ASA BRAND BASICS

The ASA logomark takes inspiration from the circular wave pattern used in our legacy logo. The blue dot at the center represents an organization from which innovation in acoustical science emanates, while the individual dots that form the wave pattern reflect a society comprised of individuals with diverse focuses, backgrounds and experiences.

To honor the typographical heritage of the ASA's legacy logo, the ASA initials and full name are set in a classic serif font. Elegant and timeless, this updated typeface reflects a society that values scientific rigor and the sharing of knowledge.

Like our legacy logo, the new identity also combines the use of serif and sans serif fonts. The use of the sans serif font for "OF AMERICA" instills a sense of modernity, with an eye toward the future.

We lead with the ASA initials, rather than the formal name, to convey a sense of familiarity and welcomeness.

The color blue has played an important part in our brand heritage, and we've brought it into our new identity. The deeper blue adds a feeling of trust and stability while the brighter blue infuses energy and optimism. We use a light grey to anchor the identity and allow emphasis on our acoustical focus.

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The following concepts are key to the ASA brand. They represent the attributes that our members, and our organization, draw upon to shape the field of acoustic science:

- Research
- Science
- Innovation
- Interdisciplinary
- Community
- Forward-thinking
- Modern
- Progressive

BRAND ATTRIBUTES

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