ASABE

Section
Brand
Guide

Winter 2024

Great brands are built on consistency.

This manual is intended to define visual identity standards for ASABE's Sections.

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.

Brand
Positioning

**Section
One**

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 subseqent 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."

01 —— Brand Positioning

The Society and the Foundation share a mutual vision for the future they would like to see.

Our Vision Statement

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

The Society's mission is a brief definition
of our day-to-day goal as an organization.

The Society Mission

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

Our tagline explains the impact we wish to make oon the world. It simplifes "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 enought to allow us to connect with a variety of partners.

Our Tagline

Engineering a Sustainable Future

Logo & Subbrands

02

Section Two

This section outlines our logo usage guidelines. 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.

Fig 1

02 —— Logo & Subbrands
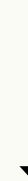
Simplified Logo Format

The simplifed 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.

Fig 2

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)

Subbrands: Geographic Chapters/Sections

Examples: *Michigan, Quad City, Florida*

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

The symbol must use our approved brand palette gradient as shown. Text must pull from our approved fonts. The word ASABE must use our "soil" brand color while the Section name must use the "water" brand color. When full color can't be used, all-black or all-white are the only acceptable alternatives.

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.

Fig 1

ASABE
Quad City Section

Fig 2

ASABE Quad City Section

Visual Brand Styles

03

Section Three

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.

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.

Water #335DED	R 51 G 93 B 237	C 80 M 66 Y 0 K 0	PMS 2726c
Soil #1B152D	R 27 G 21 B 45	C 86 M 85 Y 50 K 66	PMS 276c
Storm #000354	R 0 G 3 B 84	C 100 M 98 Y 25 K 42	PMS 2758c
Sky #6687FC	R 102 G 135 B 252	C 62 M 47 Y 0 K 0	PMS 2718c
Landscape #9F96F3	R 159 G 150 B 243	C 40 M 41 Y 0 K 0	PMS 2705c
Wind #F3F6E7	R 243 G 246 B 231	C 4 M 0 Y 10 K 0	PMS 5807c (20% tint)
Foundation Green #036C6C	R 3 G 108 B 108	C 89 M 40 Y 54 K 18	PMS 3155c
Solar #FFB154	R 255 G 177 B 84	C 0 M 35 Y 76 K 0	PMS 1365c

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

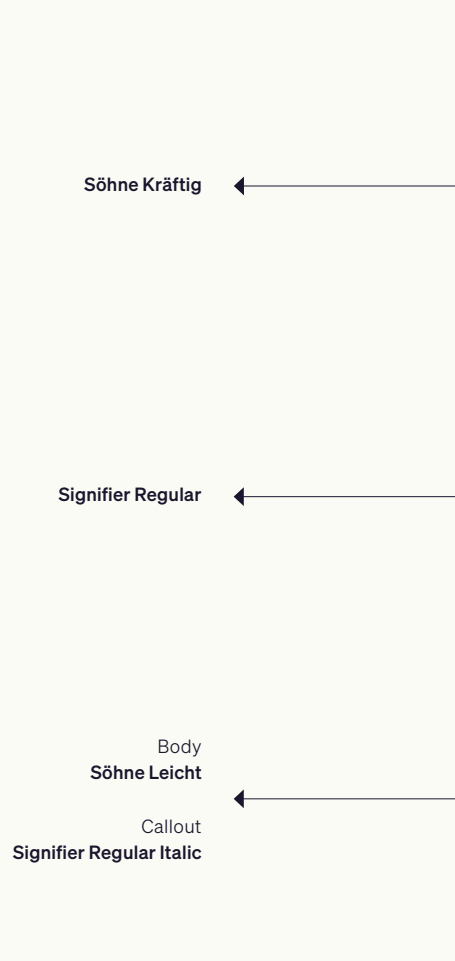Extrakeicht, Leicht, Buch, **Kräftig, Halbfett, Dreiviertelfett, Fett, Extrafett**

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**

Söhne Kräftig

Dedicated engineers in agricultural, food-based and biological solutions.

Signifier Regular

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

Body
Söhne Leicht

Callout
Signifier Regular Italic

Psum eureter pulvinar rutrum tellus ipsum laoreet sapien quis venenatis ante odio sit amet eros. Susp endisse faucibus nunc et pellentesque egestas lacus ante convallis vitae iaculis lacus elit id tor. Doneede justo fringilla vel aliquet nec vulpate eget arcu. Prent vestibulum dapibus nibh.Etiam sollicitudin ipsum eu pulvinar rutrtellus ips laoreet sapien quis venenatis odisitto amet eros. Suspendiss.

Suspendisse faucibus nunc et pellen tesque 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 arial 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.

Images should reflect well on the profession and the Society:
• Show the diversity of your group—age, gender, race.
• Ensure subject matter aligns with ASABE safety standards and practices, such as use of ROPS.
• When using more than one image, selections should offer variety. Strive to reflect the technical scope of the profession, a variety of settings (such as an auditorium, a laboratory, a manufacturing facility, a landscape), and a combination of close and long shots.

Style C

Style B

Style A
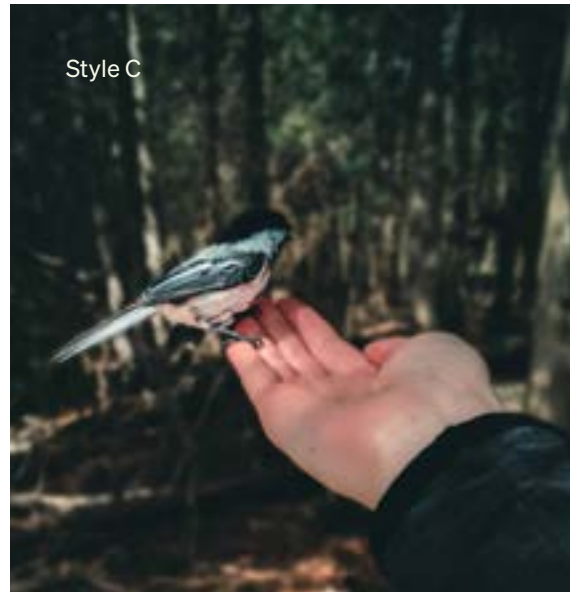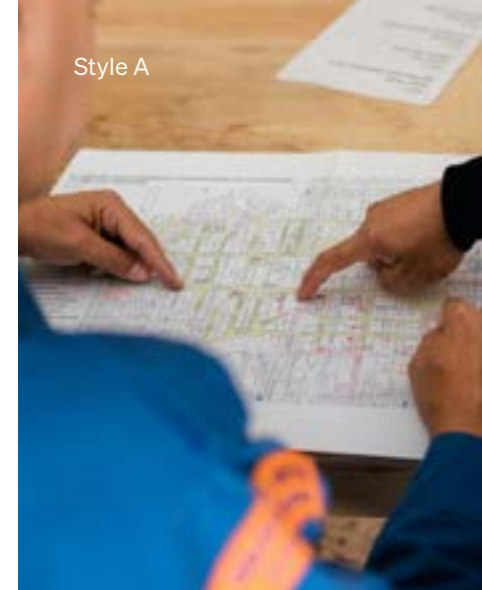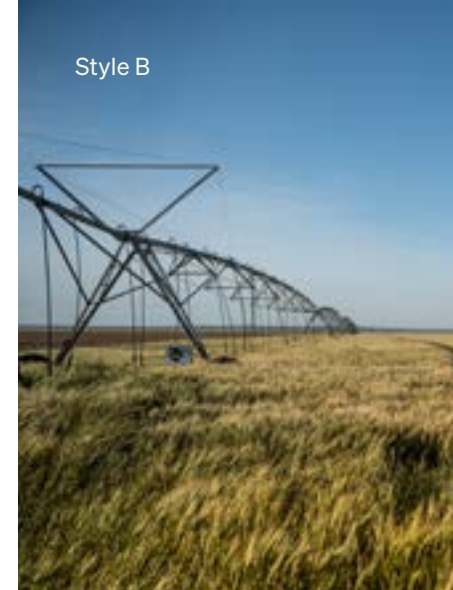
Style C

Style A

Style D

Style B

Style B

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.

Fig 11

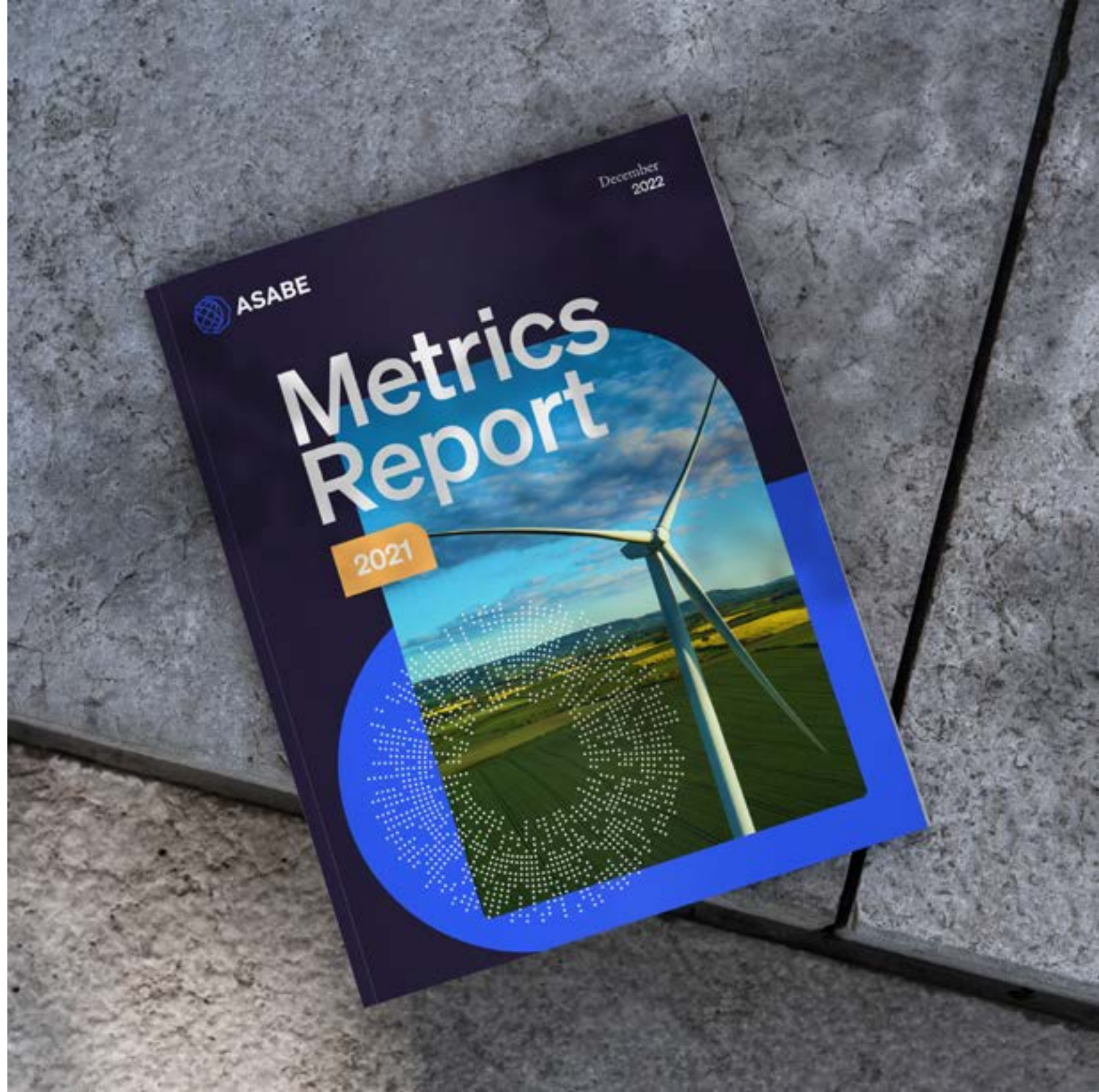Fig 12

Fig 13

Example Brand Application

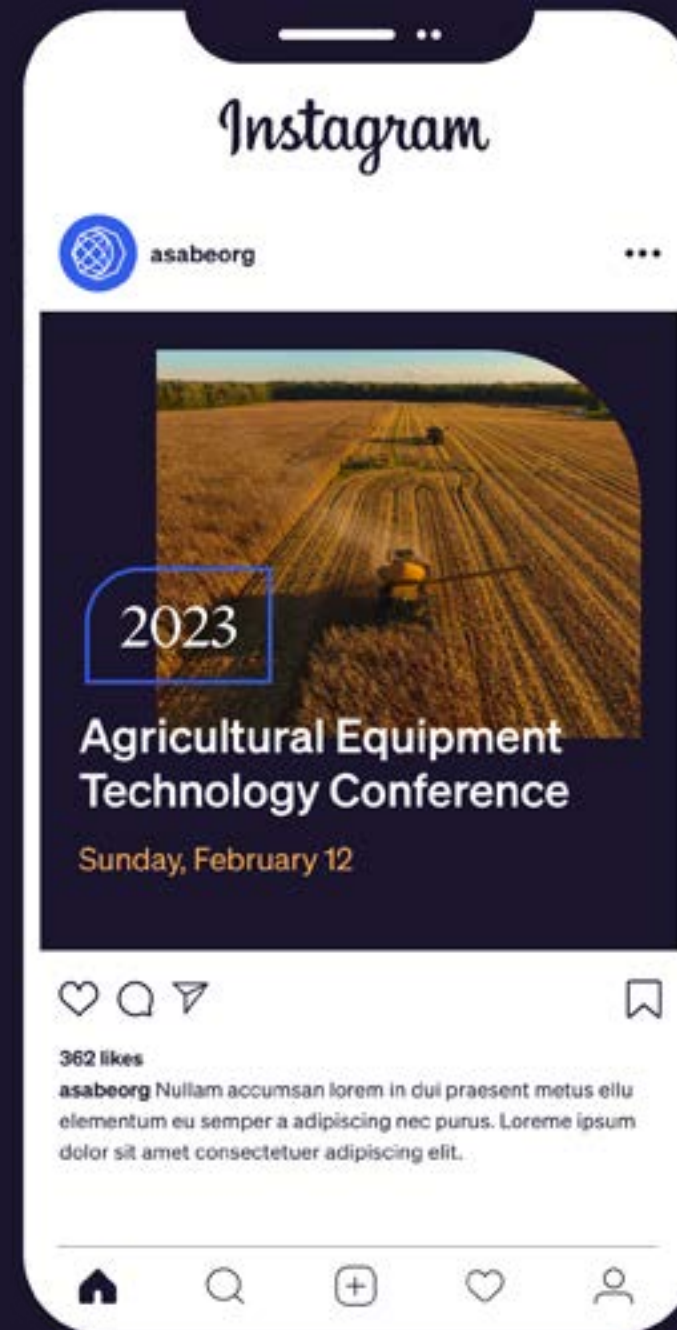Advertisement that showcases the ASABE brand in use

Example Brand Application

Report cover that showcases the ASABE brand in use

Example Brand Application

Social media post that showcases the ASABE brand in use

Example Brand Application

Website banner that showcases the ASABE brand in use

Section
Canva
Templates

This section showcases the new ASABE brand in-use and provides instructions for accessing and using Canva templates for Sections.

Canva Template: Section Logo

Four approved logo templates have been created in Canva to assist Sections. These templates can found at the following link: *https://www.canva.com/design/ DAFy4gjK0VU/bvZEAzMa0GBAwULrIRl04A/edit? utm_content=DAFy4gjK0VU&utm_campaign=desi gnshare&utm_medium=link2&utm_source=shareb utton*

To use the logo template:
• Add your Section name where indicated
• Click the "Share" button in the upper right and choose "Download."
• For best results, choose "transparent background" and download PNG or SVG files.
• If you need to start over, just revisit the link above for a fresh copy of the template.
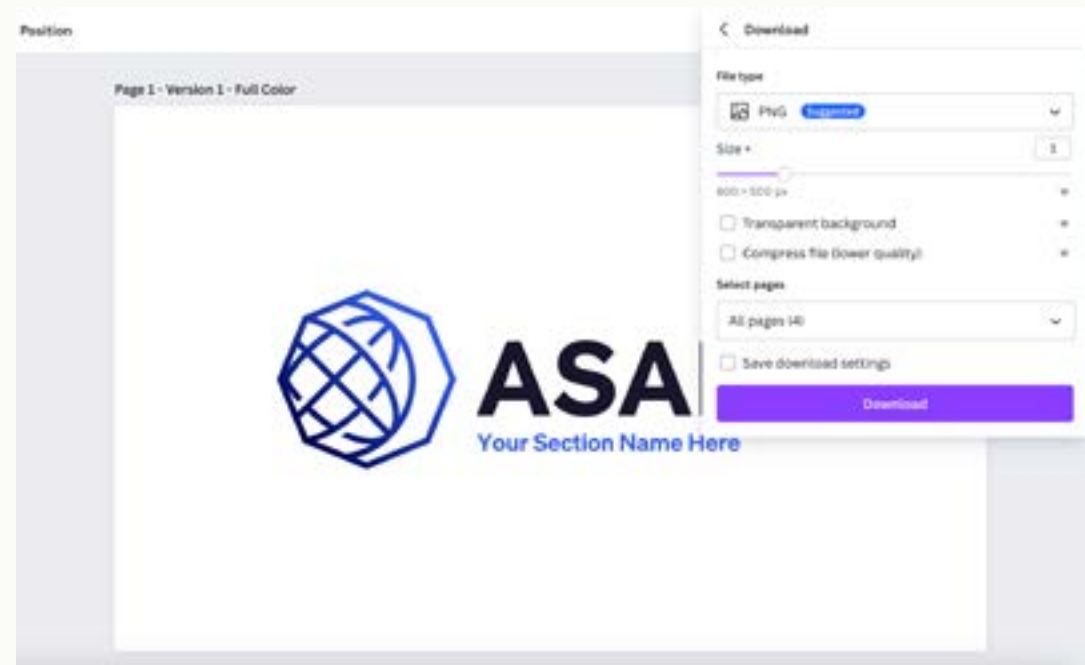
Fig 1

Fig 2

Canva Template: Social Graphics

Three approved social media templates have been created in Canva to assist Sections. Templates can be accessed at the following links:

[Template 1 (Fig 1)](#)
[Template 2 (Fig 2)](#)
[Template 3 (Fig 3)](#)

These templates are set up to automatially create a duplicate of the base template when the "use template" button is selected.

When using the template:
• Click to replace the text throughout with your information.
• Please ONLY use the color palette and fonts found within the approved Brand Kit. These have been added to Canva for your convenience.
• If you need to start over, just revisit the link above for a fresh copy of the template.
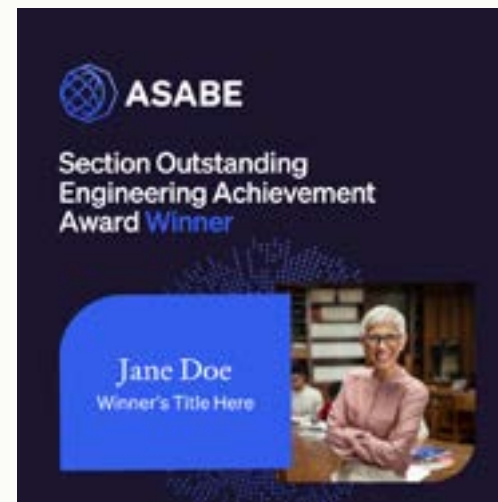
Fig 1

Fig 2

Fig 3

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Canva Template: Social Banners

Two approved social profile banner templates have been created in Canva to assist Sections. Templates can be accessed at the following links:

LinkedIn: Navy (Fig1) or Image (Fig2)
X: Navy (Fig1) or Image (Fig2)
Facebook: Navy (Fig1) or Image (Fig2)

These templates are set up to automatially create a duplicate of the base template when the "use template" button is selected.

When using the template:

• Click to replace the text throughout with your information.
• Please ONLY use the color palette and fonts found within the approved Brand Kit (Fig2). These have been added to Canva for your convenience.
• If you need to start over, just revisit the link above. for a fresh copy of the template.

Fig 1

Fig 2

Canva Template: Circle Graphics

Two editable versions of the circle graphic have been created in Canva to assist Sections.

The blue version can be found at this link: https://www.canva.com/design/DAFzhSDsGwQ/Jf__MJwOsijC9wf12otKEg/view?utm_content=DAFzhSDsGwQ&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

The white version can be found at this link: https://www.canva.com/design/DAF_Nhjv1gE/qk91GfzUiU5_zra_XdF_gQ/view?utm_content=DAF_Nhjv1gE&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

When using the template:

- Click to replace the images (you may need to drag the top image to the side first)
- Please ONLY use the color palette and fonts found within the approved Brand Kit (Fig2). These have been added to Canva for your convenience.
- If you need to start over, just revisit the link above. for a fresh copy of the template.

Blue Version

White Version

ASABE

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