Great brands are built on consistency.

This manual is intended to define ASABE’s visual identity standards.

Using the brand correctly is extremely important, so we ask that this guide is always referred and adhered to when writing, designing, producing, or directing branded communications.
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Brand Positioning

This section offers an outline of ASABE’s brand positioning. It is the written portion of our brand which documents who we are and what we believe in, and which also creates the strategic foothold for our visual identity.
Our Name

Upon first mention in formal text, our name should be spelled in full as “The American Society of Agricultural and Biological Engineers.” In subsequent mentions or informal situations, our name should be abbreviated to the acronym “ASABE.” Verbally, we should pronounce our name as “A-S-A-B-E.”
Our Vision Statement

A world where all have the food, water, energy, fiber, and safe environment needed to thrive.
The Society Mission

To promote engineering in food, water, fiber, energy, and environment.
The Foundation Mission

To grow and steward trust, relationships, and resources to support innovation for sustainable agricultural, food, water, fiber, energy, and environmental systems.
Our Tagline

Engineering a Sustainable Future

Our shared tagline explains the impact we wish to make on the world. It simplifies “agricultural and biological engineering” and makes it practical and relevant for everyday people. It’s specific enough to accurately describe what we do, but broad enough to allow us to connect with a variety of partners.
This section offers practical guidelines for our messaging. It provides the practical instructions communicating with our audiences. It answers the questions, “What message, and to whom does this message relate?”
Core messages

We know what we’re talking about

ASABE is a credible and established institution in the biological and agricultural engineering space.

We support brilliant ideas (+people)

ASABE actively supports the creation of more innovative, sustainable, and efficient systems that affect access to natural resources.

We encourage collaboration

ASABE offers the opportunity for engineers who are passionate about sustainable innovation to connect and collaborate with like-minded individuals.

We are a multi-faceted community

ASABE partners with engineers in a wide variety of spaces, across the globe.

At the end of the day, there are basic things we want all of our audiences to know about us.
We know what we are talking about.

ASABE is a credible and established institution in the biological and agricultural engineering space.

**OUR HISTORY**
Founded in 1907, ASABE comprises members in more than 100 countries.

**OUR LEADERSHIP**
Our organization is 100% volunteer-run and is made up of established, award-winning engineers in a variety of industries.

**OUR PROMINENCE**
We are one of 33 professional societies that comprise ABET, the accrediting agency for engineering, computing, engineering technology, and applied science degree programs across the globe.

**OUR RESOURCES**
We literally write the book(s) on standards in agricultural and biological engineering. We also publish peer-reviewed academic journals and manage a technical library of more than 35,000 documents.
What makes us look credible?

PRESS AND RECOGNITION
News articles, TV interviews, documentary features, and other forms of press

TESTIMONIALS
Written or recorded accounts from people who can vouch for the quality and impact of our work

IMPACT DATA
Qualitative and quantitative data on the outcomes of our resources, initiatives, and services

MEMBERSHIP BIOS
Showcasing the backgrounds, publications, and expertise of leadership, members, and contributors

THOUGHT LEADERSHIP
Articles and content that are engaging, practical, and thought provoking
What makes us sound credible?

**LET GO OF THE JARGON**
Jargon is technical slang that holds specific meaning to one group, but may be interpreted completely differently by outsiders.

**SIMPLIFY, SIMPLIFY, SIMPLIFY**
If you can cut out a word from a sentence while maintaining its integrity, do it.

**CLEAR FIRST, CLEVER SECOND**
Letting our personality shine through our copy is great to help build our brand, but it should never come at the expense of muddying our message.

**START WITH THE END BENEFIT**
To avoid burying key concepts in mountains of text, lead with the thing that your audience is most interested in obtaining. This is especially important in website and ad headlines.
Example: Thought leadership post on LinkedIn
We support brilliant ideas (+people)

ASABE actively supports the creation of more innovative, sustainable, and efficient systems that affect access to natural resources

GRADE OF FELLOW
ASABE’s highest honor, awarded to a member of unusual professional distinction, with outstanding and extraordinary qualifications and experience in, or related to, the field of agricultural and biological systems engineering

PROFESSIONAL AWARDS
ASABE is proud to offer a variety of awards in recognition of outstanding contributions to agricultural and biological engineering. Of awards to members

STUDENT AWARDS, COMPETITIONS, + SCHOLARSHIPS
ASABE offers several awards, competitions, and scholarships for university students of outstanding research and reports on agricultural and biological engineering

PUBLICIZED WORKS + JOURNAL CONTRIBUTIONS
ASABE regularly publishes members’ research, case studies, and reports in our journals, textbooks, and technical library
What makes us look supportive?

RECOGNITION ACROSS CHANNELS
Highlighting award recipients, Fellows, and research contributors across our website, social media, and other communication channels

TESTIMONIALS
Written or recorded accounts of how ASABE has supported an engineer and/or their research

ADVERTISING PUBLICATION/SPEAKING OPPORTUNITIES
Actively recruiting members to publish research or present their work to a larger audience

ADVERTISING FUNDING OPPORTUNITIES
Actively sharing opportunities for funding and scholarships, and encouraging members to apply or nominate others
What makes us sound supportive?

WRITE WITH EMPATHY
We don’t write for ourselves. We write for our audience. Before sitting down to write anything, first review our audience segments and understand what makes them tick.

BE CLEAR ABOUT HOW YOU CAN HELP
Don’t be vague or poetic about how you support your audience. Write clearly and in a forward manner about what you can provide to your community.

USE AN ENCOURAGING VOICE
We are technically minded, but that doesn’t mean we only speak technically. We want the best for our members and our industry, and that should be apparent in our voice and tone.
Example: Testimonial post on Instagram

"Thanks to ASABE, I was able to meet and develop inspiring relationships with experienced mentors in water engineering spaces."

LMT Member, University of Michigan Engineering Ph.D. Candidate

2 likes
2 HOURS AGO

Add a comment...
We encourage collaboration

ASABE offers the opportunity for engineers who are passionate about sustainable innovation to connect and collaborate with like-minded individuals.

MEMBER-DRIVEN ORGANIZATION
ASABE is governed by its own members through the board of trustees and committees.

ANNUAL INTERNATIONAL MEETING (AIM)
The AIM invites speakers, holds student competitions, honors award winners, introduces a new class of ASABE Fellows, and offers networking opportunities to members.

JOURNAL PEER REVIEW
ASABE members can volunteer to peer review research and reports to be published in its journal.

ASABE ENGAGE
ASABE offers an online platform for networking and collaborating within and among our numerous communities.

EXCHANGE OF TECHNICAL INFORMATION
ASABE enables the exchange of technical information through AIM, conferences, publications, and technical committees.
What makes us look collaborative?

A RANGE OF EXPERTS WORKING ON A COMMON GOAL
Showcasing a variety of insights from different spaces working together on a single problem

IMAGES OF GROUPS WORKING TOGETHER
Behind-the-scenes imagery of members working together to promote/support ASABE’s mission

PROMOTING OPEN FORUMS AND FEEDBACK
Actively offering members opportunities to get engaged, share their insights, and provide feedback

TRANSPARENCY IN DECISION-MAKING
Being a member-driven organization, 100% transparency on important organizational decisions and challenges
What makes us sound collaborative?

USE A CURIOUS VOICE
A collaborative organization is run by curiosity. Instead of blanket statements, collaborative groups are driven by questions that anyone can contribute their ideas to answer.

BE AN ACTIVE LISTENER
When members share feedback or insights, repeat it back to them to show that you are listening and open to new ideas.

DROP THE JARGON
Technical jargon can feel intimidating to people who are not experts in a specific professional space. If we want members of all backgrounds to collaborate with us, we need to be wary of using industry-specific jargon.
Example: Mass e-mail message

Hey Greta,

As a member in the food processing engineering space, we would love your insight on an upcoming research report on Safety for Electrically Heated Livestock Waterers.

If you are interested, volunteer to review here.

Thanks,

The ASABE Air Quality Committee
We are a multi-faceted community

ASABE partners or is open to partnering with engineers and other professionals in a wide variety of spaces, across the globe.

ACADEMIC PROFESSIONALS
University engineering department chairs, graduate students, researchers, STEM K-12 education administrators

WATER-ENGINEERING PROFESSIONALS
USDA, consulting companies, EPA, Department of Interior, city water departments, water supply nonprofits

FOOD PRODUCTION PROFESSIONALS
USDA, USAID, Mondelez, Tyson, PepsiCo, World Bank, UN FAO, CropLife America, Gates Foundation

LIVESTOCK PRODUCTION PROFESSIONALS
Purina, Merck, JBS, Nati Pork Producers Assn, Nati Milk Producers Assn, AFIA, possibly NGFA

FOOD PROCESSING PROFESSIONALS
Cargill, ADM, General Mills, Kellogg, IFT, Bunge

BIO-BASED PRODUCT ENGINEERS
Renewable Fuels Assn, Cotton Inc, Novozymes, Pellet Fuels Institute, USIPA;
What makes us look multi-faceted?

A RANGE OF EXPERTS WORKING ON A COMMON GOAL
Showcasing a variety of insights from different spaces working together on a single problem

IMAGERY OF DIFFERENT INDUSTRIES
Using imagery from different industries (e.g. a dam, a food processing plant, a farm, a lab, etc)

INSIGHTS FROM DIFFERENT INDUSTRIES
Organizing and tagging insights/news/opportunities by industry

IDENTIFY MEMBERS BY INDUSTRY
When featuring a member, identify which industry they come from
What makes us sound multi-faceted?

**USING THE RIGHT WORDS WITH THE RIGHT PEOPLE**

When we are speaking to a very specific group, it’s okay to speak in industry jargon. If we are speaking to multiple groups at once, we want to speak in a language everyone can understand.
Example: Mass e-mail message
Our Audiences

ASABE is looking to recruit more partners in the following industries:

- Education
- Water
- Food Production
- Livestock Production
- Food Processing
- Bio-Based Products
- Technology
When universities contribute research to ASABE journals, they become more credible in the space, and therefore are more likely to earn or retain key funding.

- Highlight any press a university department receives for publishing their work with ASABE
- Awards & recognition

With the right resources and networks, you can inspire your students to pursue careers in environmental engineering and advance the field as we know it.

- Highlighting post-grads who enter the agricultural and biological engineering field when they come from departments that used ASABE resources
- Publishing and promoting innovative student research and papers

ASABE supports and promotes research, recruitment, and career advancements in academic spaces.

Our field is constantly changing. From new technology to evolving environmental policies, it is up to us to continue researching the most sustainable solutions and processes to managing natural resources.

- Highlight university departments who contribute to new industry standards
- Promote university-led research and papers on new systems and processes
Water Space

**TONE:** INVITING, AUTHORITY, WELCOMING, BIG PICTURE

**KEY MESSAGE**

ASABE promotes and advocates for the work and perspectives of water system engineers.

**SECONDARY MESSAGES**

- Water is arguably the world's most valuable resources—our entire ecosystem depends on it. Your insight could help other industries protect our water sources.
- When you partner with ASABE, you will join a network of like-minded engineers dedicated to creating innovative solutions to age-old problems.
- We understand what it’s like to be challenged on and under-valued for your work and research. We support and uplift research and water engineering.

**PROOF POINTS**

- Example of a guide made by people in the water space for people in other spaces
- Case study/report of outcomes when a company got a consult from a water engineer
- Member highlights
- Testimonials
- Conference images (of people networking)
- Co-created reports
- Articles advocating for certain stances/solutions in the space
- ASABE Alliance for the Modernization of African Agrifood Systems
We frequently promote new, innovative ideas on improving access to food across the globe:

- International food security conferences
- Awards for excellence in food and agriculture research + technology

At ASABE, we tap into the knowledge and expertise of hundreds of food technology engineers/professionals to grow food more efficiently and sustainably:

- ASABE African Agrifood Systems
- Alliance global initiative
- Member list
- Member shout out
- Special journal collection on Regenerative Agriculture

ASABE members set the industry standards for technology and system processes in food production:

- Highlight member contributors to standards textbooks
- Press/New recognition of ASABE members

ASABE helps accelerate innovation, efficiency and sustainability in food production globally, with site-appropriate technologies and practices.
Livestock Production Space

**TONE: AUTHORITATIVE, EXPERIENCED, PROFESSIONAL, TRUSTWORTHY**

**KEY MESSAGE**

ASABE helps accelerate innovation, efficiency and sustainability in livestock production globally, with site-appropriate technologies and practices

**SECONDARY MESSAGES**

- ASABE offers access to licensed engineers and know who bring innovation to livestock production, with focus on safety, sustainability, and minimization of inputs
- ASABE develops standards related to environmental quality, livestock housing and handling
- ASABE helps develop next-generation talent

**PROOF POINTS**

- Resource Magazine annual Guide to Consultants
- Ex: EP470 Manure Storage Safety ANSI/ASAE
- ASABE International Livestock Environment Symposium
ASABE promotes innovation in the safe and sustainable processing of agricultural products

ASABE helps accelerate innovation in technology and environmental quality for the safe and sustainable processing of agricultural products

ASABE promotes innovation in the safe and sustainable processing of agricultural products

ASABE develops standards for the handling of wastes and byproducts

ASABE supports the development of workforce related to food processing

“Introduction to Biosystems Engineering” - ASABE open-access textbook

We serve as US administrator for ISO TC 34/SC17, TC 293, TC 326

ASABE Circular Bioeconomy Systems Institute
Bio-Based Products

**KEY MESSAGE**

ASABE is a global leader in accelerating innovation in bio-based products by offering access to engineers, researchers, experts in devising practical production and uses of bio-based resources.

**SECONDARY MESSAGES**

- ASABE is comprised of experts in timber, cotton, and other agricultural products, along with their byproducts and wastes.
- ASABE develops international standards in the practical production of bio-based products.
- ASABE supports and develops talent in the bio-based industry.

**PROOF POINTS**

- ASABE Circular Bioeconomy Systems Institute
- "Circular Food and Agricultural Systems" special journal collection
- Biological Engineering Digital Library (joint project underway with Virginia Tech)
- ISO TC 255, TC 238
- ASABE Student Bioprocess Startup Competition

ASABE develops international standards in the practical production of bio-based products.

ASABE supports and develops talent in the bio-based industry.

**TONE:** AUTHORITATIVE, COLLABORATIVE, EXPERINCED, INNOVATIVE
ASABE is a global force in driving technology innovation, enhancing efficiency, ensuring safety, and promoting sustainability. Through its collaborative solutions and best practices, ASABE empowers industries worldwide to rapidly advance in these key areas.

We champion mindful technology solutions for agriculture and bio-based products on a global scale.

ASABE is invested in a robust equipment and technology industry.

We help nurture and support world-class talent in engineering and technology.

- AE50 Awards
- ASABE Alliance for the Modernization of African Agrifood Systems
- Circular Bioeconomy Systems Institute
- Agricultural Equipment Technology Conference
- ASABE Standards for agricultural equipment and safety
- Rainbird Engineering Concept of the Year Award
- Student technology and design competitions: ¼-scale tractor, robotics, bioprocessing, Fountain Wars
- Professional Engineers Institute
- Student leadership programs, recognition, and competitions
- Lead society for professional licensure in agricultural and biological engineering
- Lead society for academic program accreditation in agricultural and biological engineering
- K-12 outreach programming
This section outlines our logo usage guidelines and subbrand architecture. It provides technical information to ensure the consistent application of our logo in a variety of situations.
Our Logo

A globe contained in an octagon has long been a symbol of our organization. Our 2023 refresh uses minimal lines and bright color to modernize the mark and appeal to the next generation of engineers.

The position of the globe to the side of the polygon creates a distinct tension that makes the symbol memorable and unique among globe logos. The curved intersecting lines represent connections that span the globe, capturing the key ideas of “connecting to a larger community” and “moving our world forward” that are central to our purpose.
Core Logo Format

The core logo format should be used when communicating to current members or other audiences that are familiar with our organization.
03 — Logo & Subbrands

Full Name Format

The full name logo format should be used when communicating with an audience for the first time.
Tagline Format

The tagline logo format can be used when communicating with an audience that may be unfamiliar with ASABE. The included tagline describes our work in a succinct way for those who may not be familiar with our mission.
Simplified Logo Format

The simplified logo symbol can be used to represent the organization when space is limited in social media, mobile apps, or other limited use cases.

The core logo format should be utilized if at all possible before resorting to the simplified logo format.
Our Foundation logo is a derivation of our parent Society logo that builds on existing Society brand equity.

The Foundation logo should be used for all Foundation marketing efforts.

The Foundation logo is subject to the same usage rules and guidelines as the Society logo.
Proper Usage

To preserve brand strength, please refer to these examples of how NOT to use the provided logos.

- Do not reproduce the full color logo on a colored background with insufficient contrast (Figure 01)
- Do not reproduce in a tint or screen (Figure 02)
- Do not add effects, including a drop shadow, inner shadow, bevel or emboss, inner or outer glow, or a stroke. (Figure 03)
- Do not recolor logo with new or existing colors (Figure 04)
- Do not rotate or misalign logo (Figure 05)
- Do not attempt to change the logo type (Figure 06)
03 — Logo & Subbrands

Logo Spacing and Sizing

With all versions of the logo, keep the recommended clear space (suggested in Figure 9) between the logo and other layout elements such as type, margins, images, and edges.

The logo should never be used smaller than 108px/1.5 inch wide. If necessary, use the simplified logo format to keep legibility at smaller sizes.

Fig 9
Subbrands

We have six categories of subbrands. These categories have been created to group similar subbrands by their intended audience and/or purpose. The following pages will outline logo guidelines for each category.
Subbrands: Geographic Chapters

Examples: Michigan, Quad City, Florida

Our Geographic Chapter subbrands may use either of the two logo treatments at right.

Colors must pull from our approved brand palette.

Figure 1 – Chapter name is set at 19pt using our Söhne Kräftig brand font when the globe logo symbol is 120px by 120px.

Figure 2 – Chapter name and organization name are set at 30pt using our Söhne Dreiviertelfett brand font when the globe logo symbol is 120px by 120px.
Subbrands: Student Chapters

Examples: Texas A&M, NC State

Our Student Chapter subbrands may use either of the two logo treatments at right.

The ASABE globe and organization name must be black or white. The school name may use a color from the existing school color palette.

Figure 1 – Chapter name is set at 19pt using our Söhne Kräftig brand font when the globe logo symbol is 120px by 120px.

Figure 2 – Chapter name and organization name are set at 30pt using our Söhne Dreiviertelfett brand font when the globe logo symbol is 120px by 120px.
Subbrands: Communities

Examples: Young Professionals Group, AABFEIO, Professional Engineers Institute, NABEC

Our Community subbrands may use either of the two logo treatments at right.

Colors must pull from our approved brand palette.

Figure 1 – Community name is set at 19pt using our Söhne Kräftig brand font when the globe logo symbol is 120px by 120px.

Figure 2 – Community name and organization name are set at 30pt using our Söhne Dreiviertelfett brand font when the globe logo symbol is 120px by 120px.
03 — Logo & Subbrands

Subbrands: Business Units

Examples: ASABE Standards, ASABE Publications

Our Business subbrands may use either of the two logo treatments at right.

Colors must pull from our approved brand palette.

Figure 1 – Business name is set at 19pt using our Söhne Kräftig brand font when the globe logo symbol is 120px by 120px.

Figure 2 – Business name and organization name are set at 30pt using our Söhne Dreiviertelfett brand font when the globe logo symbol is 120px by 120px.
Subbrands: Annual Meetings & Events

Examples: Annual Meeting, AETC, ASABE Book Club, ASABE Member Hour, Student Regional Rallies

Our Event subbrands may use any of the logo treatments at right. The two primary brand blues (“Water” and “Soil”) should both be a foundational part of the palette every year, but other custom colors can be added to match that year’s theme.

Figure 1 – Event name is set at 19pt using our Söhne Kräftig brand font when the symbol is 120px by 120px. The globe may be removed from the octagon and replaced with line art graphics to represent the event location or topic.

Figure 2 – Event name is set at 19pt using our Söhne Kräftig brand font when the globe logo symbol is 120px by 120px.

Figure 3 – Event name and organization name are set at 30pt using our Söhne Dreiviertelfett brand font when the globe logo symbol is 120px by 120px.
Subbrands: Initiatives

Examples: Circular Bioeconomy Systems (CBS), Alliance for Modernizing African Agrofoodsystems (AMAA)

Special Initiative subbrands may develop a unique symbol that is paired with our brand typography. All colors and fonts must pull from our approved brand styles.

Figures 1 & 2– Initiative name is set at 30pt using our Söhne Kräftig brand font when the custom symbol is approximately 120px by 120px. The text “An ASABE Initiative” sits below the initiative name in 14pt text using our Söhne Kräftig brand font.
This section provides a detailed overview of ASABE’s brand aesthetic and outlines best practices for using the visual identity. These instructions should be followed closely in order to faithfully communicate the brand across all materials.
04 — Visual Brand Styles

Society Color Palette

Colors define a mood and give a sense of character to our brand. For the Society, our primary colors are “Water” and “Soil” as shown at right.

It’s imperative that the same Pantone colors or CMYK builds are utilized to maintain visual consistency. Pantone is preferred for most print production or offset print projects; CMYK is for digital press projects; RGB is for digital uses.
**04 — Visual Brand Styles**

**Foundation Color Palette**

For the Foundation, our primary colors are “Foundation Green” and “Soil” as shown at right.

It’s imperative that the same Pantone colors or CMYK builds are utilized to maintain visual consistency. Pantone is preferred for most print production or offset print projects; CMYK is for digital press projects; RGB is for digital uses.
Brand Typefaces

The typefaces to the right can be used to develop a typographic hierarchy for all ASABE brand materials.

- **Söhne** should be used as the principal typeface for all major headlines and/or callouts.
- **Signifier** can be used for secondary headlines and subheads, callouts, and other title content.
- **Söhne** should be used for all body copy, footnotes, captions, and small labels.

### Principal Typeface

**Söhne**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Weights**

Extrakeicht, Leicht, Buch, Kräftig, Halbfett, Dreiviertelfett, Fett, Extrafett

### Secondary Typeface

**Signifier**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

**Weights**

Thin, Extralight, Light, Regular, Medium, Bold, Black
Dedicated engineers in agricultural, food-based and biological solutions.

Proin pretium leo ac pellentesque mollis felis nunc ultrices eros sed gravida augue.

Suspendisse faucibus nunc et pellentesque amegestas la cus ante convallis vitae iaculis et lorem ipsum dolor lorem ipsum solor det amet.

JOHN DOE
Suggested Photography

Photography is a fundamental component of our brand. Our photos focus on the following core themes:
- Scientific study and planning (A)
- Global agricultural scenes (B)
- Human interaction with nature (C)
- Textural aerial landscapes (D)

All imagery should be high resolution (at least 3000 pixels wide). Blurry, grainy, or low quality photos should not be used even if their content is engaging.
Visual Brand Styles

Supporting Graphic Elements

To ensure that our communications are memorable, we have a library of graphic elements that can be combined in distinct ways.

Figure 11 - A series of images can be cropped within this graphic circular shape to tell a story about our work. Images are offset with bold colorful shapes and vertical stripes to create depth and texture.

Figure 12 - A single image can be cropped within this partially rounded vertical frame. A bold background shape anchors the image while a circular “burst” represents data and connection in the foreground.

Figure 13 - A single image can be cropped within this partially rounded horizontal frame. In the background, a line-art topographic texture creates depth.
Brand Application

Business card layout that showcases the ASABE brand in use.
Brand Application

Advertisement that showcases the ASABE brand in use
Brand Application

Report cover that showcases the ASABE brand in use
Brand Application

Social media post that showcases the ASABE brand in use.
04 — Visual Brand Styles

Brand Application

Website banner that showcases the ASABE brand in use.

Engineering a Sustainable Future.

Fusce ac felis sit amet ligula pharetra convi et
menum. Quisque ut nisi in dui magna posuere
eget vestibulum et tempor auctor justo.