



ASABE

Brand Guide.

Updated Winter 2024



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



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. The phrase “where all” makes the vision more accessible and personal. The phrase “needed to thrive” clearly describes the big exciting change we wish to see in the world.

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

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

The Foundation Mission

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

01 — Brand Positioning

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.

Our Tagline

Engineering a Sustainable Future

Messaging Playbook

02

Section Two

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?”



02 — Messaging Playbook

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

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

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 xxx 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

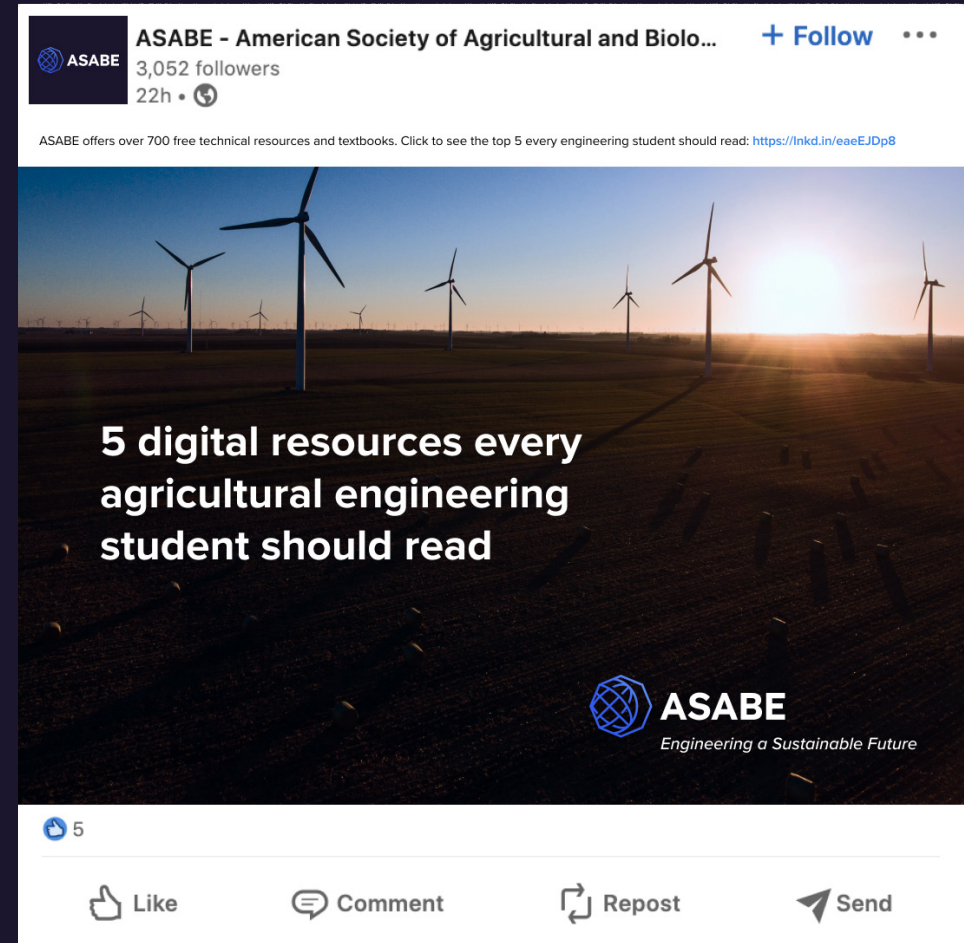
CLEAR FIRST, CLEVER SECOND

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

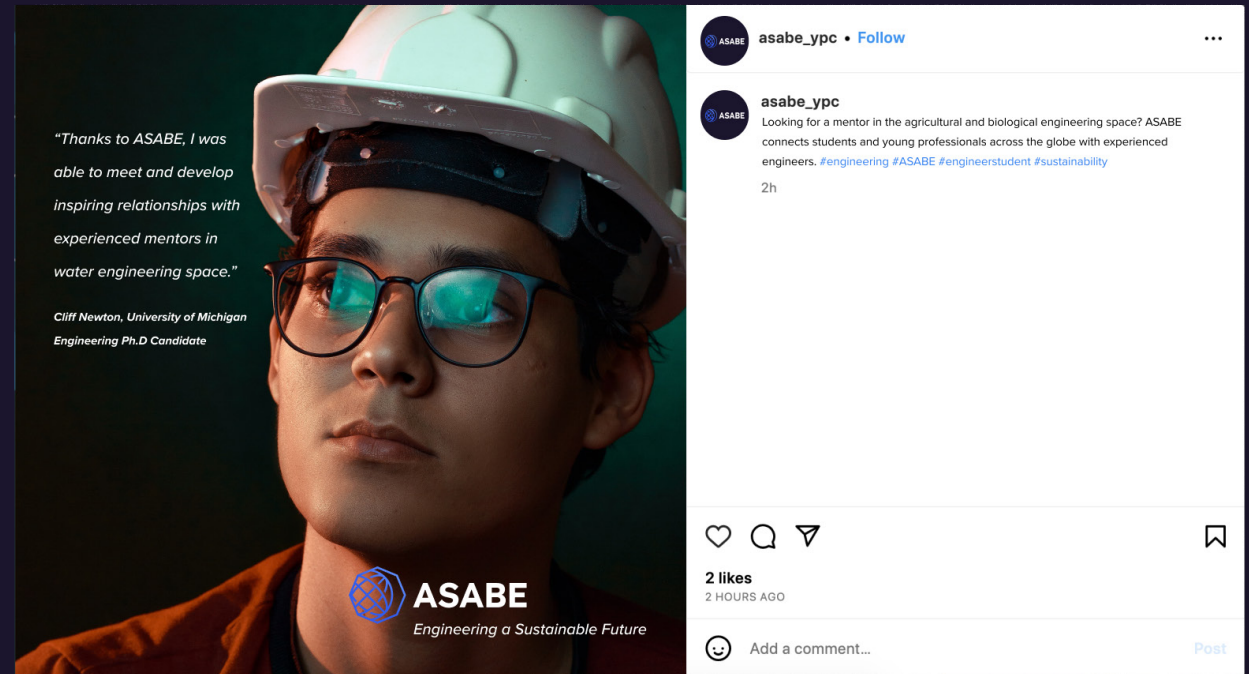
BE CLEAR ABOUT HOW YOU CAN HELP

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



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 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, Natl Pork Producers Assn, Natl 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 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



Cheryl Falk | Chicago

Member since 2020

Industry

Bio-based products

Company

Bright Farms Organics

Published works

Lorem Ipsum, XXX journal 3rd Edition 2021

Lorem Ipsum, XXX journal 3rd Edition 2021

Contact

[E-mail](#) | [LinkedIn](#)



ASABE

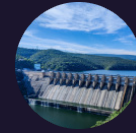
Engineering a Sustainable Future

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

Education Space

tone: AUTHORITATIVE, WELCOMING

KEY MESSAGE

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

SECONDARY MESSAGES

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.

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.

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.

PROOF POINTS

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

- 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

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

Water Space

STONE: INVITING, AUTHORITATIVE, 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

Food Production Space

tone: INVITING, PASSIONATE, EXPERIENCED, INNOVATIVE

KEY MESSAGE

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

SECONDARY MESSAGES

We frequently promote new, innovative ideas on improving access to food across the globe

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

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

PROOF POINTS

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

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

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

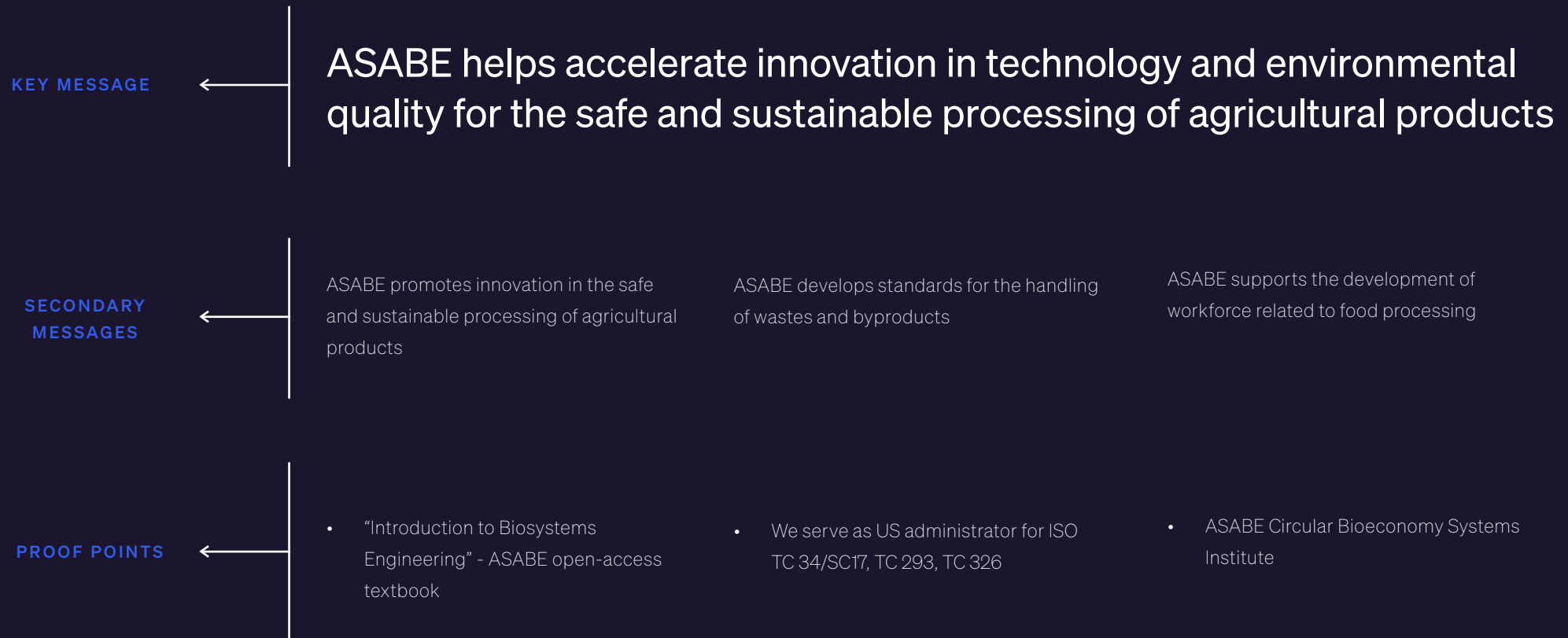
Livestock Production Space

tone: AUTHORITATIVE, EXPERIENCED, PROFESSIONAL, TRUSTWORTHY



Food Processing

tone: authoritative, collaborative, experienced, trustworthy



Bio-Based Products

TONE: AUTHORITATIVE, COLLABORATIVE, EXPERINCED, INNOVATIVE

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

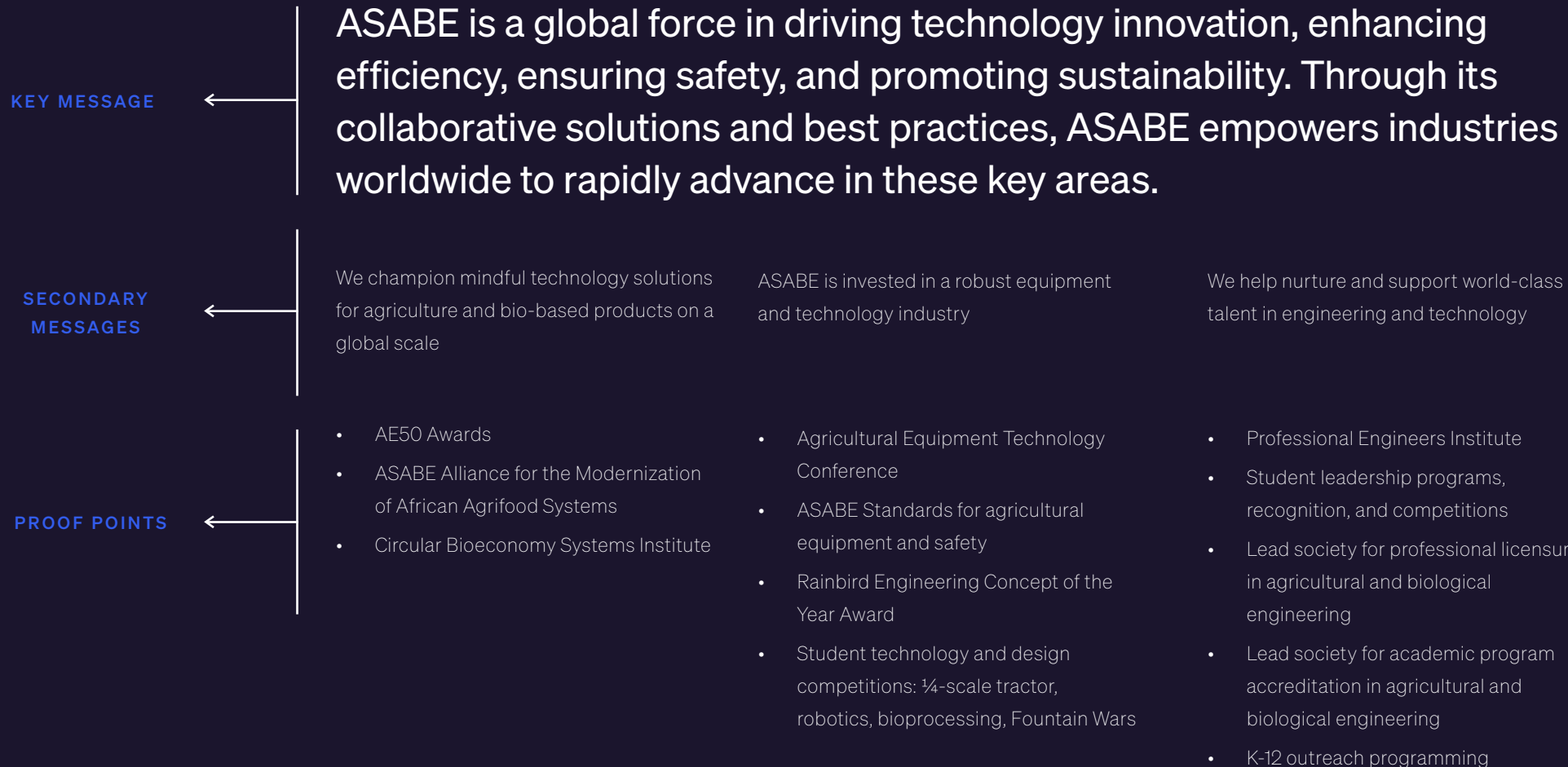
- ASABE Circular Bioeconomy Systems Institute
- “Circular Food and Agricultural Systems” special journal collection

- Biological Engineering Digital Library (joint project underway with Virginia Tech)
- ISO TC 255, TC 238

- ASABE Student Bioprocess Startup Competition

Technology

tone: authoritative, experienced, innovative

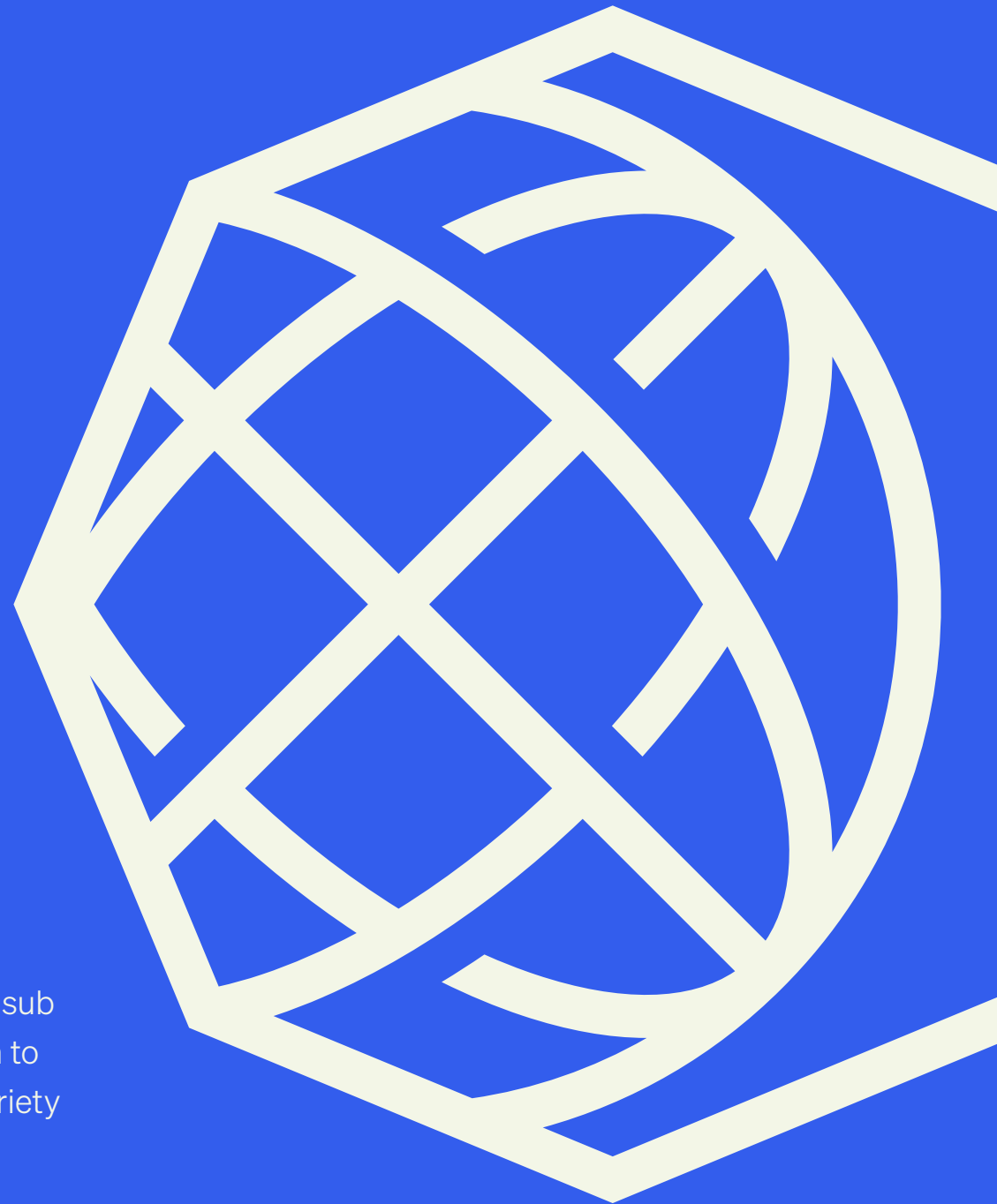


Logo & Subbrands

03

Section Three

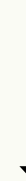
This section outlines our logo usage guidelines and sub brand architecture. It provides technical information to ensure the consistent application of our logo in a variety of situations.



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.



Logo Colorways

Our logos are available in four colorways for use across all branded materials.

Figure 1 – Full color

Figure 2 – Black

Figure 3 – Full color with white text

Figure 3 – White

Fig 1



Fig 2



Fig 3



Fig 4



Fig 1



03 — Logo & Subbrands

Core Logo Format

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

Fig 2



Fig 1

03 — Logo & Subbrands

Full Name Format

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



ASABE

American Society of Agricultural
and Biological Engineers

Fig 2



ASABE

American Society of Agricultural
and Biological Engineers

Fig 1



03 — Logo & Subbrands

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.

Fig 2



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



Fig 1

03 — Logo & Subbrands

Foundation Logo

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.



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)

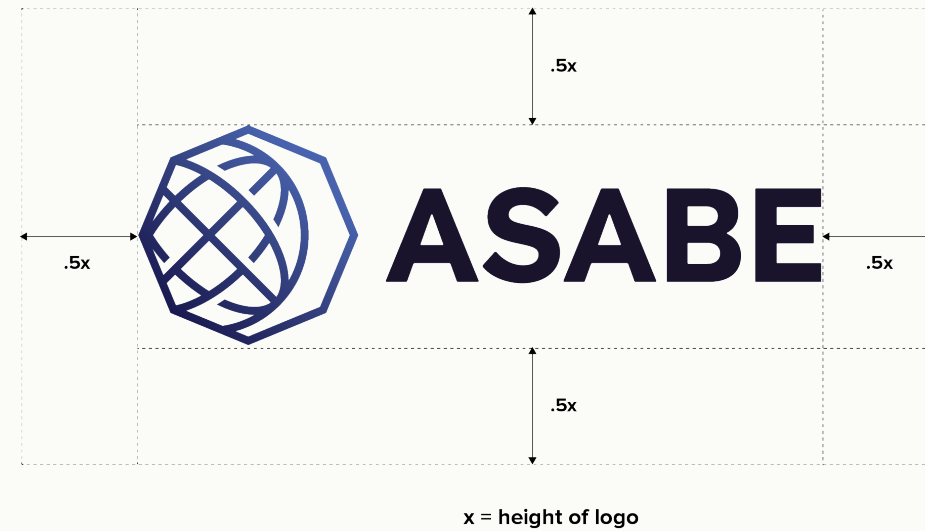


03 — Logo & Subbrands

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.



1.5" WIDTH



108PX WIDTH

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.

Geographic Chapters

Pg 46

**Student/University
Groups**

Pg 47

Communities

Pg 48

Business Units

Pg 49

**Annual Meeting
& Events**

Pg 50

Initiatives

Pg 51

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



Fig 2



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.

Fig 1



Fig 2



Subbrands: Communities

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

Our Community 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 Community 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 – 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.

Fig 1



Fig 2



Subbrands: Business Units

Examples: ASABE Standards, ASABE Publications

Our Business 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 Business Unit 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 – 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.

Fig 1



Fig 2



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.

Fig 1



ASABE

Annual International Meeting
Nashville 2024

Fig 2



ASABE

Member Hour

Fig 3



ASABE Agricultural Equipment Technology Conference

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. Initiative text must pull from our approved fonts and use our “soil” and “water” brand colors. Initiative symbols must sit to the left of the text and must use colors from our brand palette.

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.

Fig 1



Fig 2



Visual Brand Styles



04

**Section
Four**

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.

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.

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

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.

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

Foundation Green
#036C6C

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

Water
#335DED

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**

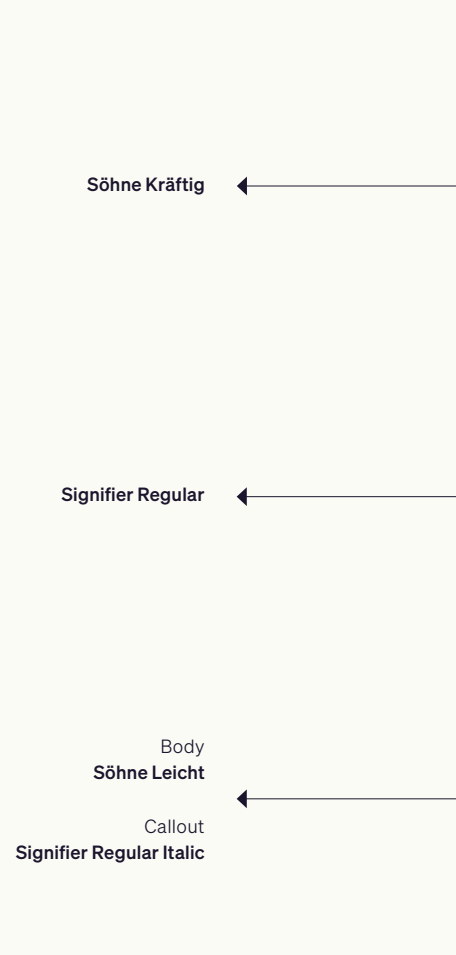
Secondary Typeface

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**



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

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

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 ips laoreet sapien quis venenatis odisit amet eros. Suspendiss.

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

JOHN DOE

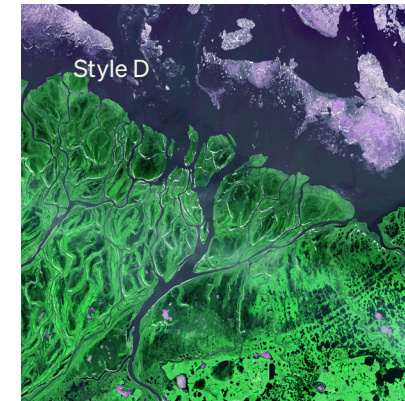
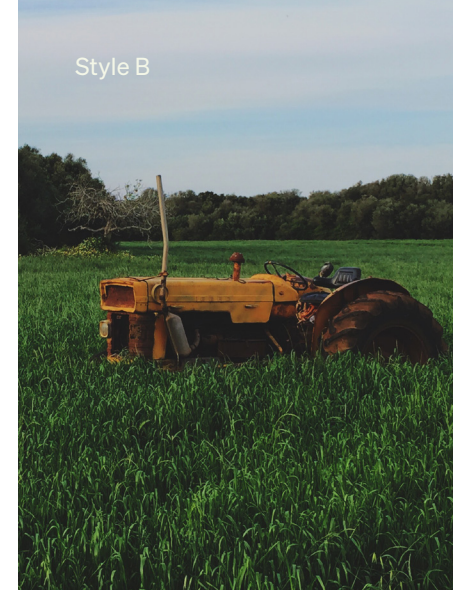
04 — Visual Brand Styles

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 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.



04 — 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



Brand Application

Business card layout that showcases the ASABE brand in use.



John Dougherty
Director of Strategy

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2950 Niles Road
St. Joseph, MI 49085
269.429.0300
asabe.org



Brand Application

Advertisement that showcases the ASABE brand in use



Global challenges solved
as a global community.

Ninice sed turpis. Maecenas malesuada. Praet sent
lorem adipiscing. Praesent nec nisl a purus blandit
viverra. Maecenas vestibulum mollis diamet.

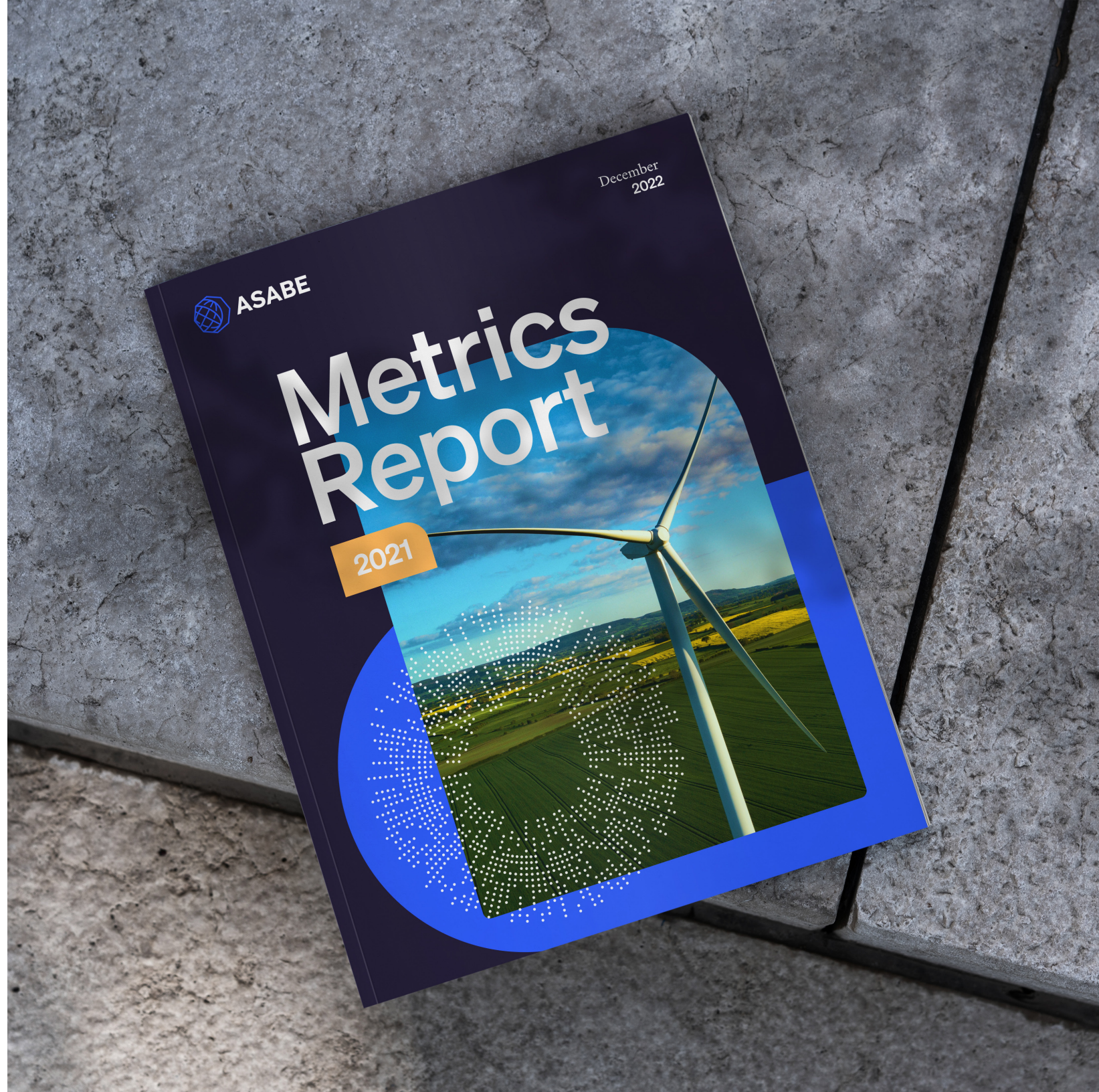
Ninice sed turpis. Maecenas malesuada. Praet sent
lorem adipiscing. Praesent nec nisl a purus blandit
viverra. Maecenas vestibulum mollis diamet.

 **ASABE** *Engineering a Sustainable Future*

04 — Visual Brand Styles

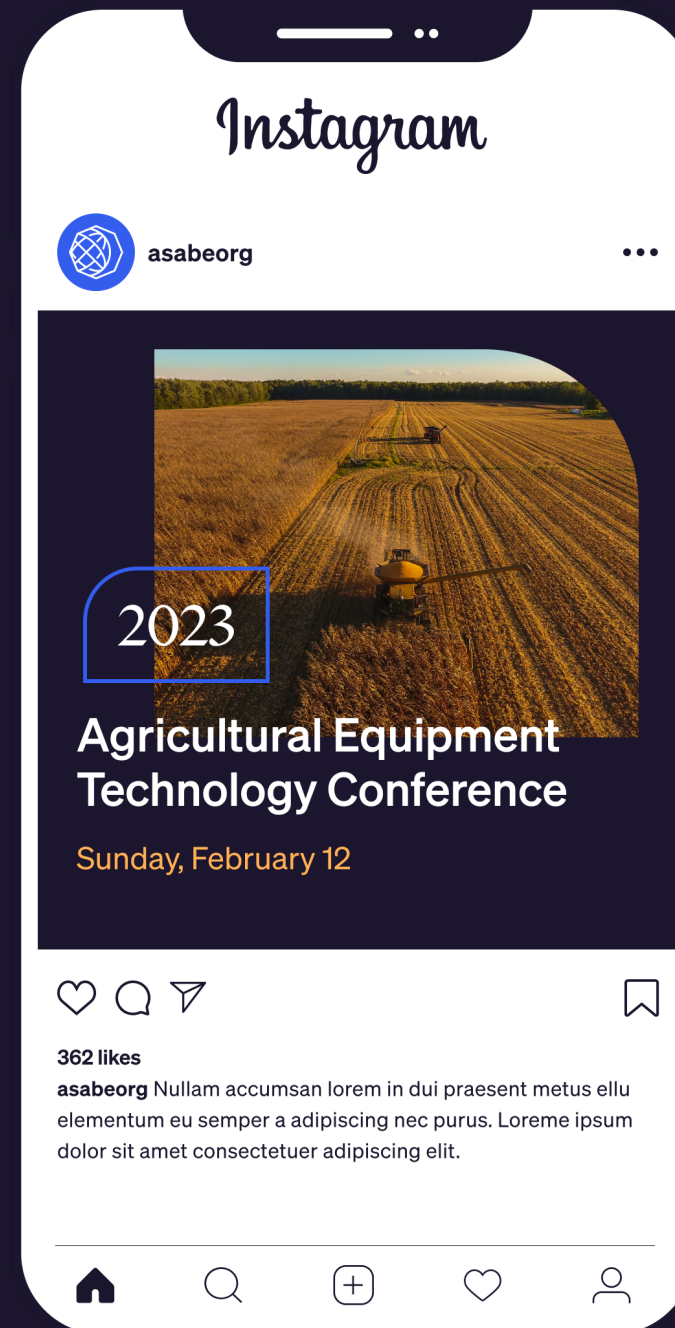
Brand Application

Report cover that showcases the ASABE brand in use



Brand Application

Social media post that showcases the ASABE brand in use



Brand Application

Website banner that showcases the ASABE brand in use





ASABE



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