ASME

:: CASE STUDY BRIEF

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

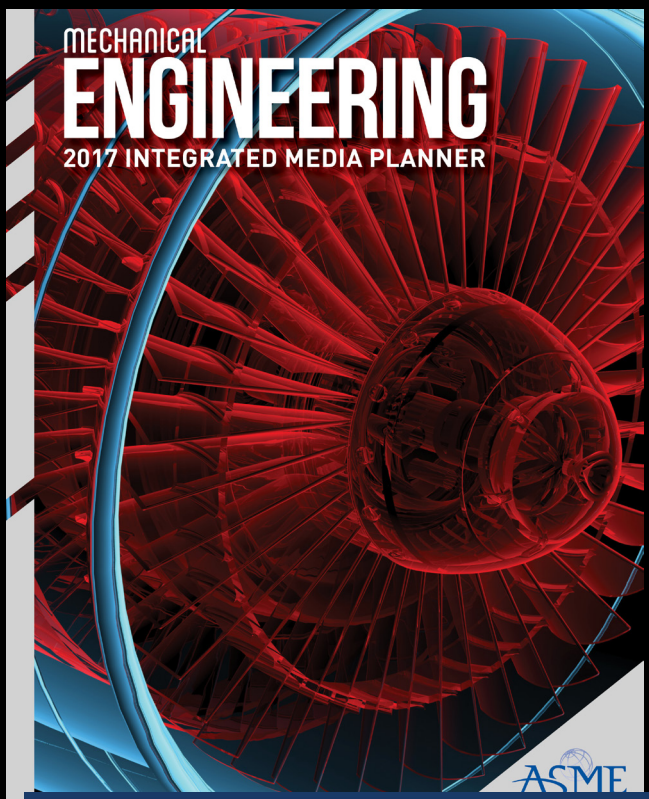
:: Editorial Design

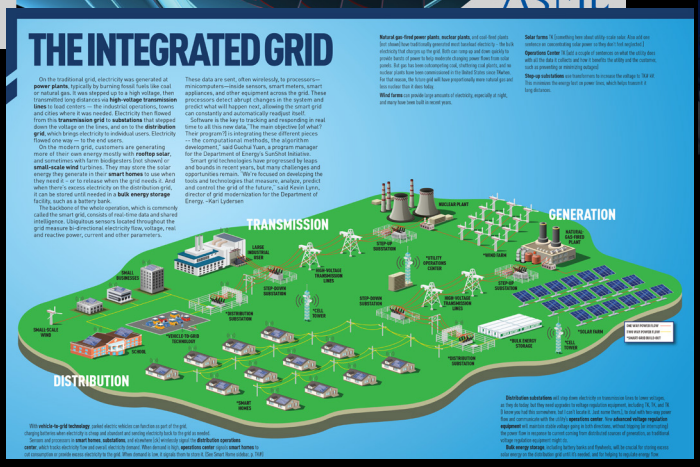
:: Marketing Presentation

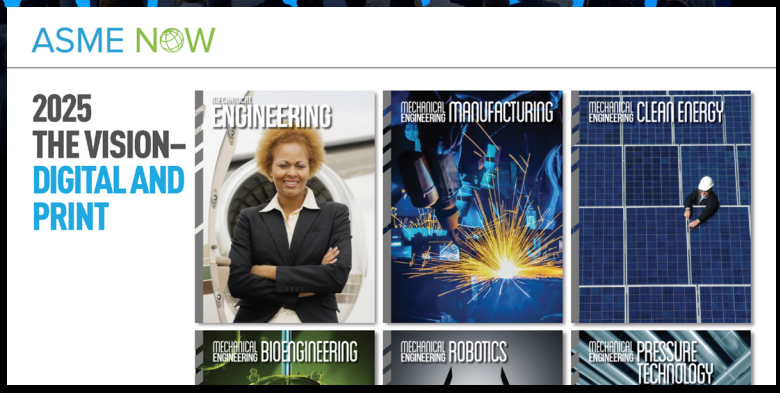
:: Packaging

ASME DIGITAL COLLECTION

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.







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 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.