

Case Study

BRAND IDENTITY

American Society of Safety Engineers Foundation

OVERVIEW

American Society of Safety Engineers (ASSE) is the world's oldest professional safety society. ASSE promotes the expertise, leadership and commitment of its members, while providing them with professional development, advocacy and standards development. The Foundation is the philanthropic arm of the association that facilitates education, scholarships, and growth within the profession.

CHALLENGE

The Foundation was using an antiquated logo seal which supported its legacy, but it was very hard to read, and it didn't appeal to the up and coming generations who now dominate the ranks. They were looking for something that was more modern, relevant, and appealing to a new generation of safety professionals—yet still maintaining a clean classic look to allude to its long history.

SOLUTION

- > The current tag line "Generosity from you, growth within our profession, safety for all" was shortened to "Generosity. Growth. Safety." This more quickly conveyed the Foundation's mission and laid the foundation for the logo mark design.
- > The shield shape was used to show the Foundation's connection to ASSE—which has one shield as its logo mark—and just as the three shields overlap (see figure 1) and intersect to form another shield at the center of our logo, the Foundation itself is essentially built out of components of ASSE. When the three shields are placed together, they combine into a central, most prominent shield. This strongest shield showcases the collaboration and nurturing side of the Foundation.
- > The central icon is the focal point of the logo, and can be viewed two ways. First, you can see a person reading a book, referencing their successful scholarship and grant program, which has to date awarded more than \$1.3 million to deserving students and professionals. Second, you see a lantern, pointing more broadly to the Foundation's over arching orientation toward lighting the way to a safer tomorrow.
- > The orange was used to convey a bright warmth, a bold choice sure to stand out in various applications. The orange also complemented the green of the parent society logo. Over time, the mark alone will communicate their mission without words, a must-have as they continue expanding their social media presence.

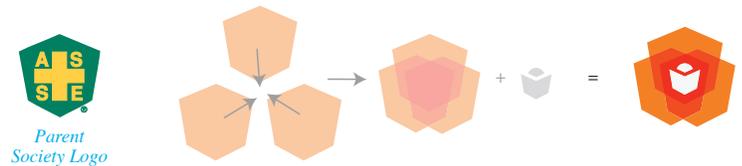


Old Logo

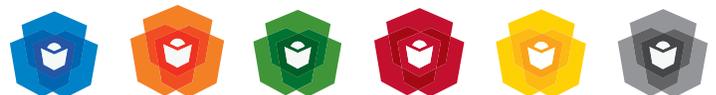


New Logo

Figure 1



Business Cards



Icons and Colors

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BRAND IDENTITY GUIDE BOOK

Various pages from brand identity guide book help define the usage of the logo and its corresponding colors, as well as basic design elements, and photography. Also shows how all of the items should be used in conjunction. This ensures a consistent use of all elements which will reinforce the new identity moving forward with all new collateral creation.

