked logo. To use the logo along with your personal ASI Identification Number, replace x's (Five if you are a supplier and six if you are a distributor) with your five or six digit ASI number.

#### For Internet Explorer Users

Certain versions of Internet Explorer for PC may change the extension of EPS files from .eps to .ps during the download process. Please follow these steps when downloading an EPS file:

- Right click on the logo you want to download and choose "save target as"
- Change the file extension for the file name from .ps to .eps
- Click Save

**Note:** If you do not have an EPS Viewer, ASI has a member benefit called Idea Custom Solutions (Affinity Express). When you sign up for artwork services for Affinity Express, you have access to a free EPS Viewer.

### 4. How do I get permission to use a trademark and/or logo?

You will need to get permission from the owner of the Trademark and/or logo.

**Note:** Those with asterisk in front of the name on the unauthorized logos list are new since the list was last updated.

### 5. Can I use the ASI 5-Star Supplier logo?

If you are a 5-Star Supplier, ASI encourages you to display the 5-Star logo along with your ASI Number! To qualify to use the 5-Star logo, you would have to have a numerical rating of at least 4.75 and ratings by at least 5 distributors.

To check your ratings, please take the following steps:

- Access your [ESP account](#).
- Once you are in ESP, go to your Supplier Details and the ratings will appear in a star format.
- To download the 5-Star Logo, right click and choose "save target as".
- Click Save.

**Note:** *If you do not have an EPS Viewer, ASI has a member benefit called [Idea Custom Solutions \(Affinity Express\)](#). When you sign up for artwork services for Affinity Express, you have access to a free EPS Viewer.*

#### **6. What is the ASI Supplier Ratings Logo and how can I use it?**

The ASI Supplier Ratings Logo can be set up as a link for you to use to have distributors rate your performance as a supplier. Use the logo/link on your websites and/or email promotions to encourage ASI ratings submissions. The ASI Supplier Ratings Logo is particularly useful for suppliers looking to improve their performance rating and increase the number of submissions behind their ratings.

The ratings are used by distributors to gauge supplier customer service before starting a new relationship with a supplier.

[Download](#) the html and image.

#### **7. How do I download the Counselor Top 40 logo?**

[Download](#) the Counselor Top 40 Distributors and Suppliers logos.

#### **8. How can I place an ASI logo in my email signature?**

To place an ASI logo in your email signature, please follow these [instructions](#) for how to add to embed logo into your Microsoft Outlook e-mail signature (Outlook E-mail Instructions for 2003, 2007, 2010).