

AOE PORTFOLIO

BRAND AND VISUAL IDENTITY

ABOUT AOE



With roots dating back to the early 1990s, Advancing Organizational Excellence (AOE) is an association management, event planning and marketing consulting firm with unique expertise in the design and construction industry.

Our 80-plus team members have experience in all aspects of business in this industry, ranging from strategic planning and operations to membership, marketing, certification, training, code advocacy and adoption and more.

AOE is committed to providing best-in-class services and putting our profits right back into the industries we serve. When you hire AOE, you invest in yourself, and you invest in your industry.

WHAT ARE BRAND AND VISUAL IDENTITIES?

A visual identity is a collection of graphical elements used to outwardly express a brand's identity—that is, its mission, vision, values and voice—in a way that makes it recognizable to its target audiences while also differentiating it from the competition. Some elements of visual identity include logos, brand colors, typography and photography/illustration styles. Consistent application of these visual identity elements across marketing materials strengthens a brand and helps it grow.

CLIENTS FEATURED IN THIS PORTFOLIO

- [American Concrete Pavement Association \(ACPA\)](#)
- [American Concrete Pumping Association \(ACPA\)](#)
- [Concrete Industry Management \(CIM\)](#)
- [Great Lakes Cement Promotion Council \(GLCPC\)](#)
- [HAWA Incorporated](#)
- [International Grooving and Grinding Association \(IGGA\)](#)
- [Post-Tensioning Institute \(PTI\)](#)
- [Waldemar S. Nelson and Company, Inc.](#)



Event Logo

Promoting Annual Workshops

THE CLIENT

Founded in 1963, the American Concrete Pavement Association (ACPA) is the world's largest trade association that exclusively represents the interests of those involved with the design, construction, and preservation of concrete pavements.

PROJECT OVERVIEW

Each year, ACPA holds an annual airport workshop for members to learn best practices, watch demonstrations, meet with respected members in the field and network. 2022 marked the return to an in-person workshop after several years of being virtual, so to reignite interest among members and promote the event on their website, social media and marketing collateral, ACPA sought a new logo design for the program. Using the association's brand colors for recognition and drawing inspiration from ACPA's name for event sponsors ("Top Guns"), AOE designed a logo that grabbed members' attention and helped drive registration for the workshop.



Event Branding

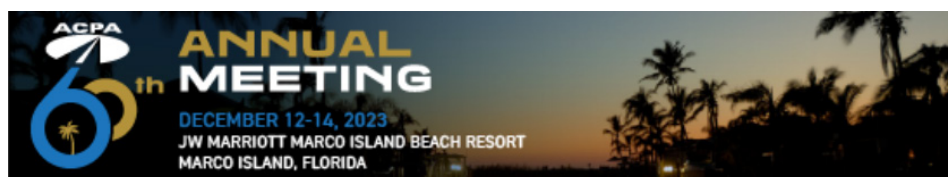
A Milestone Annual Meeting

THE CLIENT

Founded in 1963, the American Concrete Pavement Association (ACPA) is the world's largest trade association that exclusively represents the interests of those involved with the design, construction, and preservation of concrete pavements.

PROJECT OVERVIEW

At the end of each year, ACPA holds its Annual Meeting in various locations across the country. Because 2023 marked their 60th Annual Meeting, ACPA wanted event branding that would commemorate the milestone and could be used on promotional materials, event signage, social media, presentation templates, videos and more. Playing off the location of the 2023 Annual Meeting—Marco Island, Florida—AOE designed a versatile logo that served as the foundation for other marketing collateral designs, including the registration website, meeting handouts and more.



Awareness Campaign

Bringing Attention to a New Safety Code

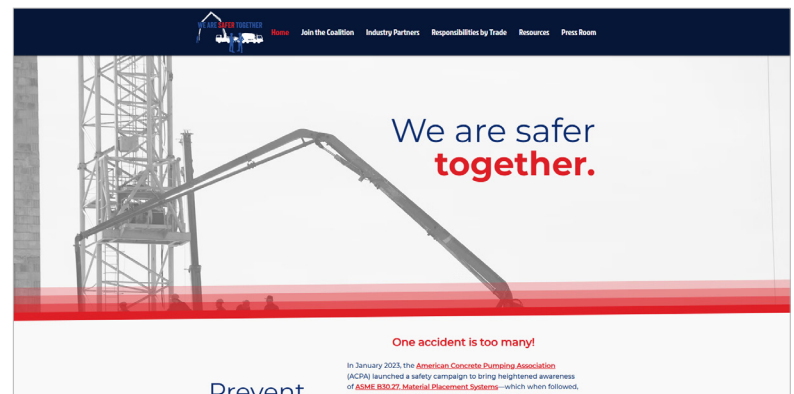
THE CLIENT

The American Concrete Pumping Association was founded in 1974 with the objectives to promote concrete pumping as the choice method of placing concrete, and to encourage and educate the concrete pumping industry on safe concrete pumping procedures.

PROJECT OVERVIEW

In 2023 the American Concrete Pumping Association (ACPA) launched a safety campaign called “We Are Safer Together” to bring heightened awareness to ASME B30.27, Material Placement Systems. ACPA aimed to become a one-stop resource to help both pumpers and contractors understand their responsibilities outlined in the new standard. In order to accomplish this, ACPA turned to AOE to design a logo, a website, and marketing materials for the campaign. The logo, which is intended to depict collaboration between trades as well as emphasize jobsite safety, was then used for additional collateral requested by ACPA, including videos, social media graphics, truck decals, a podcast cover image and hardhat stickers. Since the launch of the campaign website, ACPA has had numerous requests from businesses and associations to join their coalition of industry partners.

This campaign was the recipient of an Academy of Interactive & Visual Arts (AIVA) Communicator Awards: Award of Distinction and a Gold Hermes Creative Award.



Event Branding and Logo Design

A Fresh Reimagining of an Annual Event

THE CLIENT

The Concrete Industry Management (CIM) Program is a business-intensive program that awards students with a four-year Bachelor of Science degree in Concrete Industry Management. The program is supported by industry members and an Annual Auction held each January during World of Concrete in Las Vegas.

PROJECT OVERVIEW

After years of using the same logo for the Annual Auction, CIM was interested in a fresh reimagining of the design with variations that would also allow for donor use. AOE provided a new design that incorporated CIM's standard logo as well as a visual nod to the auction itself, and the updated logo made its debut in 2024. It was featured on the CIM website, digital ads, social media graphics, auction-related marketing materials and sell sheets for donated items, as well as on donor websites. The 2024 CIM Auction helped raise more than \$1.75 million in gross revenue—the second highest amount since the auction started in 2006.



Brand Redesign

A Renewed Drive to Increase Membership

THE CLIENT

The Great Lakes Cement Promotion Council, Inc. (GLCPC) is a Michigan nonprofit corporation that promotes the use of portland and masonry cements and concrete products. The association is managed by AOE.

PROJECT OVERVIEW

With renewed efforts to boost membership and association activities, GLCPC turned to AOE for help with a refresh of their branding, including their logo, color palette and typefaces. AOE updated their existing logo to a versatile, modern version with a fresh color palette and clean typefaces, plus versions for spotlighting individual states. The updated branding served as the foundation for a new website design, social media graphics, presentation templates and more.



Brand Redesign

Creating a Modern, Cohesive Look

THE CLIENT

HAWA Incorporated is a design engineering firm based in Columbus and Cincinnati, Ohio. Since their founding in 1954, their focus has been on providing clients HVAC, plumbing, fire protection, electrical, commissioning and technology systems design services.

PROJECT OVERVIEW

HAWA initially reached out to AOE to help develop a marketing plan, which resulted in a goal of creating a regional awareness about the company. HAWA then turned to AOE's graphic design team for a total rebrand of their organization, including designing a new logo and creating new marketing material templates. The new logo helped drive the significant refresh of HAWA's website and provided a cohesive, modern look to all marketing collateral, proposal material and other elements of brand identity.



**Memorial Health System -
Belpre Campus Strecker Cancer Center**

The project consists of a new approximately 72,000 square foot two story Strecker Cancer Center located on Memorial Health System's Belpre Campus in Belpre, Ohio. A two story connector ties each floor of the new building to the existing 807 Building.

The first floor has a rectangular footprint of approximately 42,000 square feet and includes multiple physician's suites, mammography rooms, physician's offices, a Cyberknife vault, a CT Room, a Linear Accelerator Vault and a Tomotherapy Vault. There is also approximately 6,000 square feet of sheltered space for future clinics.

The second floor has a curved facade to match the 807 Building with a footprint of approximately 30,000 square feet. Types of spaces include exam rooms, chemotherapy bays, infusion bays, nurses' stations and a large conference room.

KEY FEATURES

- Building**
 - Building designed for Type B Business occupancy with infrastructure for conversion to Type I-2 Medical occupancy
- Mechanical**
 - Fully sprinklered with dry-pipe preaction in the Cyberknife, Linear Accelerator, and Tomotherapy Vaults
 - Roof-top air handling units with hot water heat and chilled water cooling. Five (5) units total 81,000 CFM capacity.
 - A roof mounted 270 nominal ton air cooled chiller supplies chilled water to the rooftop air handling units
 - Split System DX cooling units supply the vaults for tight temperature and humidity control
 - Two (2) 2,500 MBH input hot water boilers supply heating water
- Mechanical (continued)**
 - Supply and return air valves regulate air flow in rooms with strict pressurization requirements
- Electrical**
 - Energy efficient LED lighting with occupancy sensor control
 - A new 1,500 kVA utility service and pad mounted transformer
 - A 1,250 kW diesel generator provides emergency power for life safety systems and standby power for elevators and mechanical equipment
 - Mechanical equipment on standby power includes the rooftop units, air cooled chiller, heating water pumps, boilers and chilled water pumps
 - Individual UPS systems support the equipment in the vaults to allow for planned shutdown



Owner:
Memorial Health System
Our Role:
MEP Engineering
Year Completed:
2020
Total Construction Cost:
\$33,000,000
Size:
72,000 sq. ft.
Architect:
Stalley S. Payne, Architect
Construction Manager:
The PM Company

HAWA
engineers
www.hawainc.com



We Engineer Solutions

Since our founding in 1954, **HAWA Incorporated** has engineered solutions that respond to the needs of our clients, guided by our core values of Service, Quality, Commitment, Leadership and Collaboration.

What can our expert team of MEPT engineers do for you?

Please visit hawainc.com to learn more.

HAWA
engineers

“It takes a concerted effort to bring together industries with unique needs, like data centers providing heat to a manufacturing facility that needs heat to make a product—and it takes this kind of teamwork to continually improve our industry.”

Andy Fouss, P.E.
Principal and Mechanical Department Manager

#WednesdayWisdom

HAWA
engineers



Campaign Branding

Introducing a New Organization to the Industry

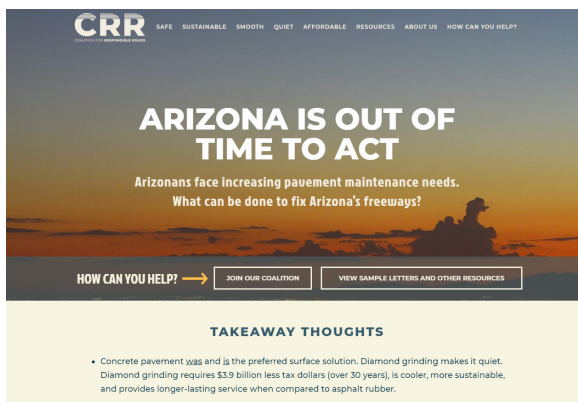
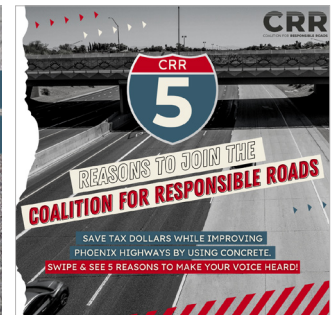
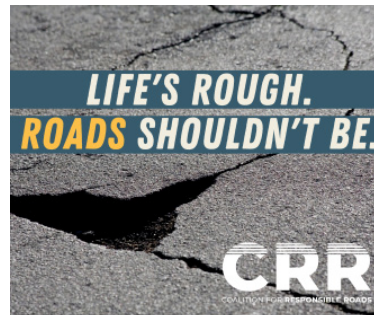
THE CLIENT

The International Grooving & Grinding Association (IGGA) is a non-profit trade association committed to the development of the diamond grinding and grooving process for pavements constructed with portland cement concrete and asphalt. The association serves as the leading technical and promotional resource for the acceptance and proper use of diamond grinding and grooving as well as portland cement concrete preservation and restoration.

PROJECT OVERVIEW

In response to a study that indicated nearly half of Arizona's major roads were in poor or mediocre condition, the IGGA helped create the Coalition for Responsible Roads (CRR) with other concrete industry professionals and concerned citizens. IGGA turned to AOE to create branding, social media graphics, digital ads in a targeted geofencing campaign, a website, videos and resources to share with Arizona residents, providing information about concrete as a preferred solution for safety, noise reduction, durability and environmental purposes, as well as encouraging civic engagement. This campaign helped raise awareness for sound infrastructure investments in the state of Arizona.

The CRR campaign received an Academy of Interactive & Visual Arts (AIVA) Communicator Awards: Award of Excellence, a Platinum AVA Digital Awards and a Platinum Hermes Creative Award.



Campaign Branding

Raising Awareness for a New Building Code

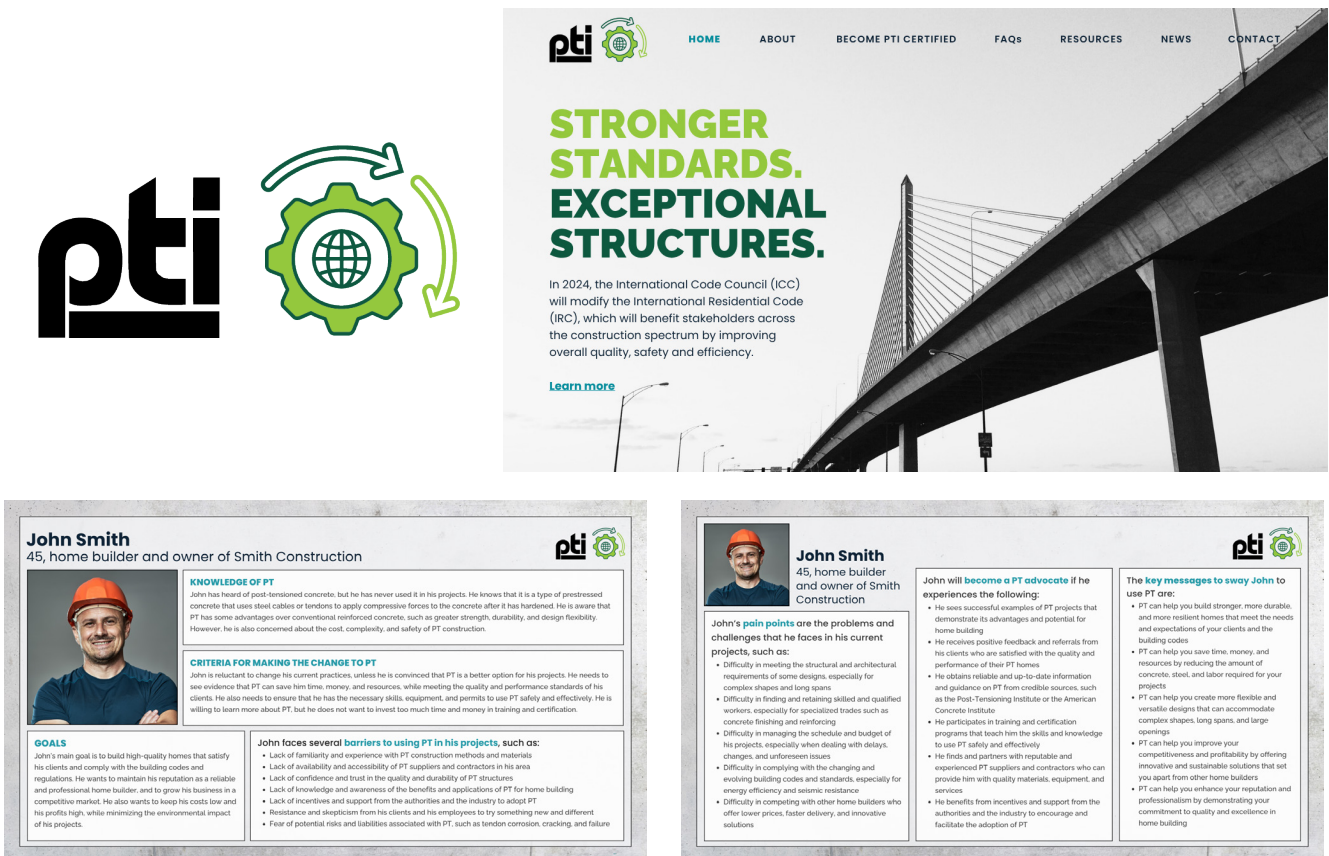
THE CLIENT

The Post-Tensioning Institute (PTI) is recognized as the world-wide authority on post-tensioning and is dedicated to expanding post-tensioning applications through marketing, education, research, teamwork and code development.

PROJECT OVERVIEW

The International Code Council (ICC) was modifying its International Residential Code (IRC) for 2024, with a new section pertaining to post-tensioned slab-on-ground floors. PTI wanted to raise awareness of, and promote adherence to, the updated code through a new logo, a microsite, a marketing toolkit and a press kit. AOE created a logo that used branding elements from both PTI and ICC, ensuring the design felt approachable for their target audiences. The logo served as a foundation for the microsite design as well as press release templates, persona guides, social media graphics and other marketing materials used to spread the word about the new code.

This campaign received a Gold MarCom Award.



Brand Refresh

Updating a Visual Identity around a Logo

THE CLIENT

Since 1945, Waldemar S. Nelson and Company, Inc. (NELSON) has been a multi-discipline design and project management consultancy providing mechanical, process, electrical, control systems, civil, structural, architectural and environmental engineering services to industrial, commercial and governmental clients in the United States and abroad.

PROJECT OVERVIEW

In 2022, AOE led a strategic planning session for NELSON that culminated in three pillars of focus: Market, Brand and Team. The first step of the Brand focus was to update NELSON's visual identity while keeping their original logo design; this involved assembling a color palette and typography that not only matched NELSON's brand personality of tradition, knowledge and stability, but also represented their new forward-thinking approach. With the branding updated, the focus shifted towards creating marketing materials that reflected the new visual identity of the organization, including a trifold brochure, letterhead, business cards, project proposals, PowerPoint templates, resumes, a tradeshow booth display, brand guidelines and more.





RECAP

AOE's graphic design team has extensive experience working with organizations, associations and businesses of all sizes on brand and visual identity projects from start to finish. Whether it's reimagining a company's color palette and typography to highlight its evolving brand personality, designing creative logos that generate buzz for upcoming events, developing complementary branding for meetings or campaigns, or creating marketing collateral to represent your brand, AOE's designers will work with you to bring your vision to life.

BRAND AND VISUAL IDENTITY SERVICES

- Strategic planning & market research
- Logo design
- Color palette and typography selection
- Brand and visual guidelines
- Branded marketing collateral: business cards, letterhead, PowerPoint presentations, project sheets, resumes, tradeshow booth displays and signage, websites, stickers and decals, merchandise, social media graphics, and more

NEXT STEPS

Thank you for taking the time to browse our portfolio of brand and visual identity design projects. We appreciate the opportunity to share our work with you and look forward to answering any questions you may have about our offerings.

You can reach the AOE Team via email, our website or by phone:



info@aoeteam.com



aoeteam.com



+1.248.516.1101

You can also find us at:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[Spotify](#)

