

ASB 100 YEAR ANNIVERSARY LOGO



COLOR A



COLOR B



BLACK



GRAYSCALE



WHITE

COLOR PALETTE



PMS: 7475
CMYK: 50, 0, 25, 30
RGB: 91, 155, 152
HEX: #5b9b98



PMS: 7413
CMYK: 0, 53, 100, 4
RGB: 236, 126, 29
HEX: #ec881d



PMS: 7533
CMYK: 0, 22, 85, 85
RGB: 75, 57, 0
HEX: #4b3900

LOGO CLEAR SPACE

To ensure our logo is never cluttered, maintain a minimum clear space around the perimeter. Clear space acts as a barrier between the logo and competing graphic elements, such as body copy or other visuals.



The clear space is a 1:1 ratio to the height from the base to the peak of the negative space within the "A".

TYPOGRAPHY

[DOWNLOAD](#)

AVENIR BLACK - ABCDEFGHIJKLMNOPQRSTUVWXYZ "ASB"

AVENIR MEDIUM - ABCDEFGHIJKLMNOPQRSTUVWXYZ "YEARS"

LOGO DON'TS



Don't Distort



Don't Alter Color



Don't Add Effects



Don't Alter Font

BOILERPLATE

The American Society of Baking (ASB) is celebrating 100 years of serving the grain-based food industry. For a century, we've fostered a full range of opportunities in continuing education and professional development dedicated to individuals in grain-based foods. Our network of bakers, engineers, service providers, food technologists and equipment/ingredient suppliers has stood the test of time – proving to be an invaluable resource to baked goods manufacturers of all sizes and facilitating growth of our \$87-billion-dollar industry.

Grain-based food production employs more than 330,000 hard-working Americans at more than 10,000 commercial baking facilities and high-volume retail bakeries. That's why we make it our duty to advance baking knowledge and innovation to our members and the industry at large. With our members' interest always at heart, ASB is proud to celebrate 100 years of service.

ASB on the rise.

HASHTAG

#ASBOnTheRise

Our social media hashtag “**#ASBOnTheRise**” should be used in social media posts celebrating our 100 year landmark. Do not alter any aspect of the hashtag, including spelling and capitalization.

PATTERNS

Brand patterns are an effective way to build brand recognition and maintain a cohesive brand experience. Patterns are most commonly used in social media headers and print material.

