



# American Concrete Institute

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From the ACI Strategic Plan  
approved by the ACI Board of  
Direction, October 19, 2017.

## Our Future | Vision

ACI envisions a future where everyone has the knowledge needed to use concrete effectively to meet the demands of a changing world.

## Our Business | Mission

ACI develops, disseminates, and advances the adoption of its consensus-based knowledge on concrete and its uses.

## Our Markets | Who We Serve

- ACI members
- ACI chapter members
- Customers

## Our Beliefs | We Operate With

- Consensus
- Credibility
- Camaraderie
- Benefit to society
- Personal and professional growth

Our brand attributes reflect ACI's values and key differentiators, and serve as a foundation for how we present our organization through messaging as well as brand experiences at all touch points.

people-oriented valuable  
authoritative independent innovative  
member-driven integrity community  
connected approachable

Like people, brands have personalities all their own. Presenting the organization in a consistent and unified tone in all design and communications, from presentation materials and website content to educational products and external advertising, strengthens the impact of our brand.

The American Concrete Institute is:  
**authoritative, reputable,  
inclusive, and  
connected globally.**

Use complete name, followed by ACI in parenthesis, on first reference in all communications/documents:

**American Concrete Institute (ACI)**

On subsequent reference, use of our acronym is acceptable:

**ACI**

When referring to the ACI Farmington Hills office, use the language:

**ACI World Headquarters**

Regional offices should lead with our organization's name followed by an en dash and the regional office name:

**American Concrete Institute – Middle East**

**American Concrete Institute – Middle East Regional Office**

On second reference use of our acronym is acceptable:

**ACI Middle East**

**ACI Middle East Regional Office**

Chapters should lead with our organization's name followed by an en dash and the chapter name:

American Concrete Institute – Georgia Chapter  
American Concrete Institute – China Chapter

On subsequent reference, use of our acronym is acceptable:

ACI Georgia Chapter  
ACI China Chapter

When referring to ACI collectively, use the language:

ACI and its chapters...



This content is used to describe the American Concrete Institute in press releases and other documents that require a short, comprehensive description.

**Always Advancing** – The American Concrete Institute is a leading global authority for the development, dissemination, and adoption of its consensus-based standards, technical resources, and educational, training, and certification programs. Founded in 1904, ACI is headquartered in Farmington Hills, Michigan, USA, with a regional office in Dubai, UAE, and Resource Centers in Southern California, Chicago/Midwest, and the Mid-Atlantic.

Visit [concrete.org](https://www.concrete.org) for additional information.

American Concrete Institute Resource Centers offer on-demand access for all ACI certification programs, hands-on training, and education offerings. Working with ACI chapters and ACI sponsoring groups, these new ACI Resource Centers help to meet the increasing demand for ACI knowledge from the trades, inspection staff, contractors, designers, and engineers.

### Official Name:

**American Concrete Institute Resource Center**  
(“ACI Resource Center” on repeat use)

### Location Name:

**ACI Resource Center – Southern California**  
**ACI Resource Center – Chicago/Midwest**  
**ACI Resource Center – Mid-Atlantic**

Note the geographic location of the center used in the location name (ex: Southern California, Chicago/Midwest, Mid-Atlantic, etc.) and **not** the region it serves (ex: Western Region, Midwest Region, etc.), as people may travel from much further to attend events. This applies to future locations, too.

The logo is comprised of the acronym ACI and a symbolic graphic of the world.

The logo may be used on its own when American Concrete Institute appears elsewhere in communications or when the audience is familiar with the American Concrete Institute.

*The registration mark “®” may be omitted from the logo only if it detracts from the design of a promotional item.*



The ACI brandmark is comprised of the ACI logo and logotype.

The ACI logo and logotype can be presented as a single unit, or separately within a single point of communications.



# American Concrete Institute

There are two configurations  
of the ACI brandmark:  
centered and flush-left.



American Concrete Institute



American Concrete Institute

The ACI brandmark should always appear in the multi-color version wherever possible. When it is not possible the brandmark should appear in black and white.



American Concrete Institute



American Concrete Institute



American Concrete Institute



American Concrete Institute



American Concrete Institute

The ACI brandmark should be used on a white or light-colored background that allows sufficient contrast.

The brandmark may be used over a photo if the area is not busy and the brandmark is clear and readable.

Use reversed (white lettering) logo on dark blue, black, or very dark background.

#### Acceptable



#### Not Acceptable



The ACI tagline is: Always advancing®

Additional words, variations or punctuation should not be used.

Our tagline is direct and meaningful to our audience and members. It is styled to suit a range of applications and environments, from educational presentations to promotional uses such as pens and hard hats.

The tagline should only be used as a tagline, not as a campaign theme or headline in advertisements or promotions.

*Always advancing*



The tagline can be used with the various ACI brandmark configurations.

The ACI logo, logotype, and tagline can be presented as a single unit, or separately within a single point of communications.



American Concrete Institute  
*Always advancing*



American Concrete Institute  
*Always advancing*

Sub-brands build on the reputation of the American Concrete Institute and extend ACI's visual identity to other programs and entities. ACI Foundation, ACI University, and ACI Resource Centers are example sub-brands, among others, that serve specific target audiences and purposes. Each sub-brand should emphasize the ACI logo and color palette.



PRO: An ACI Center of Excellence for Advancing Productivity is a catalyst for solving the barriers of constructability to advance concrete construction productivity.

Use complete name on first reference in all communications/ documents:

PRO: An ACI Center of Excellence for Advancing Productivity








On subsequent reference, use of “PRO” is acceptable.

There are two configurations of the PRO brandmark, centered and flush-left.






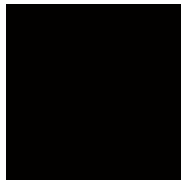

The logo may be used on its own when “PRO: An ACI Center of Excellence for Advancing Productivity” appears elsewhere in communications or when the audience is familiar with PRO.



The color palette\* is made of bright, energetic hues for a contemporary and dynamic next step in the evolution of the ACI identity. Introducing this new expanded color palette allows us to reflect ACI’s energy, global reach and range of members’ areas of specialization.

						
<b>PMS 287</b>	<b>PMS 3005</b>	<b>PMS 032</b>	<b>PMS 144</b>	<b>PMS 361</b>	<b>PMS Black</b>	<b>PMS 423</b>
RGB 0 83 155	RGB 0 125 197	RGB 237 28 36	RGB 245 130 31	RGB 81 184 72	RGB 47 44 39	RGB 137 141 141
CMYK 100 80 20 10	CMYK 100 40 0 0	CMYK 0 100 100 0	CMYK 0 60 100 0	CMYK 70 0 100 0	CMYK 50 50 50 100	CMYK 44 33 29 9

This color palette\* is formulated for the ACI website. Color values are defined in HTML.

						
RGB 1 70 148	RGB 0 123 193	RGB 165 21 27	RGB 202 106 26	RGB 67 152 59	RGB 0 0 0	RGB 140 140 140
<b>#014694</b>	<b>#007bc1</b>	<b>#a5151b</b>	<b>#ca6a1a</b>	<b>#43983b</b>	<b>#000000</b>	<b>#8c8c8c</b>

*\*Tints or shades of the ACI color palette hues should be used sparingly. Avoid pastel treatments.*

Two font families are suggested for use with ACI communications: Proxima Nova and Droid Serif. Both fonts are available in a variety of weights.

Proxima Nova is the primary font that should be used on the majority of communications materials. It is a sans-serif font with a modern, timeless appearance. Use Proxima Nova for headlines, subheads and intro body copy.

The secondary font is Droid Serif. It is a serif typeface that complements Proxima Nova. Its serifs and larger letterforms allow for good readability for body copy. Droid Serif can be used for text in body copy. Italic and bold fonts should only be used in body copy to place emphasis on selected text.

Business correspondence and select electronic communications are not restricted to these font selections.

Proxima Nova: Light, Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Droid Serif: Regular, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

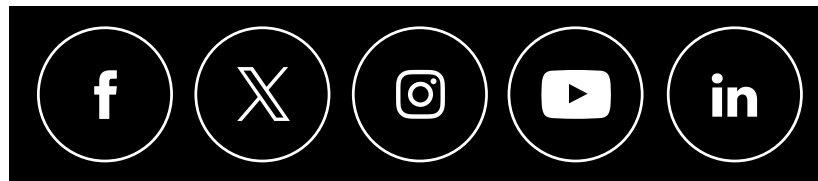
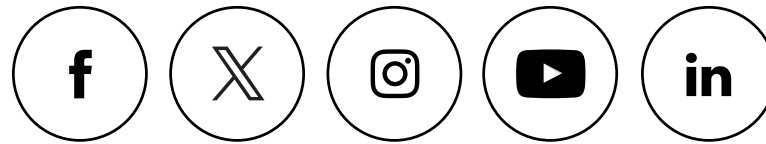
Our organization is about more than concrete – it is about people, education, collaboration, and advancements. Therefore, our style of imagery and photography should reflect our brand personality through images of high-quality concrete results, people, collaboration, and progress.



ACI has an approved set of symbols that should be used whenever ACI displays social media icons.

Do not use different icons or glyphs or change the icons' order, spacing, aspect ratio, or relative locations.

Use the ACI blue icon set whenever possible; if not possible, use the black or white versions.



The ACI brandmark has been adapted for use in regional offices. The multi-color brandmark is used in conjunction with the regional name.

As ACI expands into other regions, each regional brandmark should follow the type style, size, color, and placement as indicated here.



American Concrete Institute  
Middle East



American Concrete Institute  
Region Name



The ACI tagline – Always advancing – may be translated into regional languages.

As ACI expands into other regions, each regional tagline should follow the type style, size, color, and placement as indicated here.

The ACI logo, logotype, and regional tagline can be presented as a single unit, or separately within a single point of communications.



The tagline for the Middle East office is set in an Arabic font – Lemonada Light. The tagline should only appear in this type style. No other variations of the tagline should be used.

Other regional offices using the Roman alphabet should use the Proxima Nova font as indicated in the ACI typography guidelines.

Tagline in Arabic

دائماً تتقدم

Lemonada Light

٣٠ الشهيرة الثالث، الأولية لن. بال ما إعادة ماشاء وبالتحديد،  
و حين والقرى العاصمة، نفس لم سقطت أهل الألاف. ما  
نفس الشطر وتزويده اتفاقية. عُقر ألمانيا الانجليزية دول و

Tagline in Spanish

*Siempre avanzando*

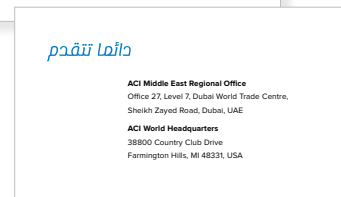
Tagline in English

*Always advancing*

Regional office print and digital communications should emphasize the global ACI brand identity.

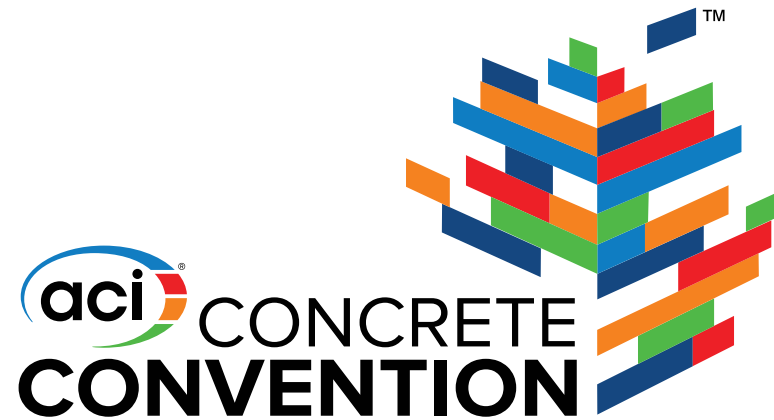
To help distinguish these regional materials from ACI World Headquarters communications, the following design elements can be incorporated:

- Regional landmark
- Regional tagline
- ACI blues (PMS 287 and PMS 3001)
- Regional photography
- Subtle regional pattern with gradient – for the Middle East, a graphic pattern representing tile work has been selected



The convention brandmark reflects the energy and diversity attendees experience at ACI's bi-annual convention. The convention brings people together to network and share knowledge.

This convention brandmark should be used for each event. The date and location should follow the type style, size, color, and placement as indicated here.



The name of ACI's bi-annual convention is the ACI Concrete Convention. In addition, within all event communications use the tagline: The world's gathering place for advancing concrete.

When referring to ACI's bi-annual convention, use the language:

**ACI Concrete Convention**

On subsequent reference it is acceptable to use:  
**the Convention**

The ACI Concrete Convention tagline is:

**The world's gathering place for advancing concrete.**

There are two versions of the ACI 318 PLUS logo. The preferred version that should be used in all possible scenarios is the horizontal version. A stacked version is also available but should only be used when the horizontal logo is not appropriate.

Horizontal (preferred):



Stacked:



The official product name should always and only be referred to as **ACI 318 PLUS**.

Do:

ACI 318 PLUS

Do not:

~~ACI 318 Plus~~

~~318 Plus~~

~~318-PLUS~~

~~ACI 318+~~

~~318+~~

~~318+~~

This is a short description that should be used when explaining ACI 318 PLUS.

ACI 318 PLUS provides subscribers with digital interactive access to ACI 318-19 along with in-document access to related resources and enhanced digital search features through all code provisions and commentary. Also including full digital interactive access to the ACI Detailing Manual and the ACI Reinforced Concrete Design Handbook, subscribers can make digital notes alongside ACI 318-19 provisions and commentary, and navigate content by section, by chapter, and/or by provision.

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If you have any questions about using the ACI brand guidelines, please contact:

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