American Society of Safety Engineers – ASSP Communications Roll-Out for Chapters FAQ

Why does my chapter need to use new branding and templates?
This past August, ASSE members made the historic decision to change the organization’s name from the American Society of Safety Engineers to the American Society of Safety Professionals. Per the chapter affiliation agreement, chapters are required to utilize the organizational name and logo in accordance with policy and guidelines.

However, our brand is so much more than a name and a logo. Branding is like a promise to the outside world expressing what we stand for and why it matters. It includes how we talk about our organizational values including member community, standards, education and advancing the profession. Branding also includes our voice as an organization or personality in addition to the visual elements like name, logo, tagline, color palette, typography, and imagery.

Together we have the opportunity to set the tone for the face of our organization, focused on the Professional, and setting the bar for education, standards development, advocacy and our professional community. As an organization we’re informative, connected, and have a long history representing dedicated and passionate professionals.

With your help our brand will come to life. Our organization will be able to tell our story, and we’ll all be stronger as we join together with one brand and one voice.

What is the timeline and steps involved to roll out the new ASSP brand for my chapter?
• Overall: Launch ASSP brand together with SAFETY 2018 in San Antonio
• Chapter Roll-out
  o November (11/29 Webinar): Communications templates – download, start reviewing and planning for use starting in June
    ▪ Community brand guidelines
    ▪ Community logo template
    ▪ Letterhead
    ▪ Business cards
    ▪ Flyer
    ▪ Power Point
    ▪ Name badges
    ▪ Email – announcement, newsletter, general
    ▪ Certificate
    ▪ Social Media banners
  o December-January:
    ▪ Custom logo updates: Any Chapter with an existing customized logo, please send your existing logo design files to chapterservices@ases.org by December 8. Headquarters design staff will assist in making any adjustments required to comply with the new brand guidelines.
    ▪ Chapter website enhancements and social media review: ASSE will hold a webinar on upcoming changes to Chapter websites. We do not plan to make any changes to
chapter website structure or templates. Enhancements will be made to align to the new brand guidelines including font, color palette and copy updates such as the about section, job board link and social media icon links. The webinar will also cover the process for updating social media accounts including securing your ASSP handles as needed and making the transition with each social media vendor.

- February – March:
  - Chapter website build continues
  - Chapter service offerings
    - Updated chapter booth rental from headquarters – Free to chapters
      - New ASSP booths available in June
      - All chapters can continue to request booths through Chapter Services throughout the roll-out. Chapters will events taking place before June will receive the current ASSE booth; Chapters will events taking place in June or after will receive the new ASSP booth.
    - Headquarters will collect an order for a chapter pop-up sign and/or table drape for every chapter funded by the Board of Directors (total $55,000) – Free to chapters
    - An insignia service will be provided for chapters to replace merchandise at their own expense
  - April – May:
    - Chapter website build continues
    - Real Magnet templates uploaded for hosted chapters
  - June – Launch ASSP brand, hosted chapter website will change over to assp domains

What is included in the Chapter Brand Guidelines?
The chapter brand guidelines include information on how to use the ASSP logo for your chapter including size, color and modifications. It also covers specifics of the color palette and fonts. The full ASSP brand guidelines including imagery, messaging for our four key areas of focus and voice which will also be available to you.

What branded tools and templates will be provided to my chapter?
- Letterhead
- Business cards
- Flyer
- Power Point
- Name badges
- Email – announcement, newsletter, general
- Certificate
- Social Media banners

How will I access the templates?
An ASSP roll-out page will be added to Officer Central on the ASSE website where templates may be downloaded. Please start applying the templates to your Chapter documents now in preparation for launch in June 2018.
If we aren’t supposed to use the templates before June, why are we getting them now?
Many chapters have a variety of templates and documents with our current brand and name that they use to communicate with chapter members. These existing documents will need to be transferred to the new templates in time for the June launch. We wanted to provide our leaders with as much time as possible to become familiar with the tools and to transfer their existing documents into the new templates.