

ASME Graphics System

For its printed materials, the American Society of Mechanical Engineers (ASME, ASME International) follows a set of graphics guidelines, with the goal of unifying its “look,” so that the recipient immediately recognizes the letter, form or booklet as coming from ASME.

The graphics system calls for consistency in layout and type-face and sufficient white space around the type to make the publication both readable and modern.

Among the points made in ASME policy 14.6 is the following:

“The ASME name and its distinctive emblem have become internationally recognized through their use on Society publications, on its letterheads, codes and standards, membership certificates, certificates of award, honors, awards and its membership pins and badges.

Without official authorization from the Board of Governors, no unit or member of the Society may institute or use an emblem different in format or display from the official emblem.

“The format use of the Society name and emblem is to be reasonably uniform and is restricted for identification of Society or member involvement in officially authorized activities.”

For More Information

Logo usage and logo on disc:
ASME Public Information,
212-591-7740

Print copies of the reproducible logo and name:

ASME Creative Services,
212-591-7081

Codes and Standards stamps:
ASME Accreditation,
212-591-8581.

Contents

ASME Graphics System	1
1 – General Guidelines	
Name	4
Cloverleaf and Name	5
Seal and Certificates	6
Trademark	6
Restrictions on Using the Cloverleaf and Name	6
Exceptions.	7
Initials	8
Accreditation Marks.	8
Subsidiary Logos	9
2 – Promotional Materials – Booklets, Flyers, Programs	
Position for Logo and Name	10
Basic Layouts – Overview.	11
Layout – 8 1/2” x 11”.	11
Layout – 5 1/2” x 8 1/2”.	12
Layout – 4” x 9”.	13
Layout – Full Bleed Art	14
Jointly Sponsored Meetings	15
Other Examples	16
3 – Newsletters	
Layouts 1-4.	17-20
Meeting Notices	21
4 – Stationery System	
Placement Guidelines.	22
Logo and Name	22
Color	22
Basic Letterhead	23
Letterhead – Divisions, Boards, Councils, Sections etc.	24
Letterhead – Back Page for Member Listing	25
Letterhead – Department	26
Fax Form	27
Staff Inter-Office Memo	28
Staff Memo Pads.	29
Business Cards.	30
Envelopes and Mailing Panels.	31
Envelopes – Courtesy/Business Reply	32-33
5 – Composing ASME Letters	
Overview	34
Specifications.	35
6 – Reproducible Elements	
Reproducible Elements	36-43

Name

The Society's name has three forms:

The American Society of Mechanical Engineers

ASME

(with no periods between the letters)

ASME International

All three names are protected by trademark, as is the cloverleaf logo.

Since the autumn of 1994, the Society has increasingly

used ASME International on its stationery, envelopes, pamphlets and brochures, although in most cases, the full name also appeared somewhere on the document.

All three names are acceptable, although ASME International is preferred.

A major element in such design is the ASME logo or cloverleaf, the one element common to all ASME publications. Thus ASME wants it used in certain ways.

General Guidelines

Cloverleaf and Name

A major component in providing consistency of appearance of ASME materials is the way in which the Society's names and its cloverleaf are used.

To assure that all ASME printed materials give the same impression, the full name of the Society or ASME International must be used with the logo in the configurations (including the selected typeface for the name) shown to the right. The logo must always be to the left of the name.

No other words (such as a division name) may be placed next to or under the logo or name.

Permutations of the basic shape of the logo are NOT permitted.

The logo and the name in the designated configuration must be used together somewhere on a printed piece, preferably on the front. For certain books and periodicals, this may be the title page or masthead.

The logo alone should not be used on printed materials. It should not be used as a graphic element. Its use requires the accompanying name of the Society.

ASME Policy P14.6 on use of the ASME name and emblem calls for the joint use of the Society name and logo as a primary display component on printed or visual material. It also points out that the logo may be used only for ASME official business. The policy states that both the cloverleaf and the initials ASME are registered and sets forth the restrictions for their use. For a copy of P14.6, call 212-591-7734.

Emblem = Cloverleaf = Logo

The Society's official emblem is the 4-leaf clover surrounding the letters A, S, M, E. In this manual it is referred to as the cloverleaf or as the logo.

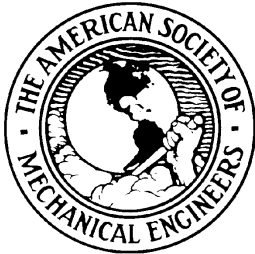
The logo with accompanying names is available on disc for both IBM compatible and Macintosh computers from the Public Information department, 212-591-7740. Reproducible copies have been prepared and may be found on pages 36-43.

Do not scan the logo — ask for a disc.



General Guidelines

Seal and Certificates



The official seal of the Society constitutes part of the incorporation of the Society under the laws of the State of New York and is to be fixed only to official documents, such as legal documents, certificates or medals.

The design shows the lever of Archimedes, capable of lifting the world if supported at an appropriate fulcrum point.

The seal is used on certain ASME medals and on various certificates, which may be ordered through ASME staff. There are four basic designs of ASME certificates which may be used depending on the purpose of the certificate. For details, consult staff assigned to your ASME unit. The seal is NOT to be used on promotional materials.



The initials ASME have also been registered. See page 8.

Trademark

ASME has registered its cloverleaf as a trademark. The registration mark must appear with the cloverleaf on all printed materials, except *letterhead, envelopes and business cards*, created, developed and owned by ASME.

The designation is to be placed at the lower right of the cloverleaf between the M and S, as shown.

Restrictions on Using the Logo

In addition to requiring that the cloverleaf be with the name of the Society as shown on page 5, certain restrictions on the use of the cloverleaf have been established.

The cloverleaf is NOT to be used:

- n Alone without the Society name.
(See exceptions on page 7).
- n As a decoration.
- n As a separate piece of art.
- n In any permutation other than the basic one.

The cloverleaf is to be unadorned. It is to stand alone and not be surrounded

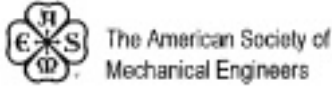
by other design elements, either by the 1980 Centennial ring or by special rings created by ASME units, except by special action of the Board of Governors as detailed in the ASME policy statement on name and emblem.

ASME Colors:

The official ASME colors are burgundy (PMS 207) for the cloverleaf and gray (PMS 405) for the type. The only other acceptable colors are black or white.

General Guidelines

Incorrect Logo Usage



Incorrect font



Distortion of logo



Distortion of logo



Used incorrectly – no words or other elements can be added to logo



Used incorrectly – logo not to be used as art or as part of a graphic.

Exceptions

The logo may be used alone, without the name, only in the following situations:

- n Where space is limited (book spines, badges, tent cards). Then the logo alone or the initials ASME may be used, along with the registration mark.
- n On 3-dimensional objects (mugs, plaques, clothing, pins). The trademark registration mark is not required where it would be difficult, such as pins or paperweights.
- n In the opening or closing of videotapes or slide shows, where artistic considerations would make the use of both name and logo cumbersome.

General Guidelines

Initials

The initials, without the word “International,” should be used sparingly and only on material that circulates internally within the Society. There are, after all, several other organizations that have the same set of initials.

If, however, only initials are used, the logo should be omitted, except when “International” is used.

The initials may be used in those cases where space is very limited — as on badges, tent cards and book spines.

In using the Society’s initials, periods are to be omitted. The initials should be all capitals in a san serif bold or demi-bold type such as

Helvetica Heavy. Use of the initials as a graphic element is not permitted.

In titles where only the initials appear, the trademark (®) should be used at the lower right of the E, as shown:

ASME®

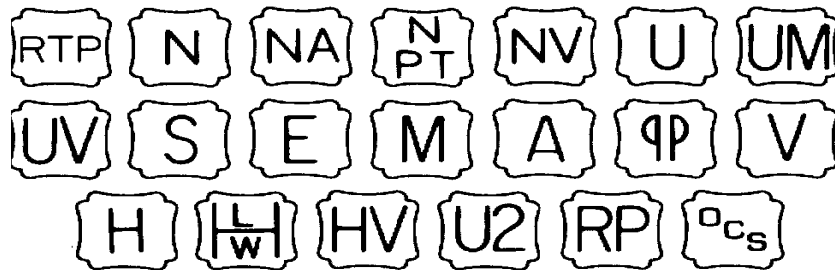
Publications with mastheads (such as *ASME News* or the *Transactions*) may carry a suitable notice of trademark in the masthead. The ® designation is NOT required in text such as in “ASME member John Doe....”

Accreditation Marks

The 25 accreditation marks used in the ASME programs for accreditation of manufacturers that adhere to ASME standards are stylized versions of the ASME cloverleaf.

Use of these stamps on manufactured items and in adver-

tisements are outlined in ASME codes and standards policies. For answers to questions on use of an accreditation mark, particularly in advertising, please consult with the ASME Accreditation department, 212-591-8581.



General Guidelines

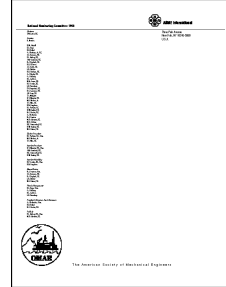
Subsidiary Logos

Some units of the Society -- divisions, sections and conferences -- use their own logos in addition to the ASME cloverleaf.

ASME does NOT recommend special logos. However, if a group uses such a logo, it should always be used in conjunction with the unit name. In addition, the regular ASME logo and name must also appear on the publication.

For letterhead, the unit logo should be positioned at the bottom left corner of the page under the list of officers. For newsletters it may be positioned at the top. (See pages 18 and 19.)

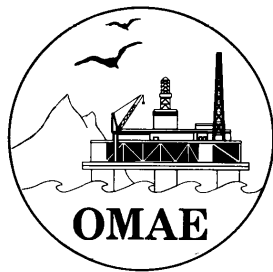
A special logo may NOT be a variant of the ASME cloverleaf, but should be of independent design reflecting the specific group's mission.



Acceptable Subsidiary Logos



**Manufacturing
Engineering
Division**



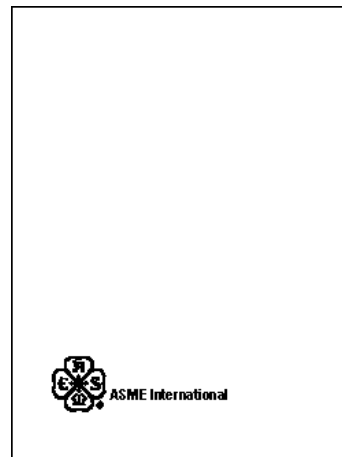
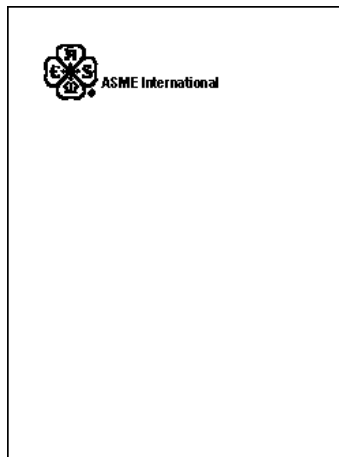
Promotional Materials - Booklets, Flyers, Programs

Position for Logo and Name

The ASME logo and name must appear on all ASME publications, including manuals, pamphlets, programs, newsletters and promotional materials.

For publication covers, the logo and name should appear at the top or bottom of the page. If the logo and name are

placed at the top of the page, nothing else should appear above them or on the same plane. If the logo and name are placed at the bottom of the page, nothing else should appear below them or on the same plane.



Brochures that are self-mailers - Place the logo and name in the upper left corner of the mailing address panel.

Newsletters - Place the logo and name in the top quarter of the first page of a newsletter. The logo and name must conform to the general guidelines.

To assist in designing newsletters, several samples have been prepared. (Reproducing copies are on pages 36-43.)

Periodicals that have their own identities, such as *Mechanical Engineering* —

Place the logo and name in the masthead inside the publication.

The logo and name are available on disc for both IBM compatible and Macintosh computers from the Public Information department, 212-591-7740.

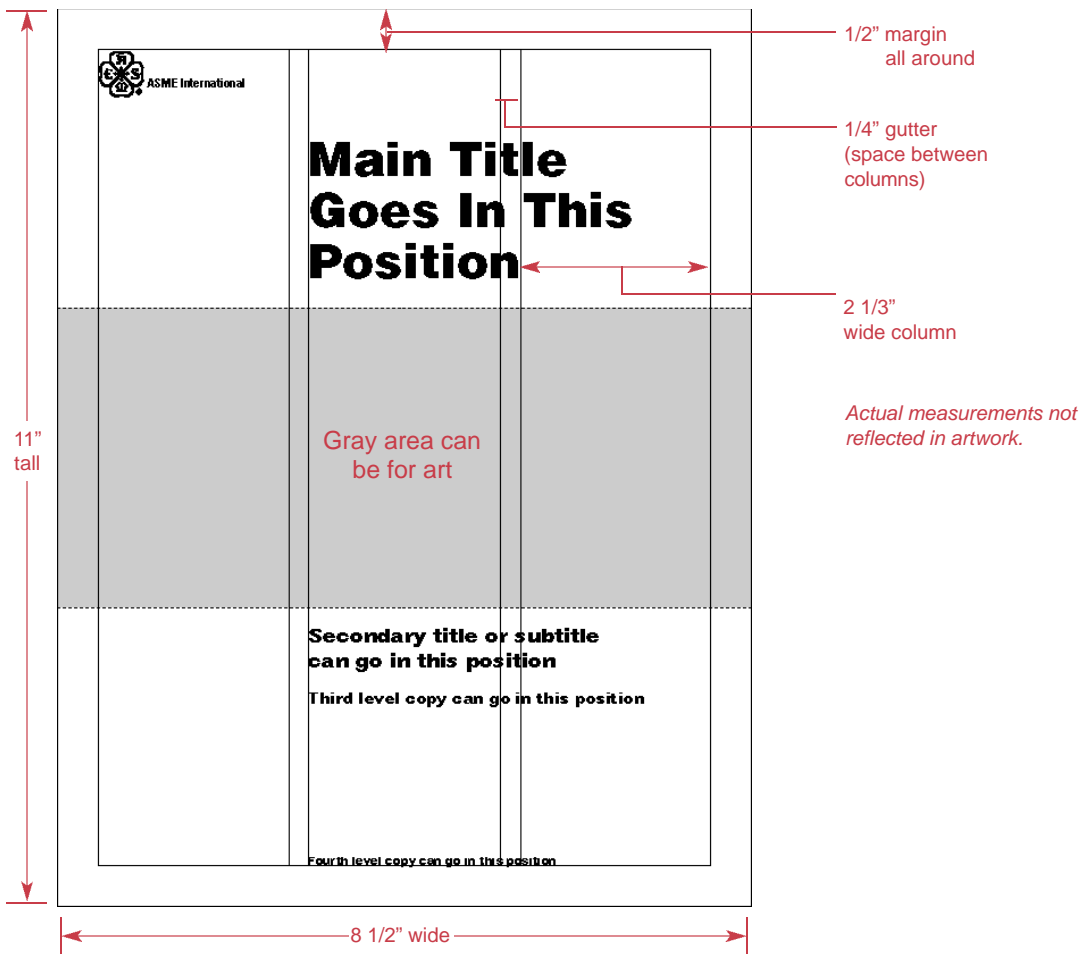
Promotional Materials - Booklets, Flyers, Programs

Basic Layouts - Overview

Simplicity and readability are the basic goals of designing covers for booklets, programs, flyers and brochures. The grid systems shown below and on the following pages provide various examples for layout. Note logo position and sizes of type for the various elements on the cover.

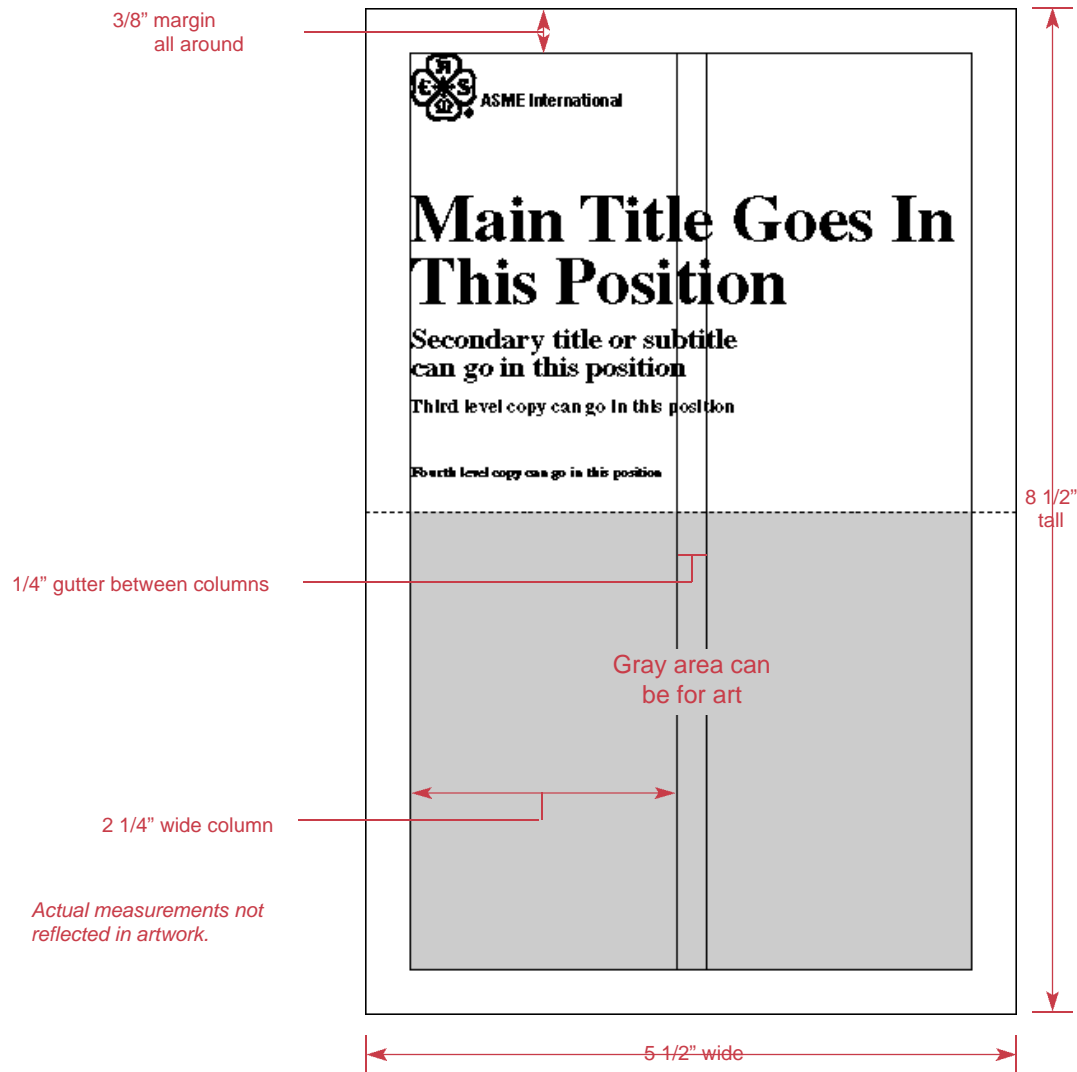
These layouts are only suggestions. There are many variations. However, good design calls for simplicity and readability. Try to keep a design as uncluttered as possible.

Layout - 8 1/2" x 11"



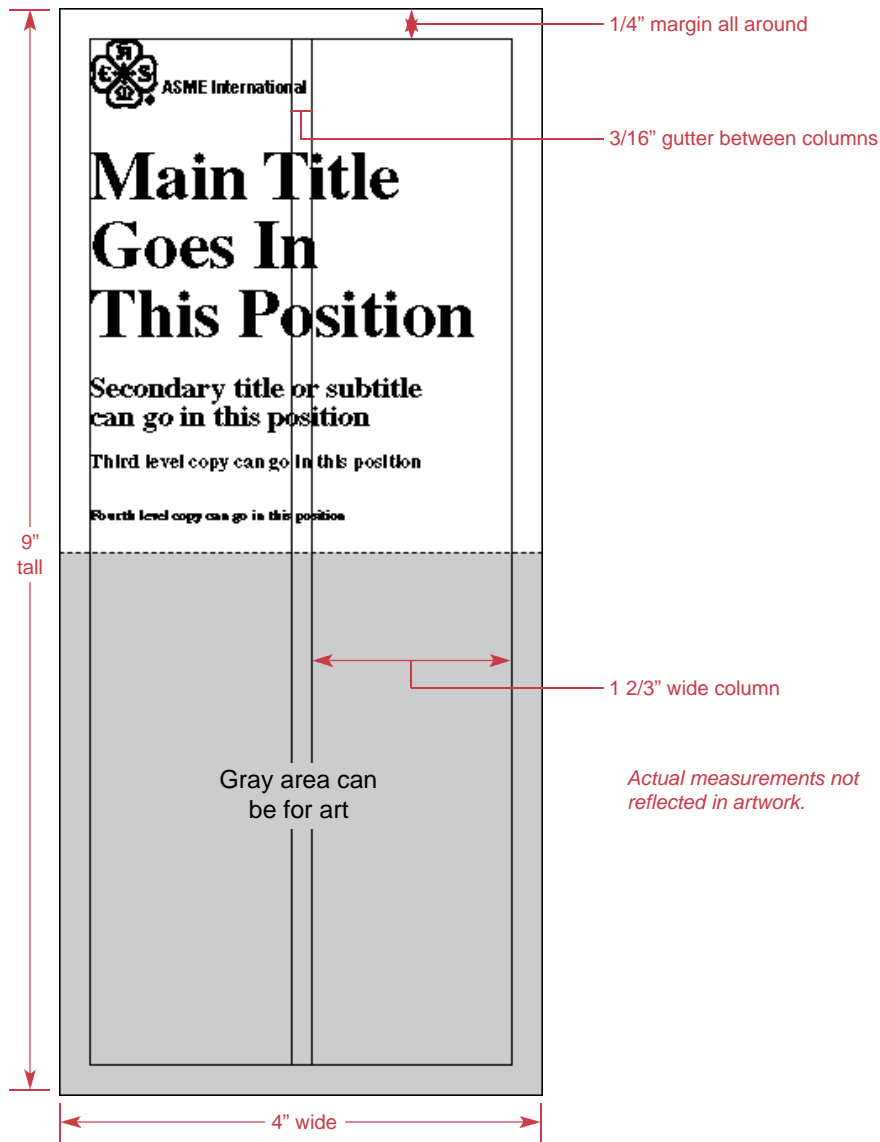
Promotional Materials - Booklets, Flyers, Programs

Layout - 5 1/2" x 8 1/2"



Promotional Materials - Booklets, Flyers, Programs

Layout - 4" x 9"

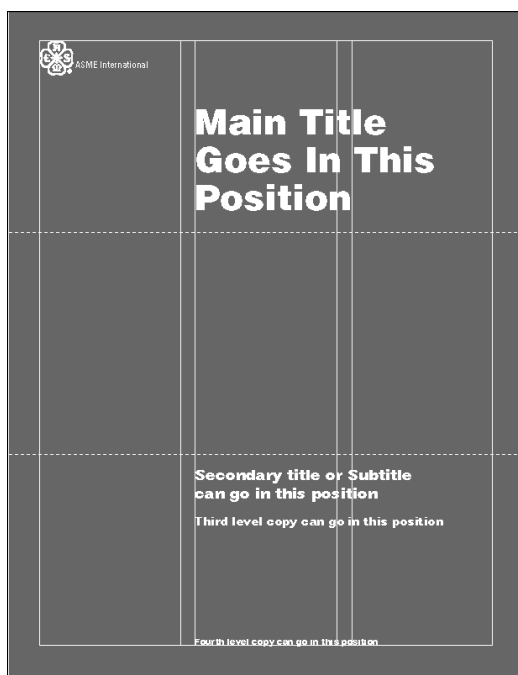


Promotional Materials - Booklets, Flyers, Programs

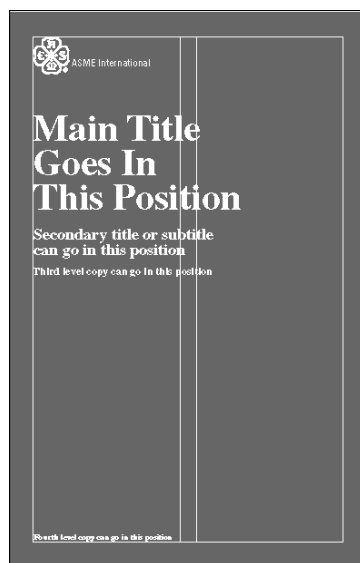
Layout – Full Bleed Art

An overall background of a picture, drawing or solid color is called “full-bleed” art. For a full-bleed layout, use the previously suggested placements of type. Care should be taken

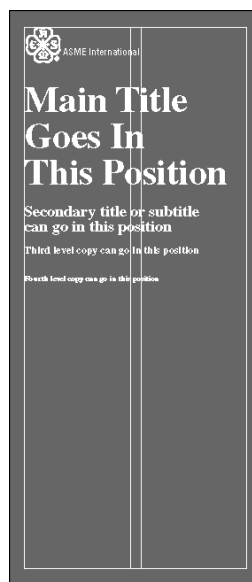
with type color so it will not blend into the background color and disappear. With a background illustration, keep copy short and type placement simple.



8 1/2" x 11"



5 1/2" x 8 1/2"



4" x 9"

Promotional Materials - Booklets, Flyers, Programs

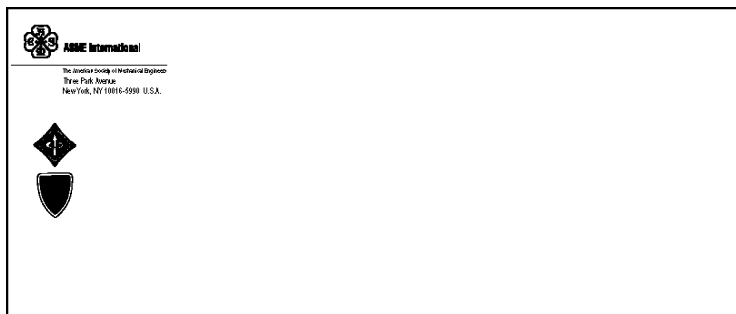
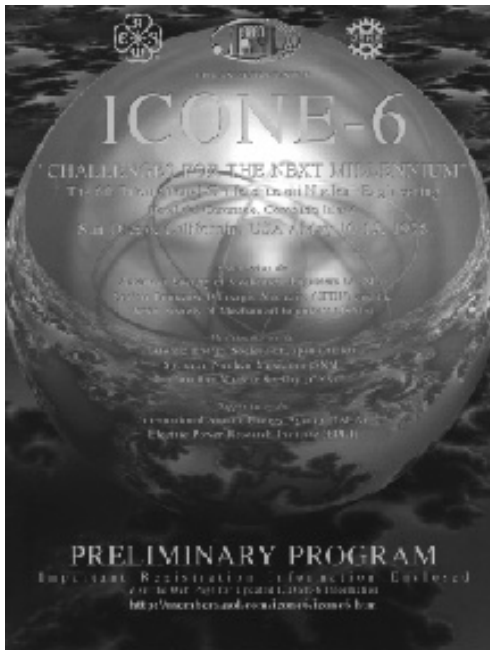
Jointly Sponsored Meetings

ASME is involved with a number of jointly sponsored conferences or multisymposia conferences. Such meeting announcements and programs require the names and logos of several societies. These designs show ways of dealing with multiple sponsors and their logos.

When there are multiple sponsors, it is not required that both the cloverleaf and

the name appear together on the cover. Only the cloverleaf is necessary.

Whether the sponsors' logos go on the front or back depends on the number involved, and in some cases, the contractual agreements governing the meeting management. For details, consult ASME Creative Services department, 212-591-7081.



Illustrated at left is the recommended position for multiple logos on the back or address page of self-mailers or envelopes.

Promotional Materials - Booklets, Flyers, Programs

Other Examples

Multiple Conferences

ASME sometimes holds several meetings at the same time, using a consolidated program. Because of the large amount of information required on the cover, the use of the full name and logo may

be omitted for simplicity. It should, however, appear on the back.

Remember: more words require simpler designs.



Newsletters

As part of the overall goal of a unified look for all ASME materials, several newsletter formats have been designed for use by sections, divisions, and other ASME units. All are acceptable and may be used by any unit.

Designs were developed based upon existing newsletters. Positions have been established for various elements found in newsletters published by ASME sections, divisions and other units.

Layout Guidelines

Positions for each basic element have been assigned.

- ASME name and logo
- Title of newsletter
- Name of ASME unit
- Date
- Volume number
- Editor's name
- Art work or special unit logo

Position for logo

Place the Society logo and name in the top quarter of the first page of the newsletter. The logo and name must conform to the general guidelines (pages 4-7).

Basic Layouts

Newsletter designs aim for simplicity and readability.

Most newsletters are printed on 8 1/2 x 11 paper, although these designs may be reduced to fit smaller paper.

Reproducible materials are on pages 36-43. These include

commonly used newsletter titles positioned in relation to the ASME logo and name.

For more suggestions in designing newsletters, see the ASME Newsletter Editor's Guide, MS-74.

Newsletters

The ASME logo and name are available on disc from ASME Public Information, 212-591-7740.

Layouts 1 and 2

These are variations on the same design, showing alternative positions for artwork, newsletter names and publishing group.

Assuming that black is the basic color, a second color could be used in the small block to the left or in the large block to the right. Or

the artwork could be printed in the second color.

There is sufficient space between the lines on the left for information for the date, volume, number and editor's name.

Reproducible materials are on pages 36-43.

Position for identification: Newsletter Bulletin News

Position for unit name

This diagram shows the layout for the Birmingham Section Newsletter. It features a header with the ASME logo and 'The American Society of Mechanical Engineers' on the left, and 'Birmingham Section' on the right. Below the header, the date 'APRIL 1998' and 'VOLUME 82 ISSUE 6' are listed on the left, and the word 'Newsletter' is prominently displayed in a large, bold font on the right. A black horizontal bar at the bottom contains the tagline 'serving the engineering community since 1915'. Red lines with callouts point to various elements: 'Position for identification: Newsletter Bulletin News' points to the left margin; 'Position for unit name' points to the 'Birmingham Section' header; 'Position for special logo' points to the ASME logo; 'Unit name plus identification' points to the 'Birmingham Section' header; and 'Area to drop in the second color' points to the tagline bar.

Area to drop in the second color.

Reproducible materials are found on pages 36-43.

This diagram shows the layout for the Cleveland Section Newsletter. It features a header with the ASME logo and 'ASME International' on the left, and 'Cleveland Section' on the right. Below the header, the date 'April 1998' and the editor's name 'Rich Ginnetti, Editor' are listed on the left, and the word 'Newsletter' is prominently displayed in a large, bold font on the right. Red lines with callouts point to various elements: 'Position for date, volume, editor or address, phone number, contact' points to the 'April 1998' and 'Rich Ginnetti, Editor' text; 'Area to drop in the second color' points to the space below the editor's name; and 'Position for Newsletter name' points to the 'Newsletter' title.

Position for date, volume, editor or address, phone number, contact.

Area to drop in the second color.

Position for Newsletter name.

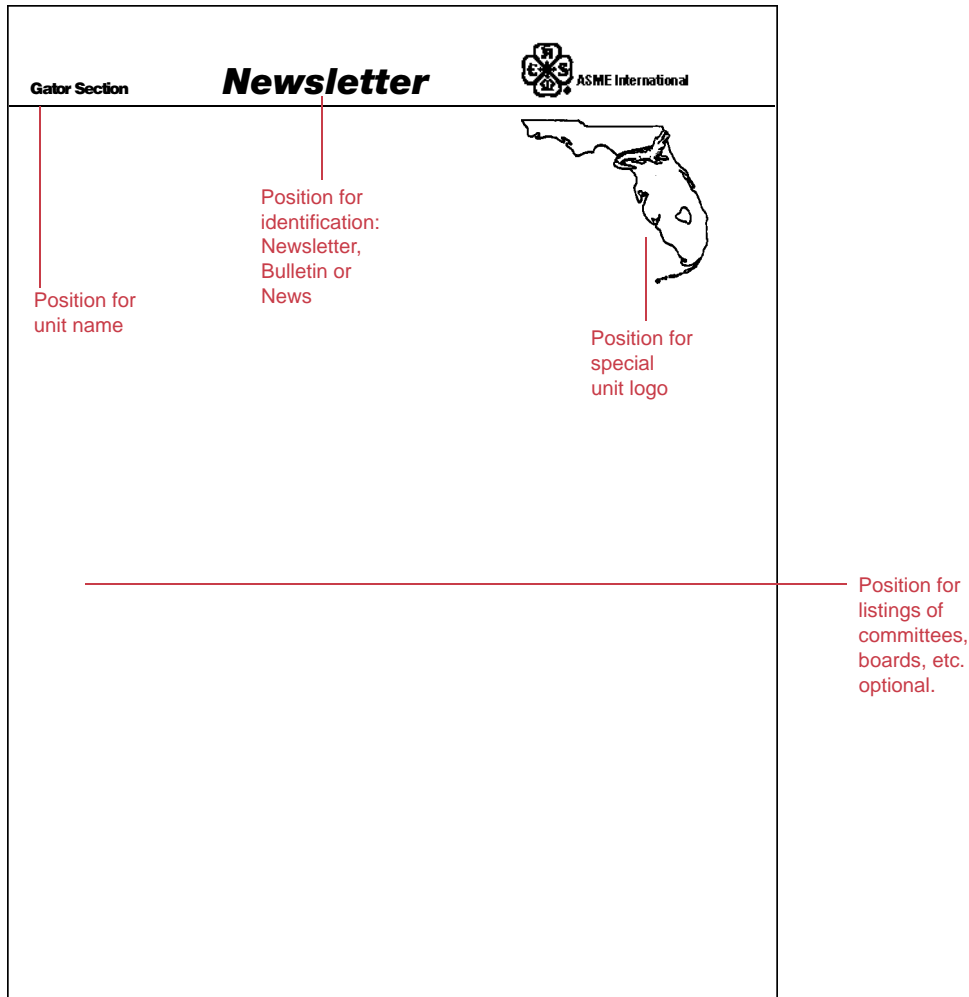
Newsletters

Layout 3

Many sections use their standard letterhead for newsletters. This design shows how it can be adapted, with the name of the publication above the line and artwork under the ASME logo and name.

A list of names, commonly used on stationery, could be placed along the left side.

Reproducible materials are on pages 36-43.

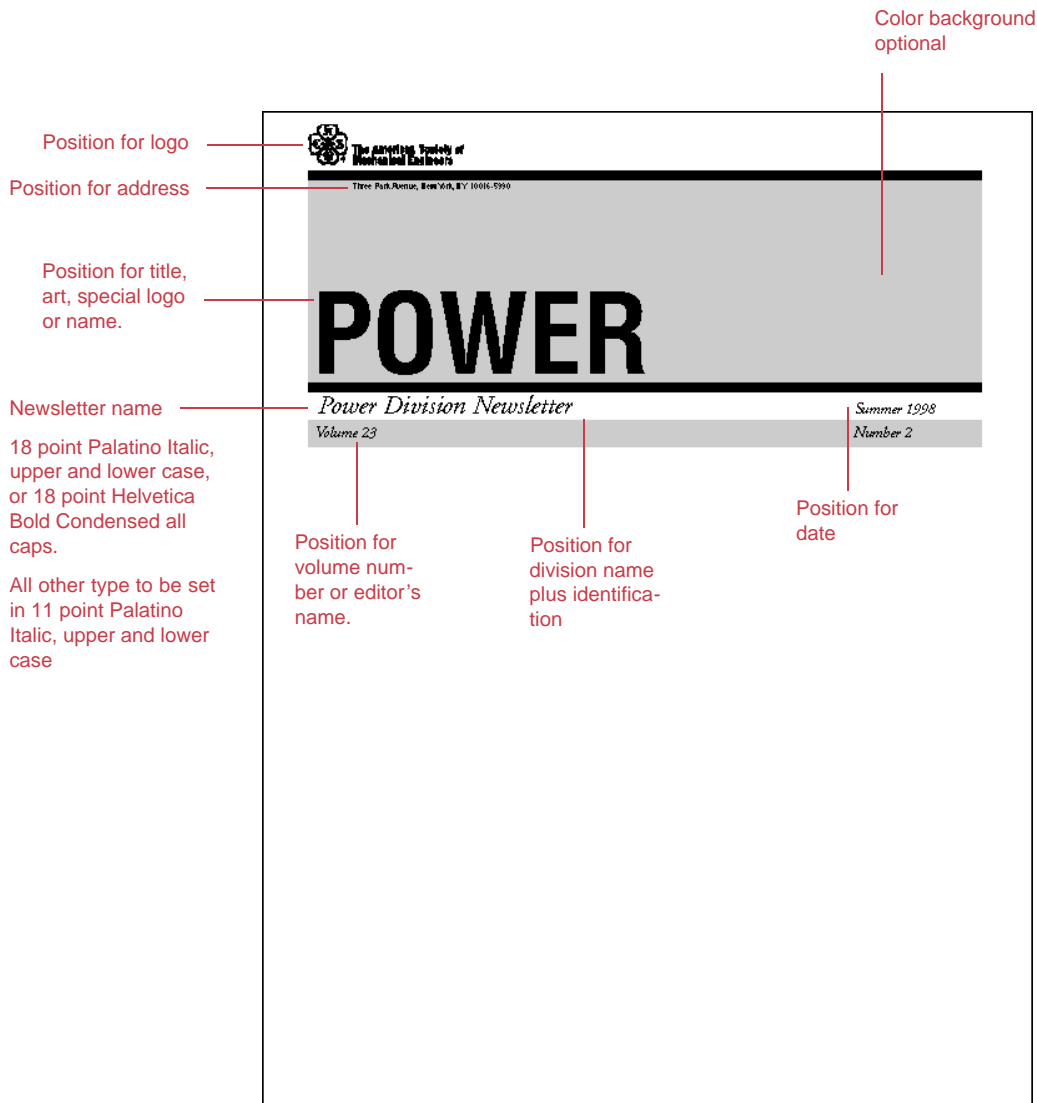


Newsletters

Layout 4

This is the basic design used by the ASME technical divisions, providing positions for the name of the newsletter; for the ASME logo and name; name of the division (or other unit); volume and number, and editor's name. It may be adapted by other ASME units.

Most division newsletters are produced through the ASME Technical Affairs department. For specifications for type, columns and layout, consult the staff person assigned to your unit.

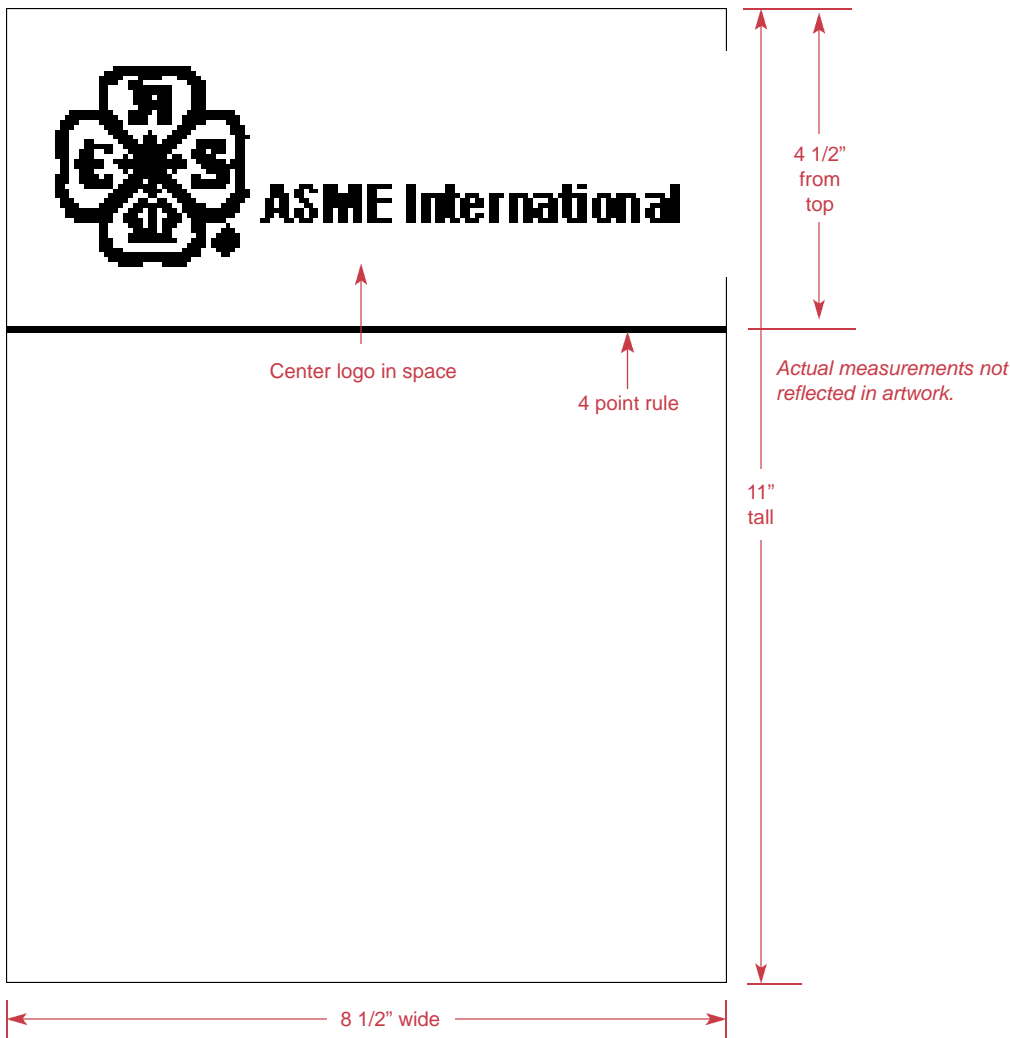


Newsletters

Meeting Notices

Many sections post notices of their meetings on bulletin boards in offices and schools, thus requiring a large symbol of the Society. This letterhead

is suggested, using both logo and name, rather than a page with only a large cloverleaf. It could also double as a newsletter letterhead.



Stationery System

Placement Guidelines

A position for each of the basic elements has been assigned:

- Society logo
- Street address, (New York on the basic letterhead, outlying offices use their addresses.)

In addition to positions for the name, logo and street address, there are positions for each of the following:

- Name of ASME unit: council, division, board, department, section, journal;
- Telephone, fax and e-mail;
- List of members of boards, councils, sections, executive committees, etc. If the list exceeds the length of the page, continue on the back.
- Founding date of a unit;
- Secondary logos, although they are not encouraged; and
- Special information, such as the date of an upcoming meeting.

Logo and Name

The logo and name are always placed at the top right of stationery. The trademark is not used on stationery. (Reproducible copies of the logo and name in the correct size and configuration are found on page 36-43.)

The logo and name are also available on disc from the Public Information department for both IBM compatible and Macintosh computers (212-591-7740).

A position for each of the other basic elements has also been assigned for:

- street address
- name of ASME unit
- lists of members of boards, councils, sections, executive committees, unit logos, etc.

For advice in laying out stationery, consult the ASME Creative Services department, 212-591-7081.

Color

Two colors are used on the stationery: burgundy for the cloverleaf; dark gray for the type. If only one color is used, it must be black or white.

ASME colors:

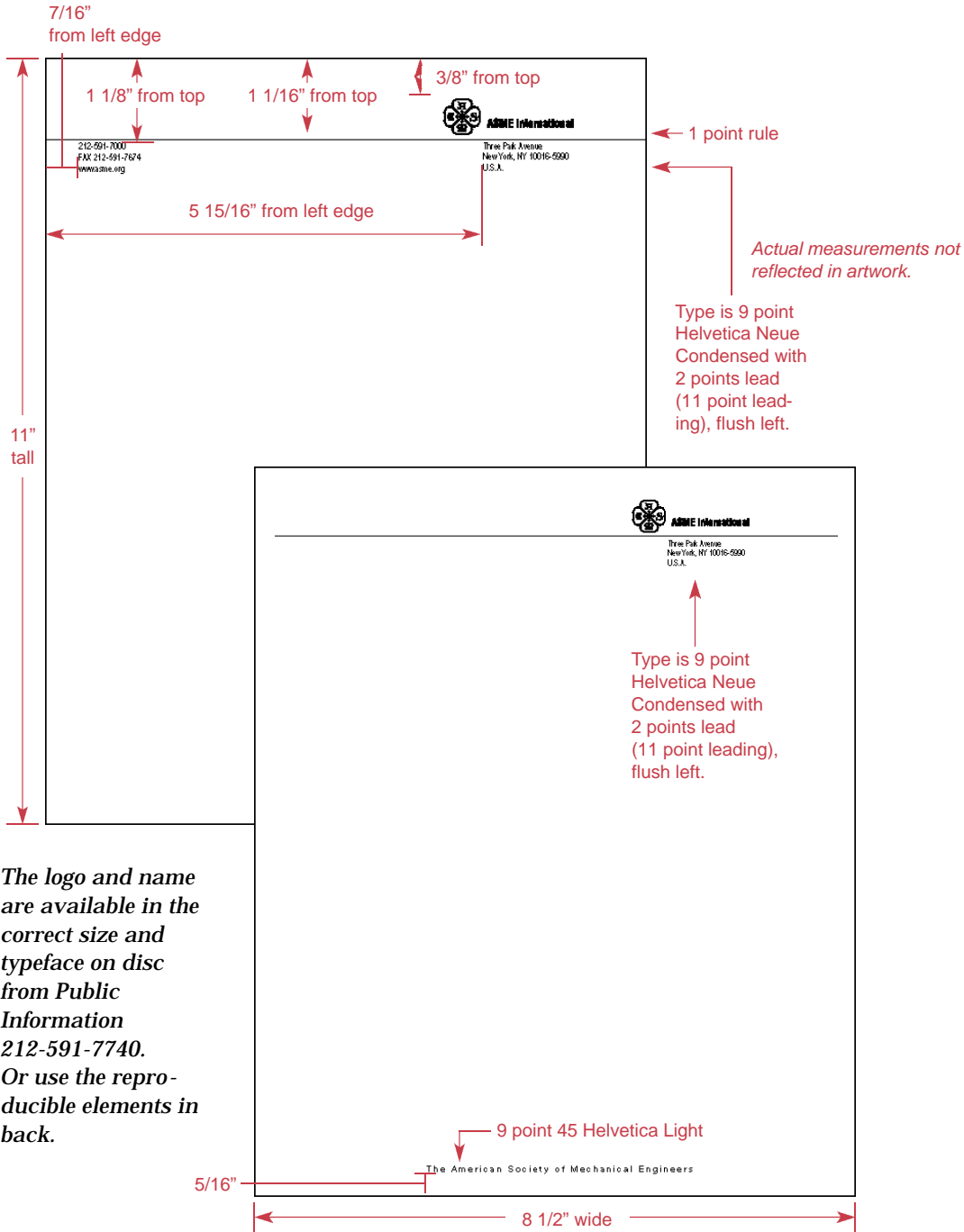
Burgundy--PMS 207

Gray--PMS 405

Stationery System

Basic Letterhead

The basic elements of the ASME letterhead are shown.



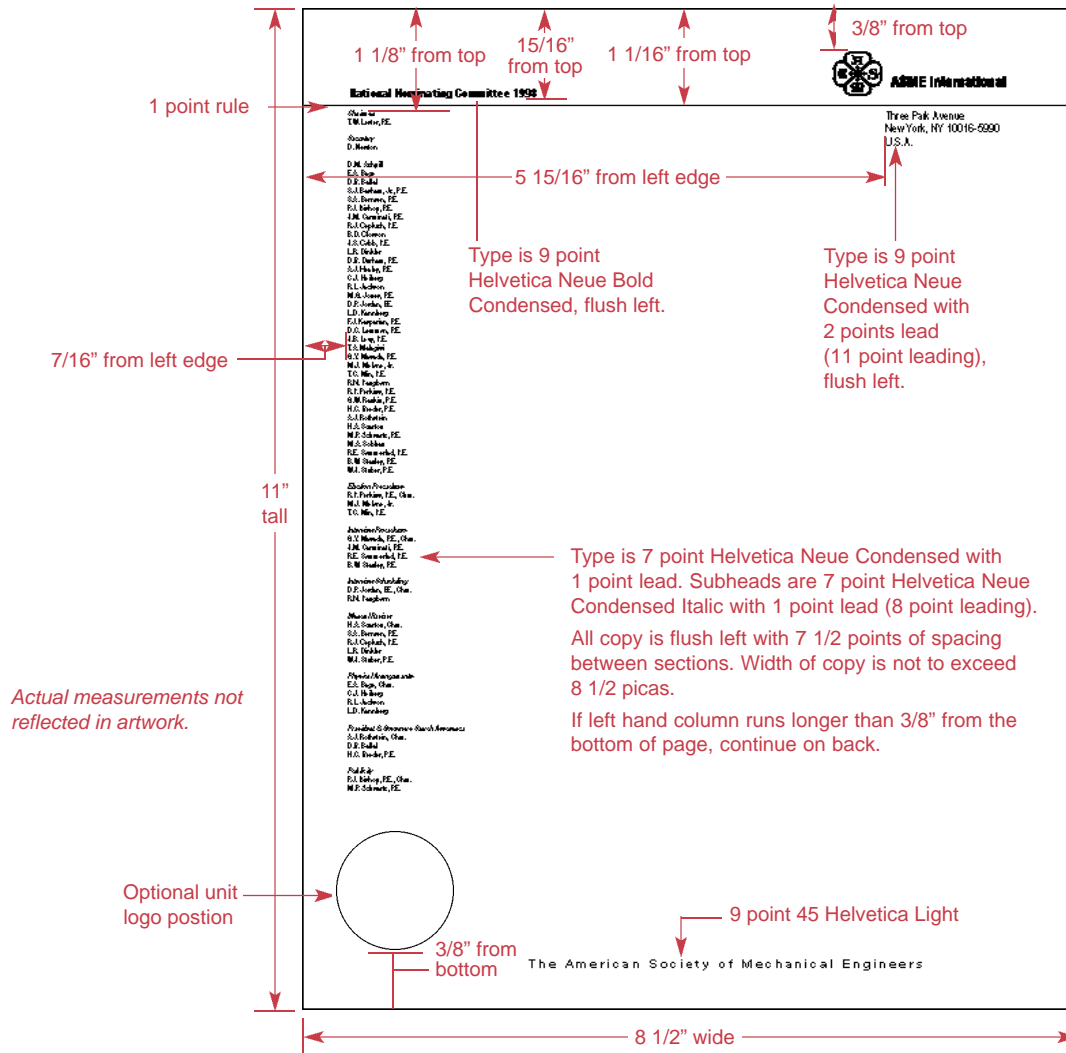
The logo and name are available in the correct size and typeface on disc from Public Information 212-591-7740. Or use the reproducible elements in back.

Stationery System

Letterhead – Divisions, Boards, Councils, Sections etc.

An example of letterhead listing members of divisions, boards, councils, or sections, etc., is shown below. The basic elements of the Society letterhead (logo, name and address) are on the right side. All listings are flush left, with appropriate typefaces, sizes and measurements shown. An area for special logos has been provided. (See page 9, "Subsidiary Logos".) Below the line under the unit name, there is space for a total of 100 lines

of type (names, addresses, phone numbers). Space between items may be counted as one line space. In the rare cases where only one name with address and numbers appears, it should be printed in 9 point Helvetica Light Condensed. See next page for information on member lists that run long. Recommended paper stock: Mohawk Vellum, Cane White, 60 lb. smooth



Stationery System

Letterhead – Back Page for Member Listing

If the member listing on the front of the letterhead runs longer than the space provided on the front, you may continue your listing on the back of the letterhead. An example is shown below (not actual size). You may run names and phone numbers on front with names and addresses continued on back or run all information at left on front, continuing on back. Type size, face and measure-

ments are shown. The purpose of continuing lengthy information on back of letterhead is to keep the front of letterhead as uncluttered as possible.

In setting type:

- General group headings are bold
- Individual titles are in italic
- Names and addresses are in regular type, with standard capitalization

7/16" from top

7/16" from edges

Actual measurements not reflected in artwork.

11" tall

Same type style as on front.

4 columns not to exceed 8 1/2 picas in width, with 1 pica between columns.

3/8" from bottom edge

8 1/2" wide

Member Listing
 Name, Title
 University of Florida
 College of Engineering
 Building, Room
 Gainesville, FL 32611-6000
 (904) 392-1000
 (904) 392-1000
 (904) 392-1000

Member Listing
 Name, Title
 University of Florida
 College of Engineering
 Building, Room
 Gainesville, FL 32611-6000
 (904) 392-1000
 (904) 392-1000
 (904) 392-1000

Member Listing
 Name, Title
 University of Florida
 College of Engineering
 Building, Room
 Gainesville, FL 32611-6000
 (904) 392-1000
 (904) 392-1000
 (904) 392-1000

Member Listing
 Name, Title
 University of Florida
 College of Engineering
 Building, Room
 Gainesville, FL 32611-6000
 (904) 392-1000
 (904) 392-1000
 (904) 392-1000

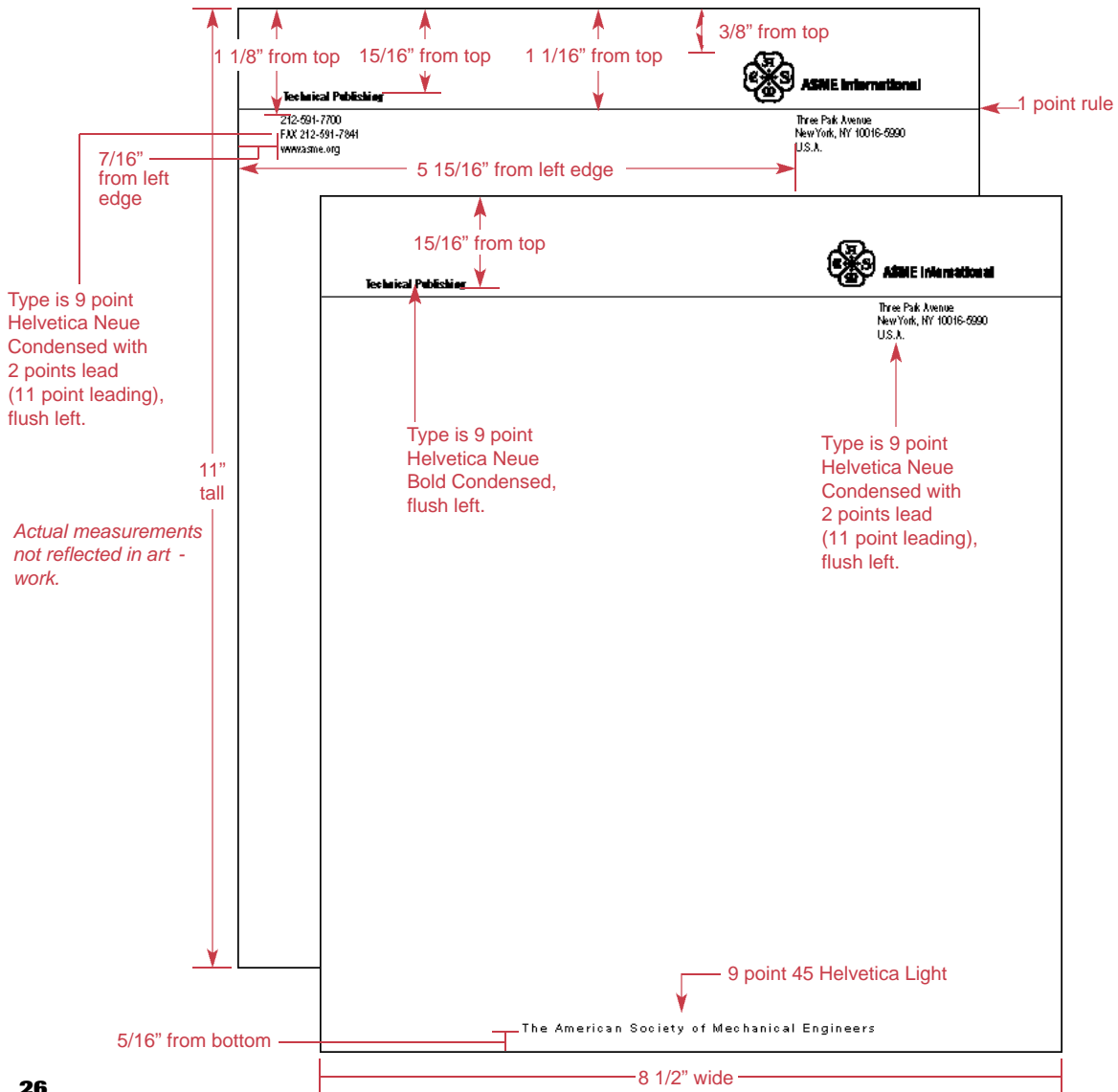
Stationery System

Letterhead – Department

The basic elements of the ASME department letterhead are shown below. Typefaces, sizes and measurements are indicated on the examples.

Departments outside New York use their own addresses and phone numbers. They may include the department name above the line at the left. No staff names are to appear.

The only departments authorized to have department letterhead are: Member Affairs, Education, Technical Affairs, Codes and Standards, Public Information, Human Resources, Meetings, Technical Publishing and Exhibits.

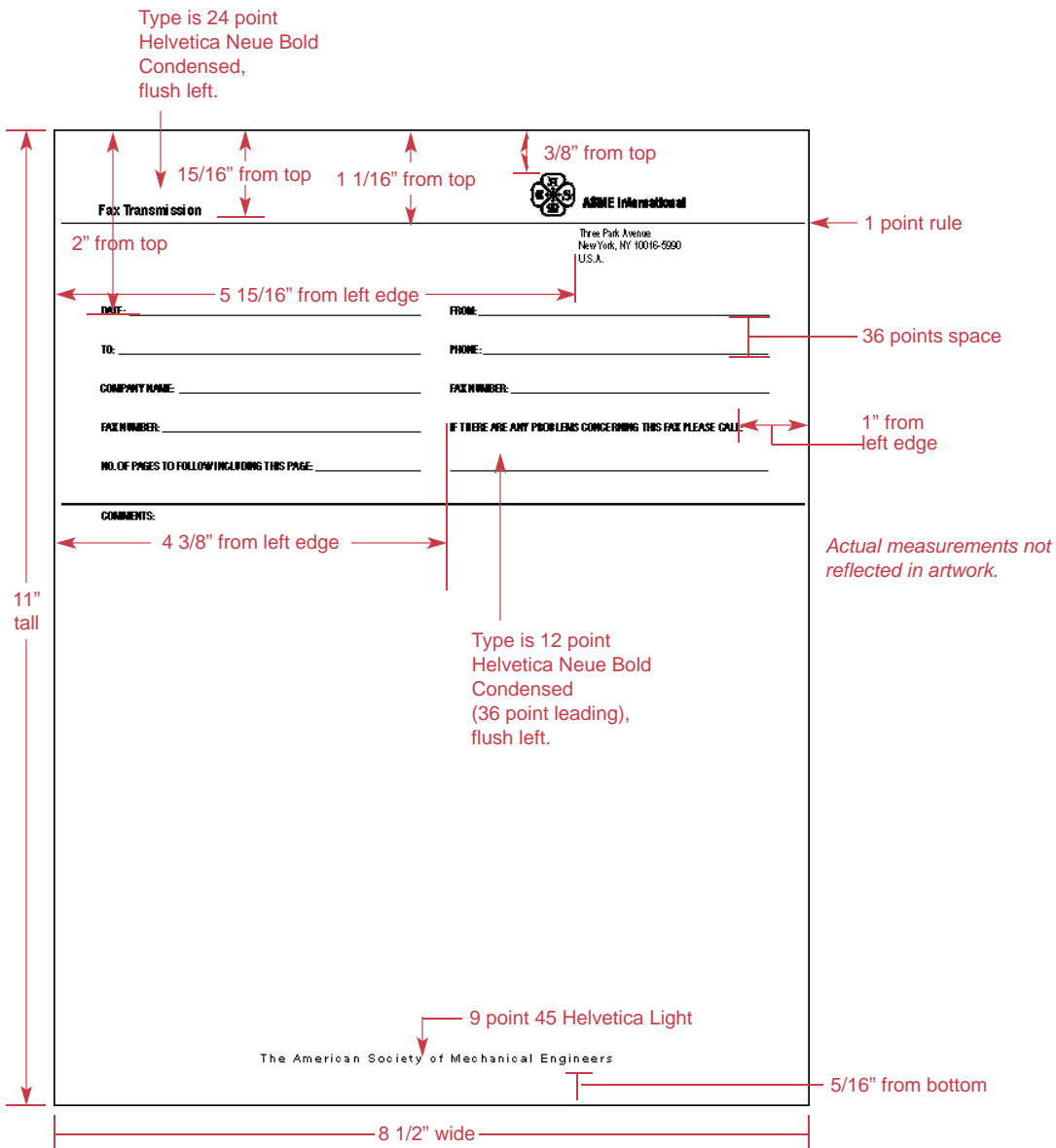


Stationery System

Fax Form

Most people simply use stickers to transmit their faxes, thus saving one page. But if you do use a cover sheet, use this standard sheet.

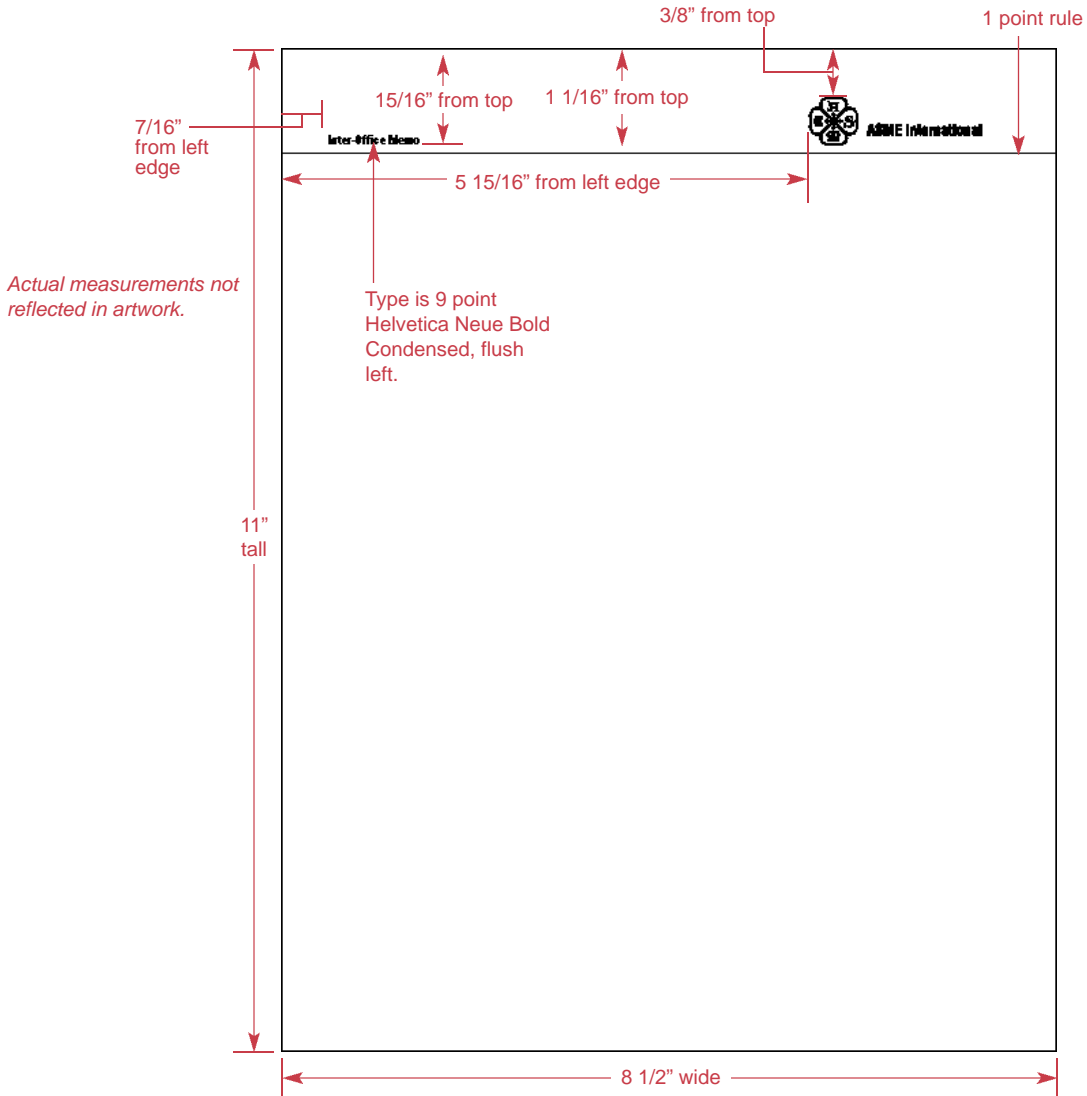
The cover sheet is available on the wide area network and on disc from Public Information, 212-591-7740.



Stationery System

Staff Inter-Office Memo

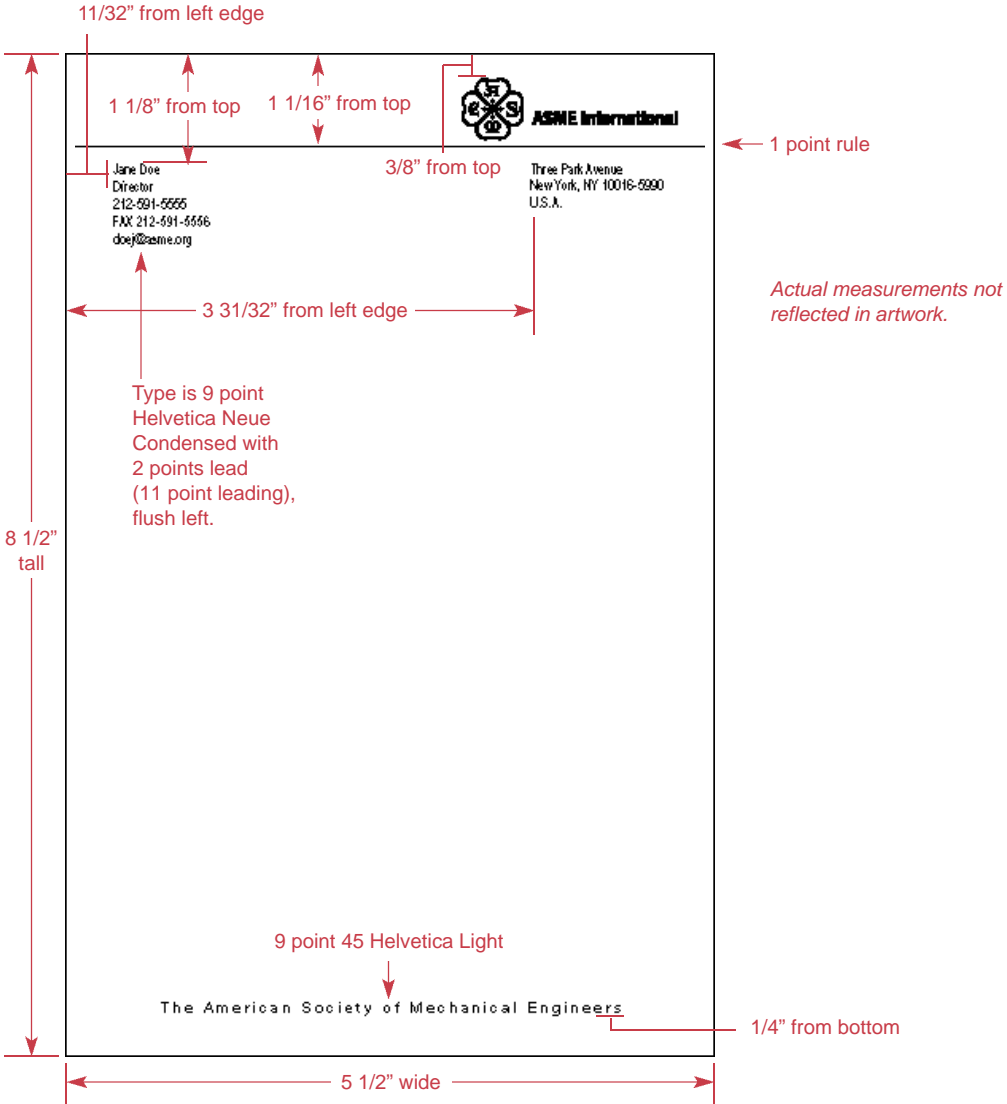
This letterhead is available on the wide area network and on disc from Public Information, 212-591-7740.



Stationery System

Staff Memo Pads

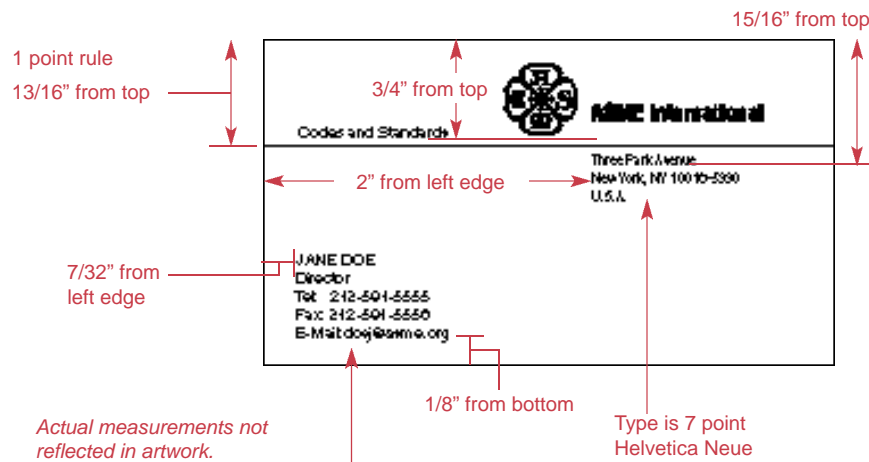
These must be ordered through Purchasing and be approved by the department director.



Stationery System

Business Cards

Business cards must be ordered through the ASME Purchasing department, 212-591-7065.



Unit head is 7 point 45 Helvetica Light.
Name is 7 point 65 Helvetica Medium with 1 point lead (8 point leading).
Title and phone numbers are 7 point 45 Helvetica Light with 1 point lead (8 point leading).
All flush left.

Type is 7 point Helvetica Neue Condensed with 2 points lead (8 point leading), flush left.

Stationery System

Envelopes and Mailing Panels

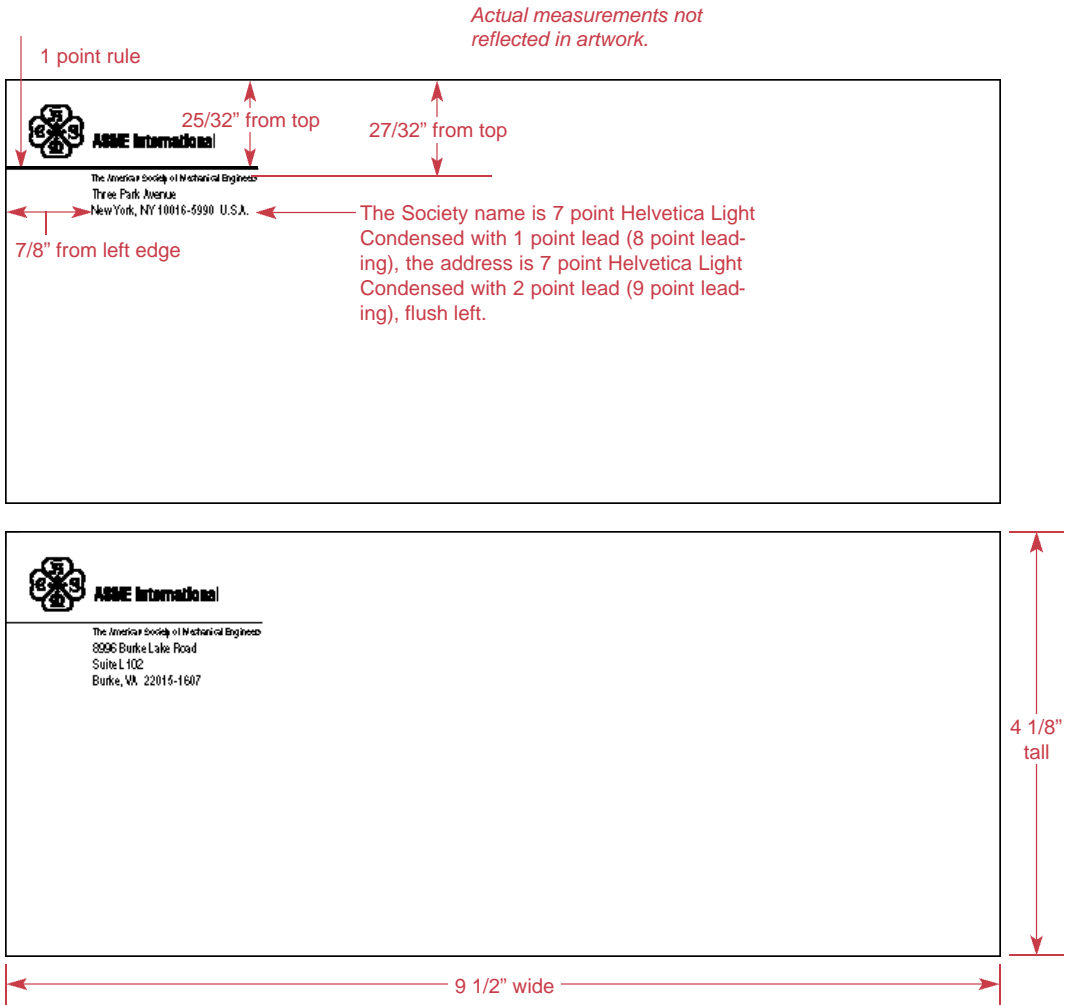
No. 10 envelopes are printed in burgundy and gray, with the cloverleaf in burgundy and the name of the Society and the address in gray.

Envelope stock: 24 lb. white wove.

Ink: Burgundy—PMS 207
Gray—PMS 405

Exact specifications for the return address (applicable to envelopes and mailing panels of brochures) are given below.

Large first class envelopes, (in white with green edges) are printed in black on standard envelope stock.



Stationery System

Envelopes

Courtesy Reply Mail

Courtesy reply envelopes or cards are preaddressed for the convenience of customers/members/clients, with preprinted FIM (Facing Identification Mark) and bar codes to expedite mail delivery. (Codes are obtainable from the post office.)

Layout shows exact specifications for placement of address, FIM and bar codes to meet postal regulations.

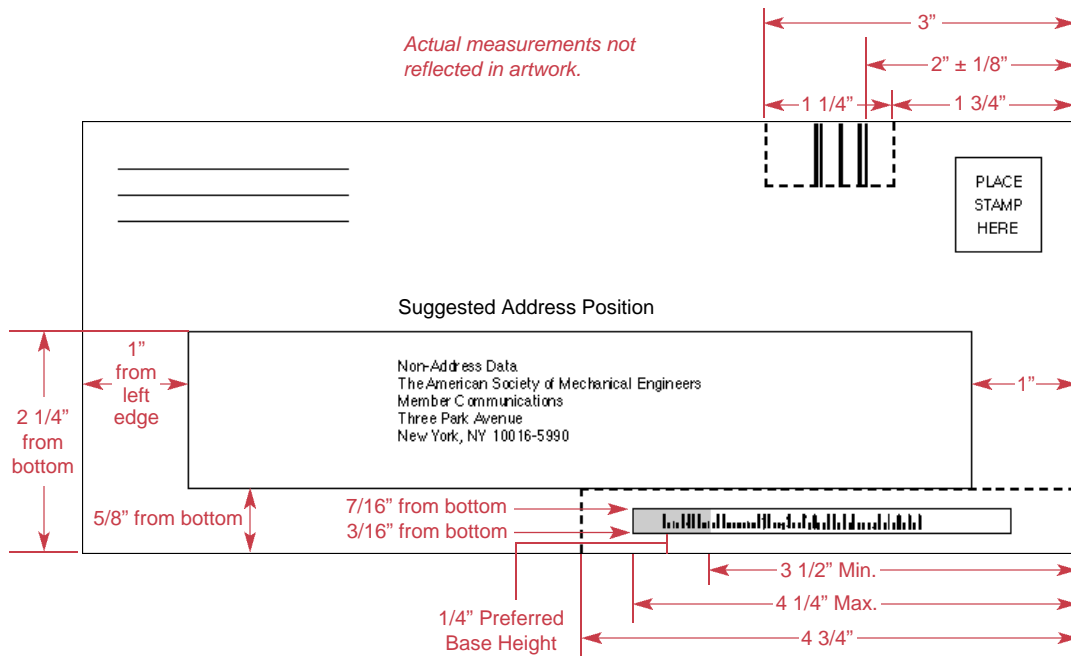
The ASME unit name must be included in the main address and not placed separately in the lower left corner. See below for postal requirements. The envelope should be simple and easy to read. No logo is required.

Business Reply (Postage Paid) Mail

Business reply envelopes or cards, like courtesy reply, provide a preprinted address and FIM and bar codes. They also provide a preprinted mailing indicia that indicates postage is paid.

For each piece of business reply mail that is mailed back to you, the post office charges your account the cost of a first class letter plus a fee.

To set up a business reply mail account and for help on preparing business reply envelopes or cards, contact your local post office or the ASME Creative Services department at 212-591-7081.



Stationery System

Postal Requirements

The post office uses optical character reading (OCR) to process mail. To allow ASME envelopes or cards to be read, please follow these guidelines.

So that the scanner can read the mailing address, an OCR read area has been established in the lower 2/3 of the envelope. Nothing except the address may be in that area. (The specific measurements of the OCR Read Area are 1 inch from the left and right edges; 5/8 of an inch from the bottom edge, and the top of the rectangle must be 2 1/4 inches from the bottom edge.

The address should be single spaced, flush left. The order of the address should be.

1. Code or account numbers, dates and other non-address data
2. Name of addressee
3. Unit, suite or apartment number

Composing ASME Letters

Overview

A standardized format for letters typed on ASME stationery is shown below.

<p>National Nominating Committee 1998</p> <p>Chairman T.M. Lester, P.E.</p> <p>Co-Chair D. Newton</p> <p>D.M. Ashill E.S. Bupp D.F. Eddel S.J. Eastman, Jr., P.E. S.S. Eversman, P.E. F.J. Gering, P.E. J.M. Gorman, P.E. R.J. Gysbers, P.E. R.D. Green J.R. Gubb, P.E. L.R. Heiler D.E. Hoffman, P.E. S.J. Hulse, P.E. C.J. Hwang R.L. Jackson M.B. Jones, P.E. D.F. Jordan, P.E. L.D. Kunkel F.J. Kuperman, P.E. D.C. Lamm, P.E. J.R. Lee, P.E. T.S. Madson R.V. March, P.E. M.J. McIvor, Jr. T.C. McV R.N. Paugh R.T. Pugh, P.E. G.W. Ruckelshaus, P.E. H.S. Sander, P.E. S.J. Schmitt H.S. Sander M.E. Schmitt, P.E. M.S. Schmitt R.E. Szwarcwald, P.E. E.W. Staley, P.E. W.J. Staley, P.E.</p> <p>Chairman Pro-tem R.T. Pugh, P.E., Chm. M.J. McIvor, Jr. T.C. McV</p> <p>Administrative S.V. March, P.E., Chm. J.M. Gorman, P.E. R.E. Szwarcwald, P.E. E.W. Staley, P.E.</p> <p>Administrative D.F. Jordan, P.E., Chm. R.N. Paugh</p> <p>Administrative H.S. Sander, Chm. S.S. Eversman, P.E. R.J. Gysbers, P.E. L.R. Heiler W.J. Staley, P.E.</p> <p>Physical Arrangements E.S. Bupp, Chm. C.J. Hwang R.L. Jackson L.D. Kunkel</p> <p>Publicity S.J. Hulse, P.E., Chm. D.F. Eddel H.S. Sander, P.E.</p> <p>Publicity F.J. Gering, P.E., Chm. M.E. Schmitt, P.E.</p> <p>Public Relations J.E. Dwyer, P.E. R.H. Hsu, P.E. L.S. Jones, P.E.</p> <p>Publications J.H. Cook, Jr., P.E.</p> <p>Publicity R.E. Lueders, P.E.</p> <p>Administrative G.S. McIvor</p>	<p style="text-align: right;">Three Park Avenue New York, NY 10016-5990 U.S.A.</p> <p>May 16, 1995</p> <p>John P. Jones XYZ Corporation Suite 269 2542 W. 108th St. Noname, Ohio 13561</p> <p>Dear Mr. Jones:</p> <p>This is to confirm our telephone conversation in which we agreed that you will organize the meeting of the ASME Committee on Scholarship.</p> <p>As you know, about 50 people will attend for a dozen states. It is an important gathering in which we may well be able to set ASME goals in scholarship for the next 10 years.</p> <p>Will you call Sam Elwell in Columbus and make sure that he will be able to attend before we set the actual date?</p> <p>At the moment August 1996 looks promising, but that will depend on Sam's availability and if we can find meeting space in Indianapolis.</p> <p>Let me know.</p> <p>Sincerely,</p> <p>E.W. Glenn Director, Scholarship 212-705-6366 Fax: 212-705-9639</p> <p>cc: H. Doe M. Smith</p> <p style="text-align: center;">The American Society of Mechanical Engineers</p>
--	---



Actual measurements not reflected in artwork.

Composing ASME Letters

Specifications

Format and Spacing

Use a flush-left format. Date starts approximately $\frac{3}{4}$ inch below the rule. Inside address is positioned eight lines below the date, with another two lines after the address and another two lines after the salutation. The body of the letter is flush left with no paragraph indents. If the letter is short, it should be positioned lower on the page.

Margins

With list of names at the left: The list is between $1\frac{1}{4}$ and $1\frac{1}{2}$ inches wide, depending on the number of letters in the longest name. The left

margin should, therefore, be set from $1\frac{3}{4}$ to 2 inches from the left edge of the paper.

Without the list of names, the left margin should be 1 to $1\frac{1}{2}$ inches from the left edge of the paper depending on the length of the letter.

Right margin should be at least $\frac{3}{4}$ inch wide.

Preferred Typeface


The preferred typeface is Times New Roman. The preferred size is 12 points with 2 points of leading (14 point lead).


Reproducible Elements


Reproducible Elements

These reproducible materials may be cut out, pasted down and used in printing. In each case, the Society logo and name are to be used in the configuration shown.

They include logos/names for stationery, booklets, programs and flyers. Those without the trademark ® are to be used only for letterhead, envelopes and business cards. All other printed material requires the trademark.

				
Newsletter				

				
Newsletter				

				
News				



Meeting



Announcement



Bulletin

Newsletter



Newsletter



Bulletin



News



News



Announcement



Meeting



Meeting



These are reproducible copies of the ASME logo and name. The left column is for use on envelopes and mailing panels. The center column is for use on all printed matter except let-

terhead and mailing panels. The right column is for use on letterhead and mailing panels only.

Return Addresses

Printed Matter

**Stationery
(no trademark)**

with top left corner of envelope or mail panel



The American Society of Mechanical Engineers
Three Park Avenue
New York, NY 10016-5990, U.S.A



The American Society of Mechanical Engineers
Three Park Avenue
New York, NY 10016-5990, U.S.A



The American Society of Mechanical Engineers
Three Park Avenue
New York, NY 10016-5990, U.S.A



The American Society of Mechanical Engineers
22 Law Drive, Box 2300
Fairfield, NJ 07007-2300, U.S.A

