

ASQ Brand Refresh: Quality That Connects, Innovates, and Inspires

Opening

Quality lays the groundwork for safer systems, stronger businesses, and better results, shaping the way industries innovate and excel. It fuels innovation, protects lives, and drives excellence across industries. And behind every quality breakthrough are the professionals who make it happen.

At ASQ, we're evolving how we communicate quality's impact—showcasing its relevance, accessibility, and transformative power. Our mission remains unchanged: to be the essential home for professionals who use quality to improve their organizations and the world.

The Opportunity

For decades, ASQ has set the standard in quality expertise. Now, it's time to amplify our message—making it clearer, more engaging, and more relevant across industries, job titles, and experience levels. This refresh ensures that ASQ is recognized as the indispensable resource for those advancing quality, operational excellence, and continuous improvement.

Honoring Our Legacy, Refreshing for Today

ASQ has shaped the world of quality for generations. This refresh isn't about changing who we are—it's about strengthening our voice to connect with today's professionals.

- **Showcasing Our Impact** – Through storytelling campaigns and member spotlights, we'll highlight the real-world influence of quality.
- **Staying True to Our Mission** – Our commitment to advancing quality remains steadfast across industries and around the world.
- **Looking to the Future** – We're driving the future of quality by embracing innovation and evolving industry needs.
- **Engaging Our Community** – Members will play a key role in shaping this evolution through interactive discussions and insights.

A Fresh, Human-Centered Approach

This is a renewed commitment to making quality more engaging, accessible, and vital in every industry. Our refreshed messaging is built around three core pillars:

- **Quality as Innovation** – From healthcare to aerospace, manufacturing to food safety, quality is at the heart of progress and operational excellence.
- **Quality as Career Growth** – ASQ empowers professionals to learn, certify, lead, and advance—whether they’re just starting out or stepping into leadership.
- **Quality as Community** – ASQ is a dynamic, inclusive network where professionals connect, share knowledge, and collaborate to drive success.

How We’ll Bring It to Life

- A refreshed brand identity that feels modern, welcoming, and forward-thinking.
- A compelling marketing campaign that tells the story of quality’s impact across industries and careers.
- An enhanced member experience focused on value, accessibility, and professional growth.
- A digital-first approach that ensures our content, courses, and community-building efforts are engaging and easy to navigate.

The Big Picture

This is about reinforcing ASQ’s role as the leading association for quality professionals worldwide. We are the hub for those who drive excellence, solve complex challenges, and shape the future through quality.

Call to Action

Quality is everywhere—and ASQ is the home for those who champion it. Now is the time to elevate the conversation, engage more professionals, and make quality’s impact unmistakable.

Are you ready to build the future of quality with us?