BRAND GUIDE

Updated November 19, 2020

ASEE

Table of Contents

Purpose & Applications

THE VALUE OF A BRAND GUIDE

Brand guides involve the use of logos, typefaces, colors, and copy to create a clearly recognizable brand for an institution. These guides are necessary for organizations like ASEE to build and communicate a clear identity for our many target audiences.

A successful brand guide helps all our stakeholders develop strong name recognition by defining a "look" and "voice" for all program materials. This doesn't mean everything has to look exactly alike. It simply means materials must belong to the same family, with logos, typefaces, colors, and copy used consistently. With a consistent brand graphics program, ASEE can project a unified, professional image to all audiences, even as communications come from different ASEE departments, divisions, and sections. Following this guide identifies your unit as part of ASEE, improving brand identity with your audience and making it more likely that your message is received.

APPLICATIONS

These policies apply to brochures, publications, periodicals, websites, and all other marketing materials produced by ASEE's headquarters, departments, divisions, and sections for external audiences.

BRAND
PLATFORM

WHO WE ARE

ASEE provides engineering educators with the resources they need to empower themselves and their students.

We empower educators to be more effective teachers and researchers, foster dialogue, and create publishing and networking opportunities for members all around the world. We also serve as a professional development forum for educators, as well as a bridge for students going from school to employment.

Why do we do this? Because engineers transform the world, increasing its safety, efficiency, and livability. We want everyone to understand the essential work we do. And get excited about it. So that all capable students realize, "I can do this!"

Want to change the world? Join us.

VISION STATEMENT

Excellent and broadly accessible education empowering students and engineering professionals to create a better world.

MISSION STATEMENT

ASEE advances innovation, excellence, and access at all levels of education for the engineering profession.

CORE ACTIVITIES

ASEE's vision is excellent and broadly accessible education empowering students and engineering professionals to create a better world. We work toward achieving that vision by advancing innovation, excellence, and access at all levels of education for the engineering profession. We are the only professional society addressing opportunities and challenges spanning all engineering disciplines, working across the breadth of academic education including teaching, research, and public service.

1
We support education at the institutional level by linking faculty and staff across disciplines to create enhanced student learning and discovery.

2
We support education across institutions by identifying opportunities to share proven and promising practices.

3
We support education locally, regionally, and nationally by forging and reinforcing connections between academia, business, industry, and government.

4
We support discovery and scholarship among education researchers by providing opportunities to share and build upon findings.

5
We support disciplinary technical researchers by disseminating best research management practices.

6
We support innovation by fostering the translation of research into improved practices.

CORE ATTRIBUTES

The following attributes define who we are at our core, and what we'll continue to strive for in the future.

CONNECTIVE

ASEE is a bridge from earliest education to professional practice. We connect an industry hungry for talent to the institutions of higher learning, connect educators to peers and teaching resources, connect undergraduate and graduate students with the latest in innovative learning and research experiences, and show young minds how to bring dreams to reality

ASEE creates networking opportunities for members, often giving a view into other areas of engineering that members would otherwise not have. ASEE connects everyone under the big tent of engineering education.

TRANSFORMATIVE

Fundamentally, engineering is a creative field. It is transdisciplinary. It's transformative. It's additive, self-correcting—a living and breathing organism—the chrysalis to the butterfly. Teams of brilliant people work together to transform our world into a more livable and amazing place, for all.

SUPPORTIVE

We support those who discover, those who teach, and those who learn. We spark their minds, raise their spirits, give them counsel when they struggle or lose confidence; we instruct them efficiently on how to use their native talents to solve complex challenges. Then we watch them shine.

ESSENTIAL

Engineering is essential for our survival. The world needs more of us, and ASEE is determined to provide more engineers, excellent engineers, people who want to make good, effective, highly-usable things, essential services, and efficiency processes that improve our lives and protect the planet.

BRAND ESSENCE

Empower

VARIOUS DICTIONARIES DEFINE THE WORD EMPOWER AS A VERB MEANING:

- To encourage and support the ability to do something *(Cambridge)*

- To make (someone) stronger and more confident *(Google)*

- To enable or permit *(Dictionary.com)*

- To give (someone) the authority or power to do something *(Google)*

- To give legal authority for something *(Cambridge)*

WE EMBODY THIS WORD BECAUSE ASEE:

- Empowers educators by providing essential resources that help them to flourish professionally.

- Empowers educators to empower students.

- Empowers children by giving them access to engineering curricula, and access to a successful life-path.

- Empowers all people by working to promoting diversity, equity, and inclusion in engineering education and practice at all levels.

- Empowers the field through its dedication to integrity and excellence, through its adherence to, and promotion of, the highest standards in engineering education, and by defending the engineering process against threats.

- Is empowerment by virtue of its commitment—its investment in the lives of educators and students.

- Empowers members by connecting busy professionals with others in the field, and by bringing to bear the latest research and innovations to education.

VOICE

Verbal consistency is just as important as visual consistency. Every sentence should come from a unified voice. And that voice should match our brand personality.

So, what is that personality? Well, in the world of higher education, we should be well-spoken and articulate. But not condescending or exclusionary. If we're not approachable, we can't help educators develop our future engineers.

That said, we are a professional society. We've been around for over a century. And we lead the discussion on engineering education with confidence.

We're here to empower educators to empower students. So we should also be optimistic and aspirational. Engineering is a powerful field. Our words should carry a certain gravitas.

TONE — DOS AND DON'TS

The world needs more engineers. *(Concise and powerful)*	Engineers are always required for multiple job functions around the globe. *(Verbose and uninspiring)*
We have friends in higher education places. *(Fun and colloquial)*	We work with colleges. *(Plain; written by an outsider)*
It's time to reengineer your engineering program. *(Uses relevant engineering language)*	Your engineering program could use a facelift. *(Wrong industry terminology)*
The Nuts, Bolts, and Beams of ASEE *(Uses relevant engineering language)*	History of ASEE *(Too dry and straightforward)*

LOGO
GUIDELINES

THE LOGO SIGNATURE

LOGO

SYMBOL

WORDMARK

AMERICAN SOCIETY FOR ENGINEERING EDUCATION

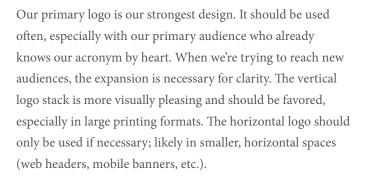**EXPANSION**

The ASEE symbol is based on the blue triangle from its previous logo. With a more modern twist, the triangle folds back on itself to represent the partnership we have with our members. The ASEE wordmark uses a classic yet modern typeface and shouldn't be altered.

Together, the symbol and wordmark create the ASEE logo. The logo forms the most significant feature of the ASEE identity and should be used on all branded communications. The logo may include our expanded name when communicating with audiences that are unfamiliar with our organization.

PRIMARY LOGO

Our primary logo is our strongest design. It should be used often, especially with our primary audience who already knows our acronym by heart. When we're trying to reach new audiences, the expansion is necessary for clarity. The vertical logo stack is more visually pleasing and should be favored, especially in large printing formats. The horizontal logo should only be used if necessary; likely in smaller, horizontal spaces (web headers, mobile banners, etc.).

If you ever need a logo, you can download our entire suite of approved logos from: asee.org/about-us/the-organization/use-of-asees-logos

PRIMARY LOGO

PRIMARY LOGO WITH VERTICAL EXPANSION

PRIMARY LOGO WITH HORIZONTAL EXPANSION

ASEE

LOGO COLORS

	COLOR			USAGE AND APPLICATION
FULL COLOR	PANTONE		PMS P 112-6 U	Spot color print applications
			PMS P 102-16 U	
			PMS P 179-12 U	
	CMYK		77 / 14 / 0 / 0	Process color print applications when budget does not allow for spot color
			100 / 86 / 12 / 2	
			0 / 0 / 0 / 78	
	RGB		14 / 166 / 223	On-screen applications
			30 / 68 / 140	
			92 / 93 / 96	
	WEB		#00A7E2	On-screen applications
			#19428E	
			#5C5D60	
3-COLOR FLAT			PMS 7688	Simple color applications where gradations are not possible (such as appliquéd flags and embroidery)
			PMS 7469	
			PMS P 179-12 U	
1-COLOR GRAYSCALE			BLACK (GRAYSCALE)	One-color applications (such as stationery templates and merchandise)
1-COLOR B/W			BLACK	Simple one-color applications where gradations are not possible (such as embossing, glass decals, and embroidery)

CLEAR SPACE & MINIMUM SIZE

CLEAR SPACE

For maximum visibility, this logo should always appear with a minimum area of clear space around it. This area should be free of any type of graphic element. Using the counter-space between the lower and center arms of the "E," clear space is 1x the area around the entire logo. This rule applies to all versions of the ASEE logo—on all mediums.

MINIMUM SIZE

Minimum logo sizes are important so our logo (and its elements) remain legible. The primary logo should always be at least 0.5 in. or 60 pixels wide. The horizontal expansion logo should always be at least 1.5 in. or 160 pixels wide. The vertical expansion logo should always be at least 0.5 in. or 104 pixels wide.

0.5 in. / 60 px

1.5 in. / 160 px

.05 in. / 104 px

LOGO MISUSES

PLAY BY THE RULES

Because the ASEE logo is our brand's primary visual icon, we should protect its integrity at all times—in all places.

Changing any graphic element of the logo will weaken its impact and detract from the consistent image we strive for.

Remember to use only approved electronic art when reproducing the logo. The illustrations to the right describe some (but not all) of the common inappropriate uses of the logo.

Don't adjust the logo scale or proportions.

Don't change the logo colors.

Don't change the logo's orientation by rotating it.

Don't add any effects (e.g., a drop shadow) to the logo.

Don't place the logo on busy backgrounds.

Don't change the proportions of any element of the logo.

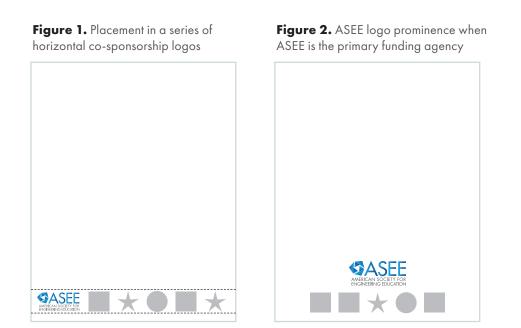**Don't** add a stroke to the logo.

Don't crop the logo.

Don't lay any transparencies over the logo.

PARTNER GUIDELINES

The following placement guide and additional logo lockup are created for our corporate partners. The sponsorship examples show how the ASEE identity can live next to other brands. The partner examples show how that same identity can be adapted for vertical partner logos, with copy size and color remaining consistent. This system creates a unified design language that's closely aligned with our ASEE masterbrand.

SPONSORSHIPS

Figure 1. Placement in a series of horizontal co-sponsorship logos

Figure 2. ASEE logo prominence when ASEE is the primary funding agency

PARTNER SIGNATURE

DIVISION SIGNATURE

Our divisions use a simple lockup system. This applies to both stacked and horizontal logos. Please use the ASEE signature logo without the name expansion. This is then locked up with "Division of" (italicized) followed by the specific division name (all caps). If a division name is singular (i.e., Student), pluralize the division (i.e., Division of Students).

Following this system is imperative for our brand consistency and memorability. Please do not create original logos for your specific division. If you've done so in the past, have the art department (communications@asee.org) create a new logo for you.

STACKED DIVISION LOGO

Division of
MATERIALS

Division of
ENTREPRENEURSHIP & ENGINEERING INNOVATION

HORIZONTAL DIVISION LOGOS

Division of
MATERIALS

Division of
ENTREPRENEURSHIP & ENGINEERING INNOVATION

SECTION SIGNATURE

Our sections use a similar, simple lockup system. This applies to both stacked and horizontal logos. Please use the ASEE signature logo without the name expansion. This is then locked up with the zone number (all caps), followed by the region name (italicized).

Following this system is imperative for our brand consistency and memorability. Please do not create original logos for your specific section. If you've done so in the past, have the art department (communications@asee.org) create a new logo for you.

STACKED SECTION LOGOS

Zone III
MIDWEST

Zone I
MIDDLE ATLANTIC

HORIZONTAL SECTION LOGOS

  Zone III
MIDWEST

  Zone I
MIDDLE ATLANTIC

DEPARTMENT SIGNATURE

Our departments use a similar, simple lockup system. This applies to both stacked and horizontal logos. Please use the ASEE signature logo without the name expansion. This is then locked up with "Department of" (italics) followed by the specific department name (all caps). Do your best to keep department names to 50 characters or less (well-known abbreviations are OK). And always use an ampersand (&) to separate two nouns in the department name (if applicable).

Following this system is imperative for our brand consistency and memorability. Please do not create original logos for your specific department. If you've done so in the past, have the art department (communications@asee.org) create a new logo for you.

STACKED DEPARTMENT LOGOS

HORIZONTAL DEPARTMENT LOGOS

VISUAL
ELEMENTS

COLOR PALETTE

Color is an important part of visual identification that creates a powerful emotional response. Our colors were chosen carefully to convey that we are a vibrant, forward-thinking brand.

Using a limited number of colors consistently will build strong external recognition and memorability for ASEE.

PRIMARY PALETTE

ASEE blue is intended to be our brand's main signifying color. It should be used for all solid fills.

Light and dark blues are to be used exclusively when creating gradients within the ASEE symbol, stripe, and backgrounds. Neither light or dark blue should be used alone as solid fills in secondary graphics or typography.

PANTONE	PMS 7469
CMYK	100 / 58 / 30 / 10
RGB	0 / 44 / 133
WEB	#005D85

PANTONE	PMS 7688
CMYK	70 / 28 / 4 / 0
RGB	69 / 151 / 203
WEB	#4497CB

PANTONE	BLACK
CMYK	0 / 0 / 0 / 100
RGB	0 / 0 / 0
WEB	#000000

PANTONE	20% BLACK
CMYK	0 / 0 / 0 / 20
RGB	209 / 211 / 212
WEB	#CCCCCC

GRADIENT

HORIZONTAL GRADIENT

The ASEE gradient was created from a blend of light and dark blues. This gradient adds a sense of depth and texture to the ASEE symbol, strip, and background graphics. When using the gradient, there should always be a subtle transition across the graphic.

The ASEE gradient will be a feature of all communications, such as brochures, stationery, newsletters, and presentations.

PANTONE	PMS 7469		PANTONE	PMS 7688
CMYK	100 / 58 / 30 / 10		CMYK	70 / 28 / 4 / 0
RGB	0 / 44 / 133		RGB	69 / 151 / 203
WEB	#005D85		WEB	#4497CB

PHOTOGRAPHY

ASEE

USAGE

Photography is a powerful asset for visual storytelling. It helps us tell the empowering and engaging story that is ASEE's. By aligning our photography style, we can create a look and feel that is distinctly ours.

SUBJECT

To help tell our brand story, use photos that convey authentic moments of empowerment. Show candid shots of faculty members, students, and engineering professionals interacting in relevant environments.

TREATMENT

Duotone color can be applied to photos to add texture and help create bold and inspiring compositions. Apply ASEE's dark blue to shadows and light blue to highlights to help create brand consistency.

EXAMPLES

CAMPAIGN IMAGERY

USAGE

Campaign communications are an effective way to help draw special attention to a cause, initiative, or promotion. These communications should be reflective of our brand so that our audience can easily recognize them as ASEE's.

SUBJECT

Keep the message simple by focusing on singular objects. Always show graphics paired with copy that supports the main message that is being conveyed.

TREATMENT

Achieve a unified look that embodies our brand by displaying graphics that encompass our brand's color palette. Draw focus to objects by cutting them out and placing them against simple backgrounds. Show the transformative nature of engineering and engineering education by juxtaposing photography against "blueprint-like" line-art.

EXAMPLES

TYPOGRAPHY

ASEE

PRIMARY FONT — FUTURA PT

The range of weights and styles make Futura a versatile font family. Futura is timelessly modern. In 1928 it was striking, tasteful, and radical. Today, it continues to be a popular typographic choice to express strength, elegance, and conceptual clarity.

TONE:
Strong, confident, progressive, and modern

AVAILABLE AT:
fonts.adobe.com

SECONDARY FONT — MINION PRO

Minion was created primarily as a traditional text font but adapts well to today's digital technology, presenting the richness of the late Baroque forms within modern text formats. This clear, balanced font is suitable for almost any use.

TONE:
Academic, classic, and intelligent

AVAILABLE AT:
fonts.adobe.com

FUTURA PT BOLD
Headlines, subheads, and intros

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FUTURA PT DEMI
Tertiary titles and copy with emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

FUTURA PT BOOK
Tertiary copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MINION PRO BOLD
Body copy with emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MINION PRO REGULAR
Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CONTACT INFO

We're always here to help.

**If you have questions regarding this brand guide,
email our marketing team at communications@asee.org
or call our main office at: 202.331.3500**

**American Society for Engineering Education
1818 N Street NW, STE 600**

asee.org