



# AMERICAN SOCIETY OF **SAFETY PROFESSIONALS**

## **BRAND GUIDELINES**

| For Developing Communications

# Table of Contents

## 1 INTRODUCTION

Welcome 3

## 2 BRAND PROMISE

Overview 5

## 3 PERSONALITY TRAITS

Overview 7

## 4 MESSAGING PLATFORM

General 9 | Community 10 | Education 11 | Standards 12 | Value of the Profession 13

## 5 BRAND IDENTITY

Logo Components 15 | Logo Color Variations 16 | Logo Size and Clear Zones 17  
Incorrect Use of Logo 18 | Tagline 19 | Color Palette 20 | Typography 21  
Typography: Dos and Don'ts, Alternative Fonts 22

## 6 BRAND PHOTOGRAPHY

Professionals Working Within Their Environments 24 | Close-Up Photography of Professionals 26

## 7 BRAND VOICE

Overview 29 | How to Use It 31

## 8 BRAND IN ACTION

Print Ads 33 | Digital 34 | Display 35 | Miscellaneous 36

## 9 COMMUNITIES

Logo Components 38 | Logo Color Variations 39

# Welcome to the ASSP Brand Guidelines

Since 1911, we have served as a global advocate for safety, health and environmental professionals—and the profession. The profession has evolved over time, and so have we. To reflect that evolution, we have updated our logo, our name and our brand.

## Our Name

The safety profession has evolved since our founding as the American Society of Safety Engineers (ASSE). When we began, engineers made up our entire membership. Now, they represent just 3 percent of our member base. Our new name, the American Society of Safety Professionals (ASSP), is more inclusive and better defines our diverse membership.

## Our Brand

Simply stated, our brand is a visual and verbal representation of who we are and what we stand for. As such, it is one of the most important assets we have as an organization. To ensure consistent application of our brand, we have created these guidelines. That way, when anyone sees our brand, they will receive a consistent brand experience that showcases the expertise and dedication that we have shown for more than 100 years.

## Applying These Guidelines

On the following pages, You'll see how our brand speaks both visually and verbally to our audiences—how to use our logo in a variety of contexts, our color palette, the ASSP voice in written communications and more. The guidelines in this book will help you consistently represent our brand across all touch points with our audiences.

2

## BRAND PROMISE

Our brand promise is a statement of our differentiation. It tells our audience how they benefit from our services. As it relates to our work, our brand promise acts as the foundation for successfully communicating our brand.

In order for us to continue to distinguish ourselves in the minds of our audience, it is crucial that we present our brand clearly and consistently across all communication channels. Utilize this brand promise as a guide for effectively communicating our brand message.

## Who Are We?

ASSP is a global association for occupational safety and health professionals.

## What Do We Do?

We provide education, standards development, advocacy and a professional community to support the advancement of our members and the profession as a whole.

## Why Does It Matter?

Our members are dedicated to creating safe work environments by preventing workplace fatalities, injuries and illnesses. Sound safety practices are both socially responsible and good business, leading to increased productivity, a better reputation and higher employee satisfaction.

**3**

## **PERSONALITY TRAITS**

Our personality traits define who we are and how we act as an organization. Much like human personality traits, they express the core values and characteristics of our brand. Use these traits to guide the tonal expression of our brand both internally and externally.

### Informative

Sharing knowledge is at the heart of what we do—through symposiums, networking events, continuing education offerings, our professional journal and more.

### Connected

With more than 37,000 members in 80 countries around the world, we connect safety and health professionals to a vast community of peers, resources and opportunities.

### Established

Since 1911, we have been the most respected advocate for safety and health professionals, working hard to advance the profession and the individuals who choose it.

### Passionate

Our members are dedicated to making the world a safer and healthier place. We share their dedication and are passionate about helping them achieve their goals.

## 4 MESSAGING PLATFORM



**A messaging platform provides the structure for creating all ASSP communications relating to our organization, a specific project or initiative.** This tool is designed to help you hone in on the core concepts behind a specific topic before creating new messaging in any communication tactics.

For more than 100 years, ASSP has been at the forefront of helping occupational safety and health professionals protect people and property.

### Key Messages

We promote the expertise, leadership and commitment of our members, while providing them with professional development, advocacy and standards development.

We set the occupational safety, health and environmental community's standards for excellence and ethics.

We are a trusted source among safety professionals for knowledge, skills, continuing education and networking.

ASSP boasts more than 37,000 professional members who lead, manage, supervise, research and consult on safety.

Our membership spans the full career continuum, from students to young professionals to seasoned managers and leaders.

ASSP is where occupational safety and health professionals find a vibrant community—one that helps them grow professionally through education and networking, and advocates for the profession.

## Key Messages

Our goal is to help our members reach the highest level of performance by connecting great resources and great people.

Our 150 chapters across nine U.S. and global regions offer members the opportunity to put their passion to work and get involved with their local professional community.

We represent OSH professionals in all industries and represent diverse voices across age, gender and ethnicity.

Through our member communities, ASSP connects OSH professionals and enables them to engage with each other on a global scale.

ASSP is the preferred source for education among safety professionals, providing valuable training, networking, knowledge, skills and continuing education.

## Key Messages

ASSP has a long-standing reputation of delivering top-quality occupational safety and health education and training members can immediately put into practice.

Our programs include webinars, certification preparation, certificate programs, online learning tools and our annual conference.

Professional Safety, our peer-reviewed professional journal, is the most highly rated benefit among members.

ASSP is approved as an accredited provider by the International Association for Continuing Education and Training (IACET) and is authorized to offer IACET CEUs for its programs that qualify under the ANSI/IACET standard.

Continuing education credits are automatically earned through your membership, and credits are transferable to other certifications, offering reciprocity across industries and countries.

ASSP is a leader in the evolution of voluntary occupational safety and health standards that reflect recognized best practices, both in the United States and internationally.

## Key Messages

ASSP engages in a consensus process to develop standards, a process that brings together diverse viewpoints and partners, and encourages collaboration.

Our collective technical expertise ensures that the standards we develop always consider the latest industry developments and recognized best practices.

As secretariat for multiple standards projects, ASSP organizes the committees that develop and maintain the standards in the United States and worldwide through its global chapters.

ASSP is administrator of the U.S. technical advisory groups for three international standards, including ISO 45001 on OSH management systems and ISO 31000 on risk management.

ASSP strives to uphold and elevate the value of the safety and health profession through innovation, thought leadership, and objective, unbiased, science-based approaches to safety and health practices.

### Key Messages

We engage with international partners to advance professionalism in order to ensure that OSH duties are performed only by capable professionals.

We are committed to ensuring that federal and state government decisions impacting the safety, health and environment of the workplace are based on good science and sound technology.

We are committed to advancing our profession through evidence-based approaches such as risk assessment and prevention through design.

We invest in making safety part of the sustainability discussion with business leaders and the investment community.

**5**

## **BRAND IDENTITY**

## BRAND IDENTITY

### Logo Components

5

BRAND IDENTITY

Our logo presents a consistent brand image that reinforces the professional expertise we bring to creating safe work environments. It is vital to present our master logo accurately to make it instantly recognizable.

Our logo consists of two components:

ASSP Mark

ASSP Logotype

#### Master Logo

These two elements make up our logo. Do not alter our logo or its color palette.



ASSP Mark

AMERICAN SOCIETY OF  
SAFETY PROFESSIONALS

ASSP Logotype

#### Master Logo with Tagline

When using the tagline with the logo, use existing artwork. Do not change size relationship or position of tagline.

To learn more about the tagline and its usage, go to page 19.



AMERICAN SOCIETY OF  
SAFETY PROFESSIONALS

Working together for a safer, stronger future.

#### Vertical Logo Lockup

The vertical logo lockup can be used as a secondary treatment.



AMERICAN SOCIETY OF  
SAFETY PROFESSIONALS

## BRAND IDENTITY

### Logo Color Variations

5

BRAND IDENTITY

**Color is an important element of our brand identity.** In harmony with our logo, it's a key brand identifier to our audience. Our logo lockup can appear in four ways:

Full Color

Black

White Reverse

Full Color with Non-Transparent ASSP Mark

In most cases, use the full color logo or white; black or white reverse should be reserved for when color is not an option.

#### Full Color

Information on the ASSP color palette can be found on page 20.



AMERICAN SOCIETY OF  
SAFETY PROFESSIONALS

#### Black

Black is reserved for when color is not an option.



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#### White Reverse

Use white when the lockup appears on a dark background.



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SAFETY PROFESSIONALS

#### Non-transparent

When the logo appears over a solid color field or when a photo compromises readability, the ASSP Mark should be non-transparent, having a white background.



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# BRAND IDENTITY

## Logo Size and Clear Zones

5

BRAND IDENTITY

The following rules are in place to ensure legibility and accurate reproduction in all sizes and applications. When using our logo, you will need to follow the minimum-size guidelines. A clear zone is a specific amount of empty space that must be maintained around our logo.

### Minimum Size

The size listed here is the minimum size our logo can appear in any configuration. There is no maximum size for our logo lockup.

To ensure that the master logo remains clear and legible, please avoid scaling it smaller than 1.25 inches wide.

The logo should be locked up with the ASSP name. On the rare occasion when the shield must be used alone, its dimensions should not be smaller than .25 inches in height or width.



### Clear Zone

This diagram shows how our clear zones are constructed. No type or graphics may appear within this zone. When visual elements are too close to the logo, it can create hierarchical confusion.



## BRAND IDENTITY

### Incorrect Use of Logo

5

BRAND IDENTITY

To help avoid improper use of the ASSP logo, we've compiled common mistakes that might occur. Please reference these scenarios so we can continue to build on the visual equity of our brand.



**Don't** stretch, condense or change the dimensions of the logo elements.



**Don't** alter or substitute the typefaces used in the logo.



**Don't** rearrange the logo elements.



**Don't** distort the logo.



**Don't** change the proportions of elements within the logo.



**Don't** place the logo on a complex background.



**Don't** change the colors of the logo beyond the approved colors.



**Don't** violate the clear zone.



**Don't** place the tagline within the clear zone of the logo.

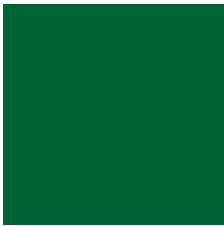
**Our tagline acts as a reflection of our brand promise, telling audiences what ASSP does, and how we do it.**

"Working together for a safer, stronger future" speaks to what ASSP does for both the profession and industry professionals. As safety professionals, we all collaborate to create safe work environments. And as an organization, we provide advocacy and a professional community to support the advancement of our members.

# Working together for a safer, stronger future.

Our color palette reflects the strength and heritage of ASSP. The primary color palette should be used most prominently in any design, with the secondary colors serving as accent colors. Secondary colors should be used sparingly.

Primary Color Palette



Dark Green  
C:100 M:30 Y:100 K:30  
R:0 G:101 B:54  
HEX #006435



Gold  
C:0 M:20 Y:100 K:0  
R:255 G:203 B:5  
HEX #ffcb05



Black  
C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX #000000

Our typography system consists of two fonts—Ingra, our primary font, and Myriad, our secondary font. The brand system is dependent upon stylizing the primary font in four different ways. Each has a specific use, so please make sure to always apply them correctly. Using our fonts as intended will help to ensure that the ASSP brand is always presented consistently across all marketing communications.

Headlines

Ingra Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

Tagline

Ingra Semibold Condensed  
(sentence case)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

Titles

Ingra Semibold  
(all-caps)

Unlike headlines, which tell a story, titles serve as content labels. Titles should be a maximum of four to five words.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Body Copy San Serif

Ingra Regular  
(sentence case)

This primary font is to be used in nearly all instances of body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

Body Copy Serif

Minion Regular  
(sentence case)

This font is to be used solely for body copy in longform pieces.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

### Dos and Don'ts of typeface usage:

**Do** use only approved colors

**Do** use only the approved ASSP typefaces

**Do** avoid using all-caps, except for titles, which should be all-caps

**Don't** place type in a hard-to-read format

**Don't** use special effects or distort typefaces to emphasize type

**Don't** change kerning when setting headlines or copy

### Alternate Fonts

Whenever possible, you should use the typefaces outlined on the previous page. If those fonts are not available to you, substitute these readily available fonts.

---

#### Headlines

Myriad Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

---

#### Tagline

Myriad Bold Condensed  
(sentence case)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

---

#### Titles

Myriad Semibold  
(all-caps)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

---

#### Body Copy San Serif

Myriad Regular  
(sentence case)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

---

#### Body Copy Serif

Constantia Regular  
(sentence case)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy dog.

# BRAND PHOTOGRAPHY

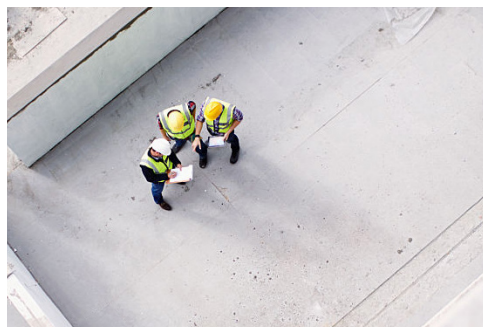
6

## BRAND PHOTOGRAPHY

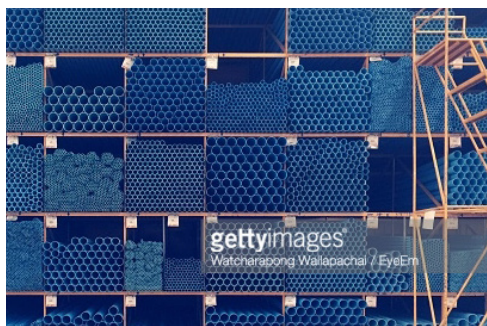
### Professionals Working Within Their Environments

**Portraying our profession with authenticity is vital to our brand's visual language.**

We know photography comes from many sources and doesn't always meet the standards outlined here. But strive for images that are graphically powerful, with clean design and with no unnecessary visual clutter. Use full-color images whenever possible. Black-and-white imagery may also be used, but only for production or budgetary reasons. For examples of photography usage in communications, please see Brand in Action (starting on page 34).



### Industry Specific Abstract Imagery



Re-use or duplication of any of the photographs on this page is prohibited. These photographs are shown here to represent style and guidance. They are not for use on actual ASSP projects, as FPOs, or in any other situation which would require reproduction.





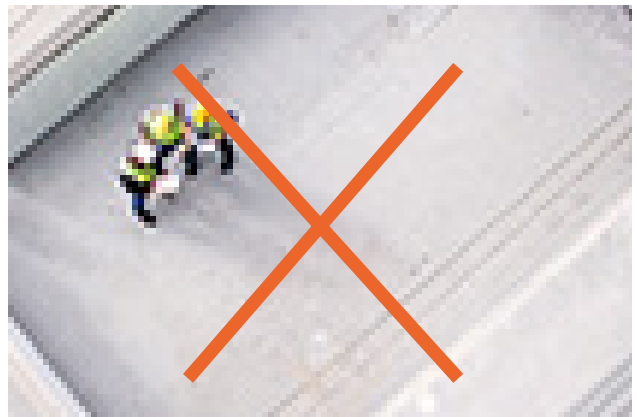
**Don't** posterize images.



**Avoid** overly complicated backgrounds.



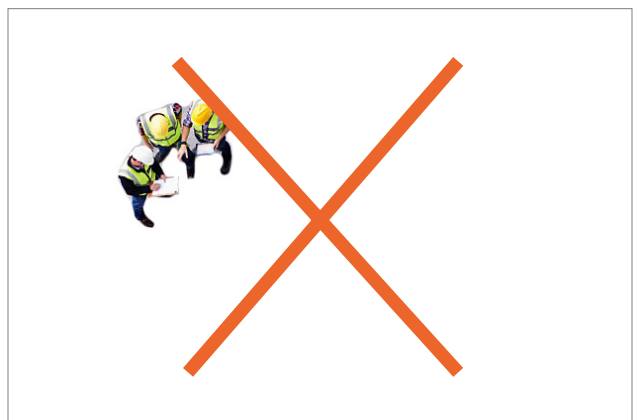
**Don't** make images sepia tone or black and white.



**Don't** use low-resolution images.



**Don't** add a drop shadow to images.



**Don't** make a clipping path.

## BRAND PHOTOGRAPHY

### Close-Up Photography of Professionals

6

BRAND PHOTOGRAPHY



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**Avoid** images with direct eye contact.



**Don't** use photos that don't show a professional's face.



**Avoid** cropping images too tightly.



**Don't** use an image without context or background.

**7**

## **BRAND VOICE**

Brand voice is the consistent expression of our brand through words across all communications. It is the verbal expression of our brand personality, so it is vital that all our communications speak with the same voice.

As a leading global advocate for safety professionals, our brand voice must confidently exhibit our expertise. It has to evoke trust, reflecting our commitment to helping our members create safe work environments. Our brand voice should also express our value as the definitive source of information, resources and networking opportunities. Finally, it should display our passion for all we do.

**These are the key attributes of our brand voice:**

**Confident**

**Informative**

**Composed**

**Inclusive**

**Here are some examples of our brand voice in action:**

From day one, we've worked to make a safer workplace.

Workplace safety is constantly evolving. So are we.

Compliance is just the beginning: how to create a culture of safety in your workplace.

## Confident

Being trusted starts with speaking with confidence.

---

### How to be confident:

Use straightforward declarative statements.

Mostly use short sentences and paragraphs, mixing in longer sentences for variety.

Speak in an active voice, not passive—**“we developed a new program,”** not “a new program was developed.”

## Composed

Reassure readers that we have the solutions to the challenges they face.

---

### How to be composed:

Write conversationally—reassuringly when possible.

Avoid raising issues without offering solutions to them.

Use positive language vs. negative.

Empower your readers, giving them things to do, instead of telling them what not to do.

## Informative

A major reason we read is to learn something new. Inform your readers.

---

### How to be informative:

Be brief and be clear.

Write to inform, not impress—use language we all know and use.

Is what you're sharing newsworthy? If not, does it need sharing?

Explain clearly how a new product/regulation/procedure works.

## Inclusive

Safety is an increasingly diverse field. How we speak should reflect this.

---

### How to be inclusive:

Write conversationally.

Avoid arcane technical jargon—use language that speaks to everyone.

Use a gender neutral voice.

Use collaborative language—**“working together,” “we all,” “your team.”**

8

## BRAND IN ACTION



Full-Page Ad

CONFIDENTIAL  
DISCRETE  
COMPREHENSIVE



AMERICAN SOCIETY OF  
SAFETY PROFESSIONALS

## From day one, we've worked hard to make a safer workplace.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur facilisis dictum leo et mollis. Praesent fringilla nisi urna, sit amet consequat orci tincidunt dapibus. In sit amet massa iaculis, tristique nisi a, congue ex, Proin tempus, lacus quis.

Working together for a safer, stronger future.

ASSP.ORG

## From day one, we've worked hard to make a safer workplace.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur facilisis dictum leo et mollis. Praesent fringilla nisi urna, sit amet consequat orci tincidunt dapibus. In sit amet massa iaculis, tristique nisi. Proin tempus, lacus quis.



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Working together for a safer, stronger future.

ASSP.ORG

PHOTOGRAPH BY ANDREA PRAZZETTA/LOSPHOTO

THE NEW YORK TIMES MAGAZINE 43

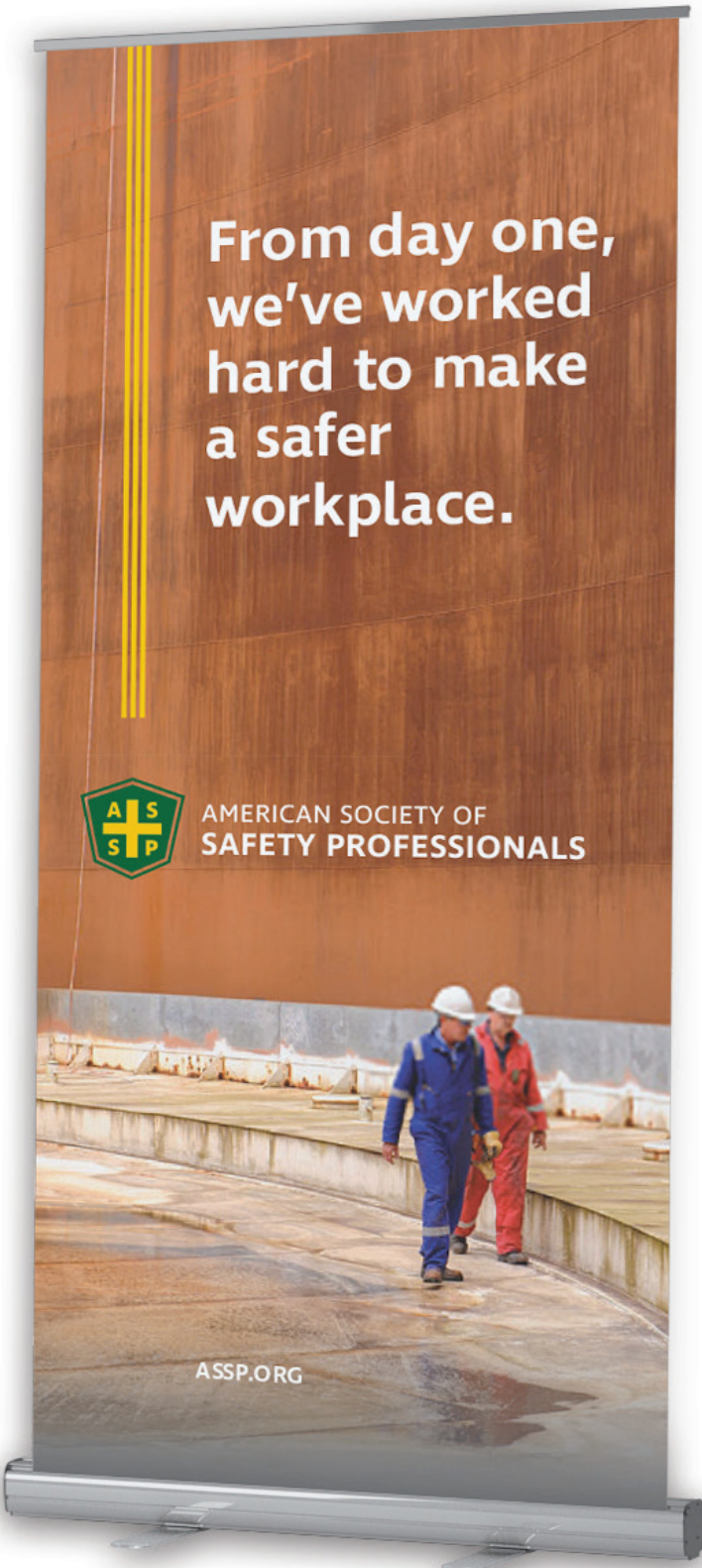
Half-Page Ad



Digital Ad(300px X 250px)







Working together for a safer, stronger future.



## COMMUNITIES

9

## COMMUNITY LOGOS

### Logo Components

9

COMMUNITIES

Each ASSE Chapter, Practice Specialty and Common Interest Group will receive their own logo that is consistent with the ASSP master brand. It is vital to present the community logos accurately to make them instantly recognizable.

The community logo consists of three components:

ASSP Mark

ASSP Logotype

ASSP Community Name

#### Master Logo

These three elements make up the community logo. Do not alter our logo or its color palette.



ASSP Mark

AMERICAN SOCIETY OF  
**SAFETY PROFESSIONALS**

Columbia Willamette Chapter

ASSP Logotype and Community name

#### Vertical Logo Lockup

The vertical logo lockup can be used as a secondary treatment.



AMERICAN SOCIETY OF  
**SAFETY PROFESSIONALS**

Columbia Willamette Chapter

# CHAPTER LOGOS

## Logo Requirements

9

COMMUNITIES

Implementing the ASSP Chapter logo is recommended, as it leverages ASSP brand equity and allows for greater recognition and consistency. However, chapters who choose to alter their current logo may do so, with the following guidelines.

### ASSP Mark

The ASSP mark can stand alone, unaccompanied by the full organization name and tagline.



### Minimum Size

The size listed here is the minimum size the ASSP mark can appear in any configuration. There is no maximum size.

To ensure that the ASSP mark remains clear and legible, please avoid scaling it smaller than .5 inches.

When incorporated into a chapter logo, the ASSP mark should make up 25% of the entire logo.



.5" in  
ASSP Mark Minimum Size

### Mark Color

When incorporated into a chapter logo, the ASSP mark should only appear in full color, black or white.



Full Color



Black



White Reverse



### Non-transparent

When the logo appears over a solid color field or when a photo compromises readability, the ASSP Mark should be non-transparent, having a white background.

### Modifications

Do not modify the ASSP mark, such as changing color, distorting shape or incorporating additional objects as part of the mark.



**Don't** change the colors of the mark beyond the approved colors.



**Don't** stretch, condense or change the dimensions of the logo elements.



**Don't** add additional objects or designs as part of the mark.



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**2017**