american society of baking

BRAND GUIDE

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ASB embraces the diverse community of professionals who form the commercial baking industry through our warmth. Our voice conveys familiarity, welcoming baking professionals into our fold. We speak as a leading figure, one that inspires a sense of belonging and trust among our community. All while having a little fun—because that's how bakers turn up the heat.

PREHEAT THE OVEN

ASB is a caregiver. Our tone is inviting, familiar, and warm—welcoming all baking professionals into our community.

KEEP IT FRESH

We are remarkable innovators and our voice reflects a future-facing orientation.

MIX IT UP

We are all about inclusivity. ASB speaks for a range of professional roles, product types, and personalities.

UNLEASH THE YEAST

We’re fun with a touch of spontaneity.

BAKERY PROFESSIONALS

Join ASB to take full advantage of leadership opportunities, professional development, and an elite network that helps you reach your career goals.

PRODUCTION SUPPLIERS

Suppliers are an essential asset to our industry and community. That's why we embrace you with open arms and facilitate valuable professional relationships between suppliers and other bakery professionals.

YOUNG PROFESSIONALS

Bolster your professional success with ASB. Our leadership opportunities, professional development, and soft skill training expedite your growth as a commercial baking professional.

STUDENT BAKERS

We're a leading voice with the expertise and necessary professional opportunities to set you on a path toward a successful commercial baking career.

ASB ON THE RISE

PRIMARY

Our primary logo is the main visual representation of our brand.

SECONDARY

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Our secondary logo is best utilized when space is limited, such as social media profile photos and favicons.

LOGO VARIATIONS

COLOR

BLACK

GRAYSCALE

WHITE

COLOR

BLACK

GRAYSCALE

WHITE

COMPETITIONS:

PRODUCT DEVELOPMENT COMPETITION

EVENTS:

VIRTUAL MEMBER TOWNHALL

REGIONAL MEETUPS

AWARDS/RECOGNITIONS:

ROBERT A. FISHER AWARD

RISING BAKER AWARD

BAKING HALL OF FAME

3

COLOR PALETTE

FIRST BATCH

GOLDEN LOAF

CMYK:
7 / 51 / 100 / 0
RGB:
232 / 142 / 26
HEX:
#e88e24

FRESH TEAL

CMYK:
88 / 36 / 49 / 13
RGB:
00 / 118 / 121
HEX:
#007679

SECOND BATCH

BAKERS BLUE

CMYK:
82 / 23 / 44 / 2
RGB:
2 / 147 / 148
HEX:
#0d9393

CHARCOAL

CMYK:
70 / 64 / 63 / 61
RGB:
48 / 48 / 48
HEX:
#303030

SCIENTIFIC CYAN

CMYK:
91 / 50 / 60 / 39
RGB:
6 / 77 / 77
HEX:
#064d4d

THIRD BATCH

VANILLA CREAM

CMYK:
1 / 4 / 8 / 0
RGB:
251 / 241 / 230
HEX:
#fbf1e6

MINT

CMYK:
31 / 0 / 25 / 0
RGB:
176 / 221 / 201
HEX:
#b0ddc9

BLUEBERRY

CMYK:
100 / 77 / 29 / 13
RGB:
13 / 72 / 119
HEX:
#0d4877

BLUSH

CMYK:
0 / 67 / 64 / 0
RGB:
243 / 119 / 93
HEX:
#f3775d

Aa

avenir black

abcdefghijklmnopqrstuvwxyz

asb
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Aa

avenir medium

abcdefghijklmnopqrstuvwxyz

asb
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64pt **HEADLINE** ... **AVENIR BLACK ALL CAPS**

36pt **Subheadline** ..... **Avenir Black Initial Capitalization**

24pt Supporting body copy ..... Avenir medium

SAMPLE HEADLINE

Sample Subheadline

Sample supporting body copy

PHOTOGRAPHY MOODBOARD

PHOTOGRAPHY CATEGORIES

There are three categories of photographs we are concerned with:

PROCESS

Photographs of industrial processes.

COMMUNITY

Photographs of multiple members.

INDIVIDUALS

Photographs of individual members.

FOCAL POINT

PROCESS photo focal points should be where the action is. Focus on eye-catching movement to capture attention.

COMMUNITY photo focal points should be on the entire group. These photos should convey a sense of unity.

INDIVIDUAL photo focal points should be on the individual's expression. Use these images to convey the positive emotions of members.

COLOR

All of our photos should feature vibrant coloring to convey the excitement of our brand.

PHOTOGRAPHY TONE

Ensure that our photography is true to our overarching tone. Our photos should be welcoming, professional, and fun.

RANGE OF CONTENT

We want our photos to be true to the wide array of members we represent.

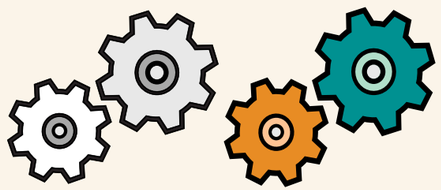
PROCESS photos should show a variety of industrial processes, such as baking in ovens, refrigeration methods, and packaging. There should also be a range of product types, such as bread loaves, cookies, crackers, and tortillas.

INDIVIDUAL photos should show a range of professional roles, such as equipment technicians, production workers, and R&D specialists.

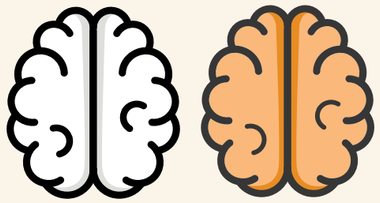
BRAND PATTERNS

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.

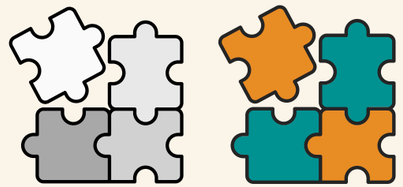
ICONOGRAPHY



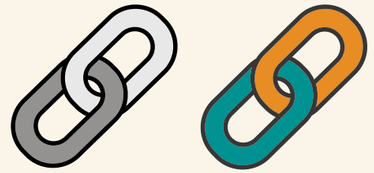
INNOVATIVE



KNOWLEDGEABLE



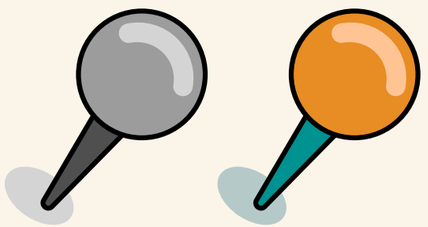
COLLABORATIVE



COMMUNITY

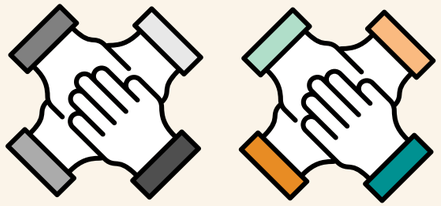
FOCUSED

INDUSTRY ADVANCEMENTS

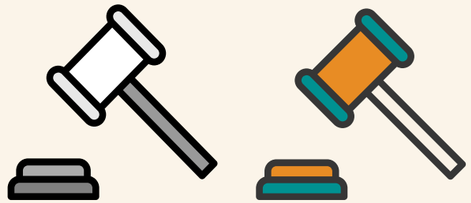


TECHNICAL BULLETINS

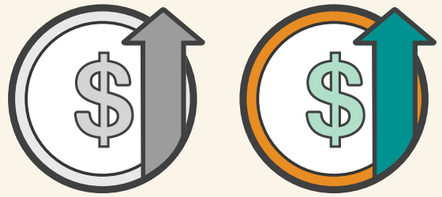
BRAND AWARENESS



MEMBERSHIP



GOVERNANCE



REVENUE GROWTH

ACCESS

DISCUSSION PORTAL

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THANK YOU