



American Society of Mechanical Engineers

Founded in 1880, ASME provides its membership with opportunities for knowledge sharing, career enrichment, and skills development across all engineering disciplines. Their brand is applied to a wide variety of professional publications, educational programs, technical conferences, and other forms of outreach to their members. Due to the range of the organization’s output of communications, and that there were no established branding guidelines, special attention needed to be paid to honor their legacy.

Brand Extensions

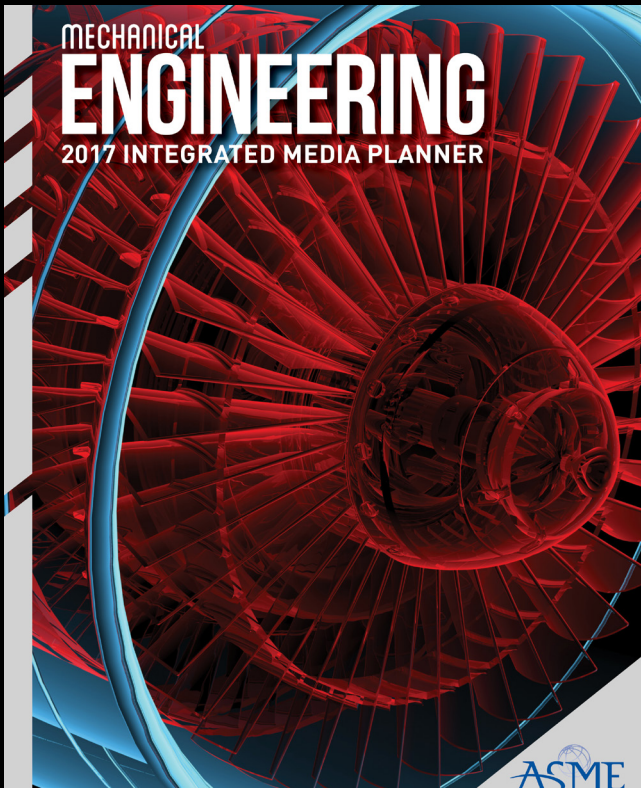
When working on diverse communication projects within a large, well-established brand, the key is to come up with something new that also fits in with the brand’s overall style. Some of the work for ASME were brand extensions like the Digital Collection—an online library of over 200,000 technical papers that needed to have the feel of a stand-alone product within the ASME brand. Another brand extension was a melding of two brands in the ASME SmartBrief. The main banner used on the e-newsletter’s homepage and in its emails is dominated by the ASME globe motif to give instant recognition of the ASME identity.

SERVICES PROVIDED

- :: Logo Design
- :: Websites
- :: Media Kits
- :: Editorial Design
- :: Marketing Presentation
- :: Packaging



ASME's industry leadership, along with the continued loyalty and respect of their membership, requires a look that successfully values their past and their vision of the future.



ASME NOW

2017 BUILDING RELATIONSHIPS WITH INDUSTRY

- Secure industry executives database
- Recruit Media Industry Advisory Council
- Conduct media research

ASME NOW

2018/2019 LAUNCH INDUSTRY CONFERENCES AND EVENTS

SEMINARS
WORKSHOPS
FORUMS
SYMPOSIA
CONFERENCES

THE INTEGRATED GRID

On the traditional grid, electricity was generated at power plants, typically by burning fossil fuels like coal or natural gas. It was shipped to its high voltage transmission lines to local substations — the industrial operators, towns and cities where it was needed. Electricity then flowed from the transmission grid to substations that stepped down the voltage and fed into the distribution grid. The distribution grid then fed into the homes and businesses that used the electricity.

These days are over, when windmills, hydroelectric powerplants, solar panels, nuclear plants, and coal-fired plants for fossil fuels are generating power and renewable energy. The mix of energy that comes from all these sources is changing the way we generate power in the nation through power lines that are able to get to their destinations, including our power lines. In order to get to their destinations, the power lines have been replaced by the fiber optic lines. These lines are able to carry more data than ever before, and they are able to carry more data than ever before.

What does it mean for a country of electricity, especially in light of the new power lines that are being built?

These data are sent, often wirelessly, to processors — microprocessors — that capture, store, analyze, report, explain, and offer equipment across the grid. These processors report about changes in the system and predict what will happen next, allowing the smart grid to constantly and automatically reconfigure itself.

Software is the key to tracking and responding to real time data from these smart grids. The major players in smart grids are the smart meters, the smart appliances, and the smart homes. The smart meters are the smart appliances, and the smart homes are the smart homes. The smart meters are the smart appliances, and the smart homes are the smart homes.

On the modern grid, customers are generating more of their own energy every year, using solar, wind, and geothermal. They are also using the smart meters to use when they need it, or to generate energy from their homes. And when there's excess electricity on the distribution grid, it can be stored and used later in a **bulk energy storage** facility, such as a battery bank.

The backbone of the modern grid, which is connected to the smart grid, consists of data lines that carry the information. This backbone is made up of fiber optic cables and reaches power, current and other parameters.

GENERATION

TRANSMISSION

DISTRIBUTION

ASME NOW

2025 THE VISION-DIGITAL AND PRINT

MECHANICAL ENGINEERING
MECHANICAL ENGINEERING MANUFACTURING
MECHANICAL ENGINEERING CLEAN ENERGY
MECHANICAL ENGINEERING BIOENGINEERING
MECHANICAL ENGINEERING ROBOTICS
MECHANICAL ENGINEERING PRESSURE TECHNOLOGY

Leveraging A Legacy

Whether creating a sales presentation, a media kit or an infographic for an article in the organization's magazine, every project required brand management by piecemeal in the organization's magazine, every project required brand management by piecemeal to help prevent further fragmentation of their undefined brand identity. Given ASME's world-wide reputation it was important to create a look that honored and drew from their long history while reinforcing the current state of the brand's mission.



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