



University Chapter Brand Guide

Summer 2023



Great brands are built on consistency.

This manual is intended to define ASABE's visual identity standards for **University Chapters**.

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



01

**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 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.”

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.

01 — Brand Positioning

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.

01 — Brand Positioning

Our 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.

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.



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.

Fig 1



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)



University Chapter Logos

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

The ASABE globe and organization name must ALWAYS be either black or white. The school name may use a color from the university color palette, or a color from the new ASABE palette.

Figure 1 – Chapter name is Texas A&M maroon and 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. Chapter name is Texas A&M maroon.

Fig 1



Fig 2



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.

R	51	C	80	PMS
G	93	M	66	2726c
B	237	Y	0	
		K	0	

Water
#335DED

R	27	C	86	PMS
G	21	M	85	276c
B	45	Y	50	
		K	66	

Soil
#1B152D

R	0	C	100	PMS
G	3	M	98	2758c
B	84	Y	25	
		K	42	

Storm
#000354

R	102	C	62	PMS
G	135	M	47	2718c
B	252	Y	0	
		K	0	

Sky
#6687FC

R	159	C	40	PMS
G	150	M	41	2705c
B	243	Y	0	
		K	0	

Landscape
#9F96F3

R	243	C	4	PMS
G	246	M	0	5807c
B	231	Y	10	(20% tint)
		K	0	

Wind
#F3F6E7

R	3	C	89	PMS
G	108	M	40	3155c
B	108	Y	54	
		K	18	

Foundation Green
#036C6C

R	255	C	0	PMS
G	177	M	35	1365c
B	84	Y	76	
		K	0	

Solar
#FFB154

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**

<p>Söhne Kräftig ←</p>	<h1>Dedicated engineers in agricultural, food-based and biological solutions.</h1>
<p>Signifier Regular ←</p>	<p>Proin pretium leo ac pellentesque mollis felis nunc ultrices eros sed gravida augue.</p>
<p>Body Söhne Leicht Callout Signifier Regular Italic ←</p>	<p>Psum eureter pulvinar rutrum tellus ipsum laoreet sapien quis venenatis ante odio sit amet eros. Suspendisse faucibus nunc et pellentesque egestas lacus ante convallis vitae iaculis lacus elit id tor. Donec justo fringilla vel aliquet nec vulpate eget arcu. Prent vestibulum dapibus nibh. Etiam sollicitudin ipsum eu pulvinar rutrum tellus ipsa laoreet sapien quis venenatis odisit amet eros. Suspendisse.</p> <p><i>Suspendisse faucibus nunc et pellentesque amegestas lacus ante convallis vitae iaculis et lorem ipsum dolor lorem ipsum dolor amet.</i></p> <p>JOHN DOE</p>

03 — Visual Brand Styles

Suggested Photography

Photography is a fundamental component of our brand.

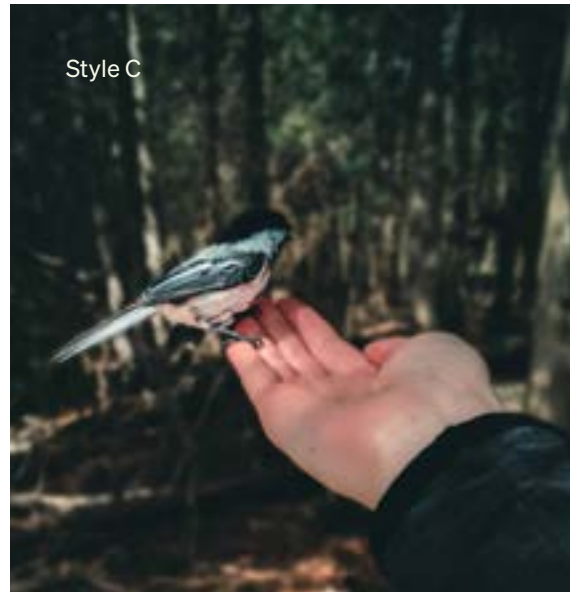
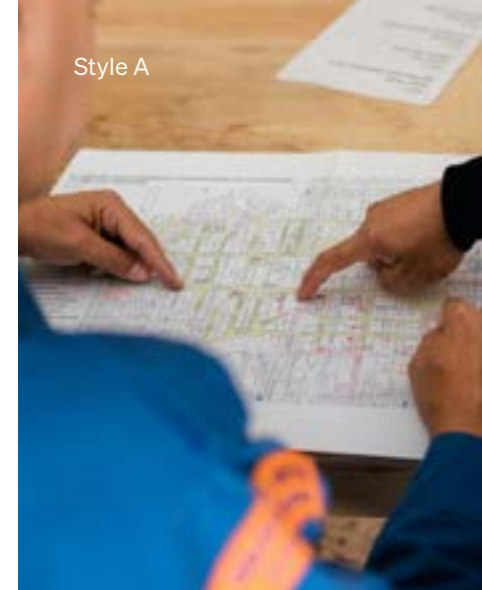
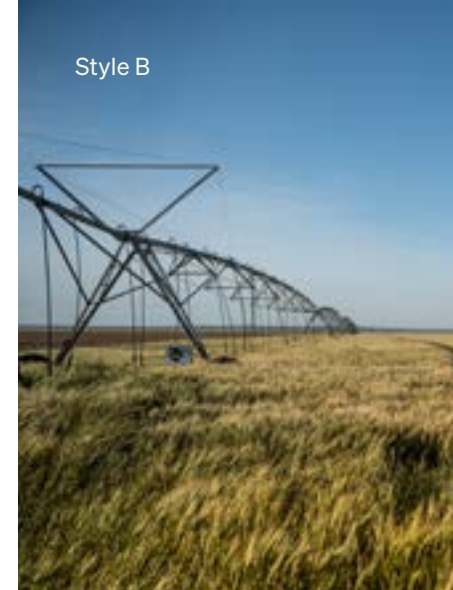
Our photos focus on the following core themes:

- 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.

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.



03 — 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.

Fig 11



Fig 12



Fig 13



Example Brand Application

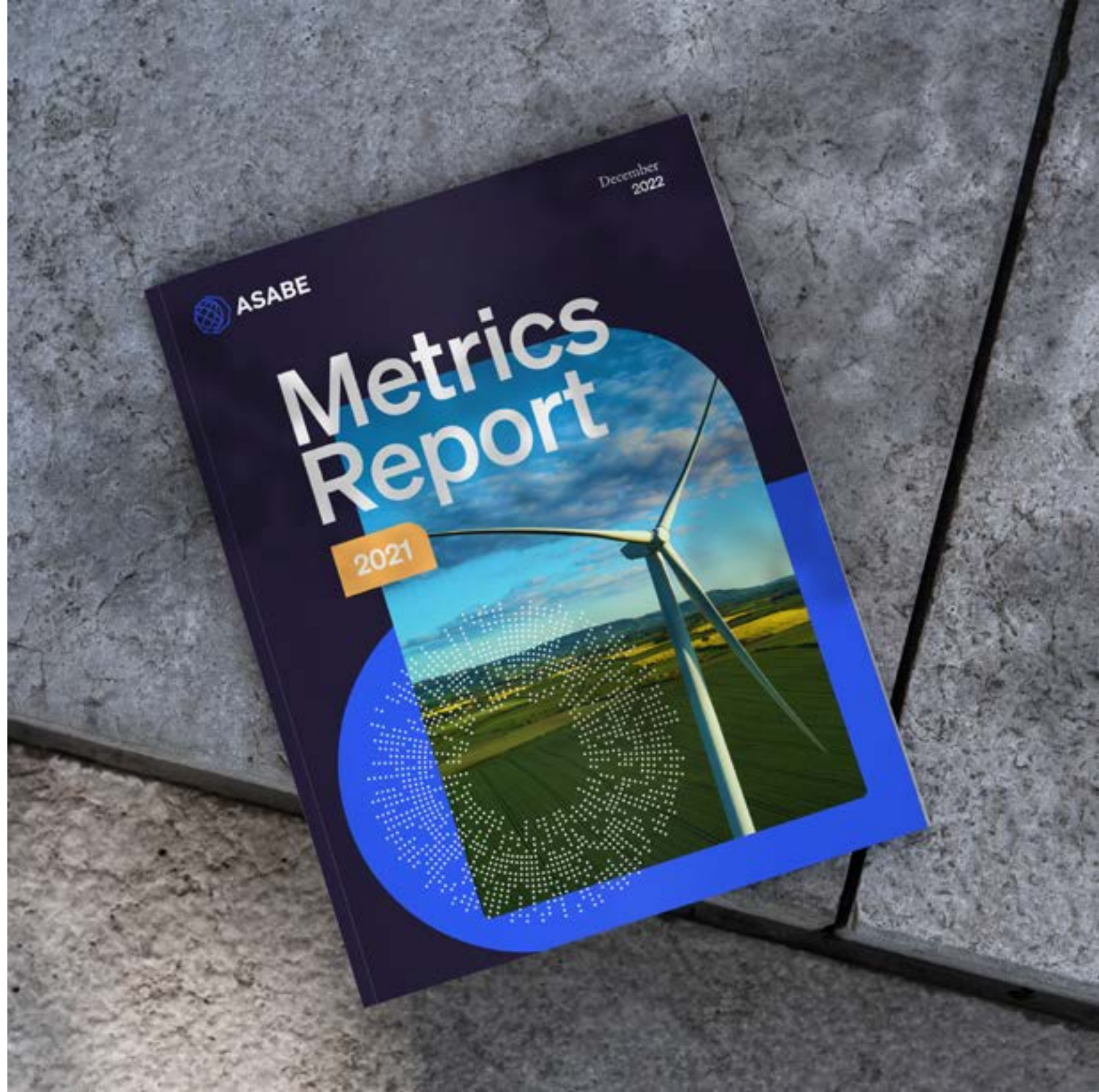
Advertisement that showcases the ASABE brand in use



03 — Visual Brand Styles

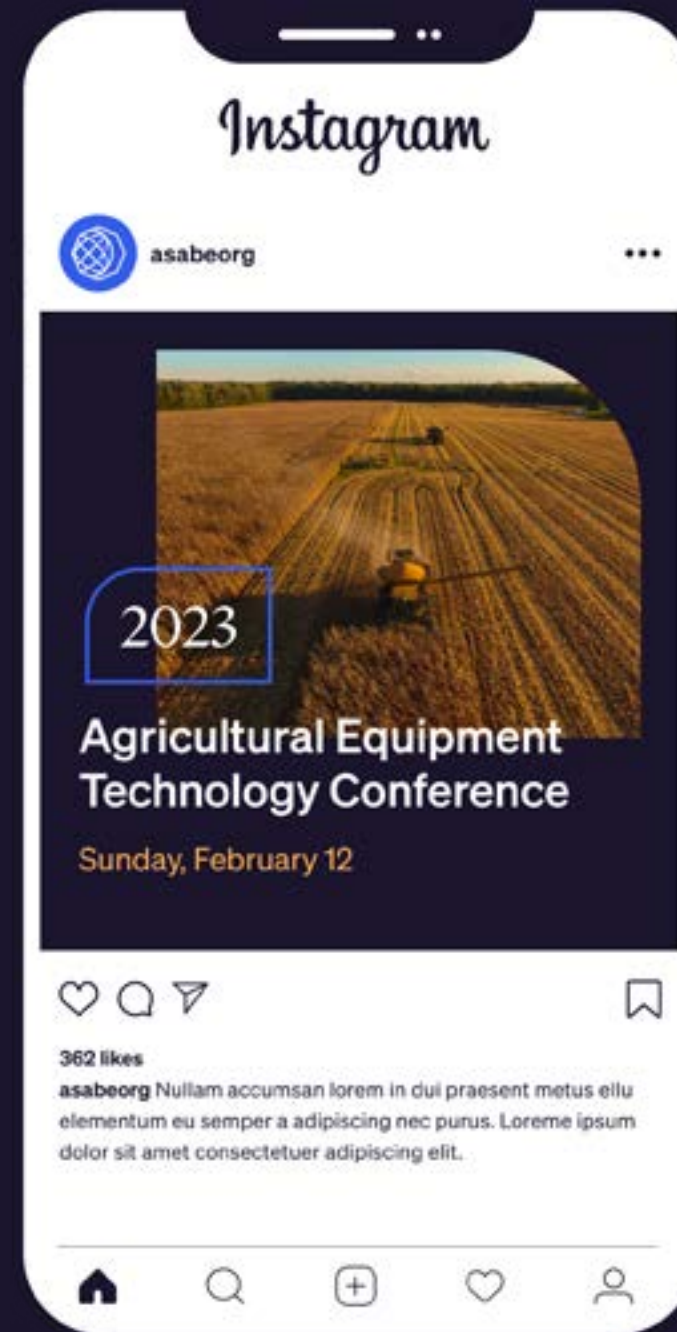
Example Brand Application

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



University Chapter Canva Templates

04 Section Four

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



Canva Template: University Chapter Logo

Four approved logo templates have been created in Canva to assist University Chapters. These templates can be found at the following link: https://www.canva.com/design/DAft3jwZxjc/JKuDXmWj7TXDzdrPfAVBOq/view?utm_content=DAft3jwZxjc&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

To use the logo template:

- Add your school name where indicated and choose your school color for the text (if desired).
- Click the “Share” button in the upper right and choose “Download.”
- For best results, choose “transparent background” and download PNG or SVG files.

Fig 1

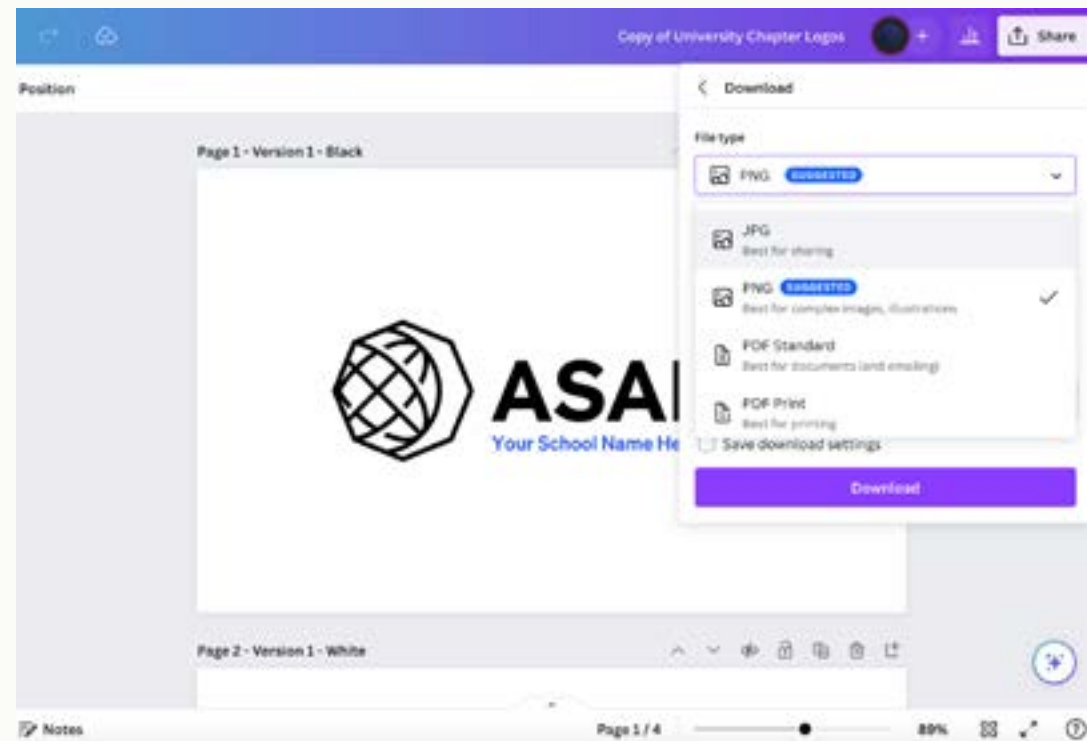


Fig 2



Canva Template: Event Flyer 1

Two approved event flyer templates have been created in Canva to assist University Chapters. Template 1 (Fig 1) can be found at this link: https://www.canva.com/design/DAFt3wYG7BM/V-PEiRFWlrGydpHg1lBQLg/view?utm_content=DAFt3wYG7BM&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview

This template is set up to automatically 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 event 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



Canva Template: Event Flyer 2

Two approved event flyer templates have been created in Canva to assist University Chapters. Template 2 (Fig 1) can be found at this link: https://www.canva.com/design/DAFuVSDX2I0/fja1PFnRmGqWO1ipnzK1zA/view?utm_content=DAFuVSDX2I0&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview This template is set up to automatically 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 event 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



Canva Template: Circle Graphics

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

The blue version can be found at this

link: https://www.canva.com/design/DAFzhSDsGwQ/YlyHdvw_gk-dXyyXSY53Rw/view?utm_content=DAFzhSDsGwQ&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

The white version can be found at this

link: https://www.canva.com/design/DAFzhovSvLs/kKxGSQhB8rndV_LwcNTYRg/view?utm_content=DAFzhovSvLs&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&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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