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

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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.

ASB BAKINGTECH 2024 LOGO

Our primary logo is used in most applications where BakingTECH 2024 is promoted.

COLOR

BLACK & WHITE

GRAYSCALE

KNOCKOUT BLACK

KNOCKOUT WHITE

SECONDARY LOGO

If the size of our logo inhibits legibility of the event details or it is being used on-site, use our secondary logo. This logo excludes BakingTECH's location, which can be placed elsewhere in the body copy.

COLOR

BLACK & WHITE

GRAYSCALE

KNOCKOUT BLACK

KNOCKOUT WHITE

CLEAR SPACE

Maintain a clear space around the perimeter of our logo to avoid competing elements. Clear space ensures our brand is always recognizable in our designs.
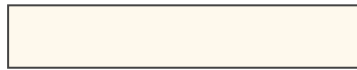

The clear space is a 1:1 ratio to the height of the inner-circle in the "100."

COLOR PALETTE

Our logo uses the primary color palette for the ASB 100 Year branding with the addition of the following colors.

PMS: BLACK C
CMYK: 67, 60, 59, 44
RGB: 68, 68, 68
HEX: #444444

PMS: 11-0503 TSX
CMYK: 0, 2, 8, 0
RGB: 255, 248, 234
HEX: #FFF8EA

TYPOGRAPHY

DOWNLOAD ▶

The primary type in our logo is Nexa Rust Sans. The rest of our typography is borrowed from the ASB 100 Year branding.

NEXA RUST SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

BAKINGTECH
FEBRUARY 27-29, CHICAGO

ASSET CREATION

When building assets to promote BakingTECH, familiarize yourself with the brand guidelines. The following are rules to further assist in creating assets that are consistent and captivating.

LOOK AND FEEL

BakingTECH assets should accurately reflect who ASB is as a brand.

- We are **WELCOMING**.
- We are **INVENTIVE**.
- We are **LIVELY**.

- We are **NOT DRAMATIC**.
- We are **NOT HECTIC**.
- We are **NOT SMALL-MINDED**.

GENERAL RULES:

Follow these rules to ensure all BakingTECH 2024 marketing materials are cohesive and powerful.

1   Use 1 of 4 brand patterns on page 2 or approved photography in top half of background.

2   Do not introduce new fonts to designs.

3   Headlines should have no punctuation at the end.

4   Use BakingTECH's color scheme when building assets.

5   Assets should prominently feature our BakingTECH 2024 logo.

6   Communicate with the brand's voice when writing copy.

7   Use body copy that's thematically relevant to the imagery and headline.

PHOTOGRAPHY

Follow these rules when selecting and editing photography.

1 Use motion shots—such as pouring, mixing, and kneading—to portray our dynamic 100 years of momentum.

2 Place the action in the photo as its focal point.

3 Choose photos shot in a well lit industrial setting.

4 Avoid human subjects with facial expressions, as they will detract from the excitement of our focal point.

5 Use high-quality photos, above 72 ppi for digital and 300 ppi for print.

6 Show product diversity across photos.

MOODBOARD