

AOE PORTFOLIO

# PUBLICATION DESIGN

aoe

Advancing Organizational Excellence



## 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 IS PUBLICATION DESIGN?

Publication design is the process of arranging content in visually pleasing and easy-to-understand layouts, primarily for print. It requires a understanding of key graphic design fundamentals, including balance, contrast, color, typography, white space and alignment, which, when put together, result in attractive and engaging publications that convey your message effectively. Publication design includes flyers, brochures, magazines, annual reports, fact sheets and more, plus the digital versions of each. Additionally, digital-only publication design covers e-books, blogs, digital catalogs and other online publications.

### CLIENTS FEATURED IN THIS PORTFOLIO

- [American Concrete Institute \(ACI\)](#)
- [American Concrete Pavement Association \(ACPA\)](#)
- [Canada Building Materials \(CBM\) Aggregates](#)
- [International Grooving and Grinding Association \(IGGA\)](#)
- [NEx: An ACI Center of Excellence for Nonmetallic Building Materials](#)
- [Roller Compacted Concrete \(RCC\) Pavement Council](#)





# Report Layout

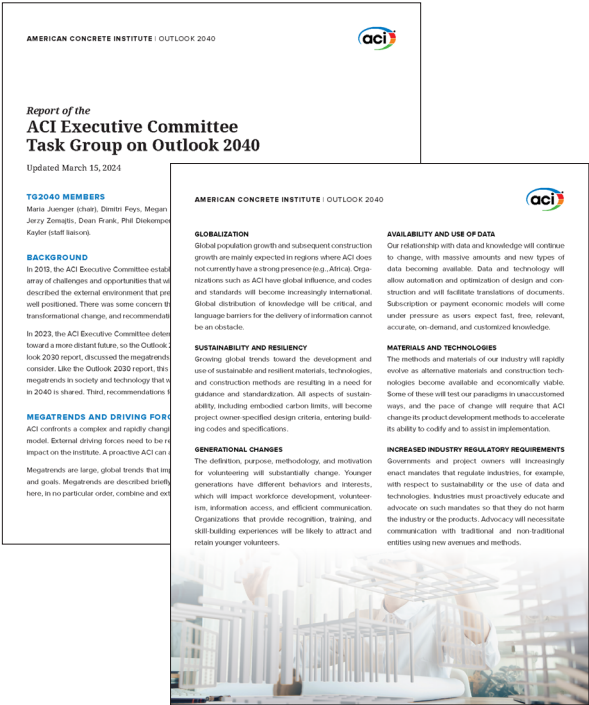
## Task Group on Outlook 2024

### THE CLIENT

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 has over 94 chapters, 244 student chapters, and 35,000 members spanning over 120 countries.

### PROJECT OVERVIEW

ACI strives to be at the forefront of new technologies, trends, challenges and opportunities that face the concrete industry. In 2024, ACI's Executive Committee established Task Group on Outlook 2040 with the goal of identifying external factors that will affect ACI in the coming years. In it, they outline recommendations that chart a course to help the organization evolve over. The Task Group compiled their report, then turned to AOE to design a layout for a report that would be shared with ACI's Board of Direction. AOE combined ACI branding with a modern aesthetic to create a document that conveyed the Task Group's message in a clean, concise manner.







# One-Page Handouts

## *Presenting Organizational Priorities to Congress*

### 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 staff participate in the Transportation Construction Coalition (TCC) Fly-In in Washington, D.C., an event where members of the transportation construction industry meet with lawmakers to ensure the promises made in the Infrastructure Investment and Jobs Act (IIJA) are kept. ACPA turned to AOE to create an eye-catching handout for distribution at the event; AOE used ACPA's logo and brand colors as a foundation for the layout, but incorporated bold typography and design elements to make the messaging visually stand out amidst all the materials presented to lawmakers that day. ACPA has used this design for its two most recent Fly-In events.



# Brochure

## Commemorating an Environmental Steward

### THE CLIENT

Canada Building Materials Ltd (CBM), formed in 1930, amalgamated five building supply companies and has provided exceptional service within the Ready-Mix concrete industry for over 85 years. It is now the building materials division of St. Marys Cement.

### PROJECT OVERVIEW

AOE was asked by CBM Aggregates to create a brochure to memorialize landscape artist Glenn Harrington and highlight his tireless commitment to rehabilitation. For years, Harrington dedicated himself to the rehabilitation of the Cannington Pit, transforming it into a beacon of environmental stewardship. In Canada, it is a requirement that a quarry be rehabilitated by the company that obtained the rights to dig. Most local residents don't realize that this is required, so there is always a backlash when a quarry is approved by the town. The Cannington Pit is an excellent example of how the quarry was turned into a beautiful natural area, and this brochure helps promote the transformation that CBM and their landscape designer worked to create. The brochure was provided to OSSGA (Ontario Stone Sand & Gravel Association) to be distributed on a rehabilitation tour and was well received by attendees and those who knew Glenn.



## LEAVING A LEGACY

### CBM Aggregates and Glenn Harrington's Commitment to Site Rehabilitation

**R**ehabilitation is not usually the first word that comes to mind when considering mining or material extraction. However, rehabilitation is a significant part of the requirements for aggregate extraction in Ontario.

Under the legislative and regulatory environment in Ontario, when aggregate companies identify areas for material extraction, they are required to include a detailed plan for site rehabilitation after aggregate extraction has taken place. Rehabilitation means the restoration of the site to its former use, if possible, or changing the site to another use or condition that is compatible with the surrounding land.

Though minimum standards for rehabilitation exist as part of the provincial requirements and are identified on all licensed pit and quarry site plans in Ontario, **CBM Aggregates (CBM)** strives to achieve higher-quality rehabilitation. Whether by encouraging biodiversity or restoring productive farmland, these efforts are geared toward promoting uses that blend with the surrounding landscape.

Aggregate companies often face community challenges when a new extraction site is identified. Residents typically are unaware of the interim nature of an aggregate operation and the

benefits that will be realized when rehabilitation fully occurs. In many cases, residents don't even understand restoration efforts are required at all. Local communities can be anxious and generally unhappy with the prospect of an extraction site in their neighborhood.

Enter **Glenn Harrington**, who was a founding partner and principal landscape architect at Harrington McKean Ltd. For over 40 years, the firm has specialized in landscape architecture, sciences, and biology, with a focus on wetland restoration and rehabilitation. Over his career, Glenn was widely innovative approach to environmental design and his skills as a facilitator in participation process.

In 1990, Cannington Pit received a license to operate through the Ministry of Natural Resources and Forestry (MNRF). Sand and gravel extraction began in the late 1990s and the pit operated intermittently, supplying material to CBM's nearby underlaid pit and to Brock Township for local road projects. In 2020, the last truckload of gravel left the pit. CBM worked with Glenn Harrington to rehabilitate the site. Under his guidance, progressive rehabilitation occurred at the pit and uniquely included a number of specific rehabilitated end uses on the property, including agriculture, open natural habitat, reforestation, and pond/wetland creation.

#### Rehabilitation Timeline

**2013:** CBM teamed up with Glenn to establish a wetland plant seed bank along the pond's northern shoreline. A variety of native littoral zone species were successfully planted. Over time, the planted species became established and naturally colonized other parts of the pond.

**2016:** The pond was stocked with locally sourced minnows in the spring.

**2016:** Glenn oversaw an agricultural progressive rehabilitation project on the former plant site, which consisted of contouring the land to direct and control the flow of runoff water, installing 6 inches of topsoil, and three years of additional soil management. Surveys determined a healthy population of minnows was established. Rainbow and brown trout were stocked in the pond in the fall.

**2017:** Glenn constructed a shallow spawning area along the west pond shoreline in the summer. Later that year, he planted oak acorns to create oak savanna habitat. Tallgrass prairie herbaceous species were seeded in pockets along the northern shoreline.

**2019:** CBM staff worked with Glenn to build wetland plant boxes and plant flowers along the shoreline in the spring. Around the same time, Ethica Tree Creations planted 22,000 seedlings that thrive in wet areas and are effective at soil stabilization and erosion control. Additional species were planted to encourage diversity and create an early succession forest.

**2020:** The southwest pond slope was cut to a 3:1 grade, capped with topsoil, and seeded in the spring. Boulders and tree stumps were strategically placed in mounds for wildlife habitat. Ethica Tree Creations planted 8,410 trees along the east slope.

**2021:** CBM staff completed a fisheries assessment of the minnow population in late summer. Results found a healthy variety of minnows, along with crayfish and bullfrog tadpoles.

**2022:** Ethica Tree Creations planted an additional 5,000 trees. The final rehabilitation project began in the fall and involved cutting and backfilling the northwest slope to a 3:1 grade and naturalizing the adjacent pit floor. A bonded fiber matrix, hydroseed, and fertilizer mix was applied to the slope and floor. Hydroseeding was used due to its excellent results in stabilizing slopes, minimizing erosion, and accelerating vegetation growth. Another fisheries assessment was completed, finding a healthy rainbow and brown trout population.

**2023:** CBM Aggregates was granted a license surrender in the fall by the MNRF, meaning it had met or exceeded the criteria outlined in the approved site plans.

Throughout this time CBM was recognized by the Ontario, Stone, Sand and Gravel Association (OSSGA) on multiple occasions, receiving awards for Progressive Rehabilitation at the Cannington Pit.



"Over the years, Glenn and I crossed paths on several stream erosion control projects that various municipalities were supporting," says Warren H. Yerec, retired supervisor of aquatic resources for the Grand River Conservation Authority. "His change, especially in their quiet rural landscape." Yerec says, "As a reviewer, I watched, admired, and worked with Glenn Harrington for many years as he persevered for his clients in gaining approval for gravel licenses."



**CBM Partnership with Glenn Harrington on Restoration Efforts at the Cannington Pit**

In 1990, Cannington Pit received a license to operate through the Ministry of Natural Resources and Forestry (MNRF). Sand and gravel extraction began in the late 1990s and the pit operated intermittently, supplying material to CBM's nearby underlaid pit and to Brock Township for local road projects. In 2020, the last truckload of gravel left the pit. CBM worked with Glenn Harrington to rehabilitate the site. Under his guidance, progressive rehabilitation occurred at the pit and uniquely included a number of specific rehabilitated end uses on the property, including agriculture, open natural habitat, reforestation, and pond/wetland creation.



#### Glenn's Legacy Lives On

During his career, Glenn was widely known as an expert in his field and recognized by many industry associations. In 2020, he was recognized by OSSGA receiving the Associate Member of the Year Award. He was a recipient of the Ontario Association of Landscape Architects (OALA) Carl Borgstrom Award for Service to the Environment and the OALA Pinnacle Award for Landscape Architectural Excellence.

Glenn passed away on May 5, 2023, but will always be remembered as an advocate for environmental restoration, as well as a wonderful father, grandfather, partner, and friend. He was an activist, gardener, farmer, traveler, carpenter, designer, igloo builder, and paddler—and is missed dearly by his family, friends, and community. *Rest his legacy lives on in the thriving "Harrington Glen."*





# Brochure

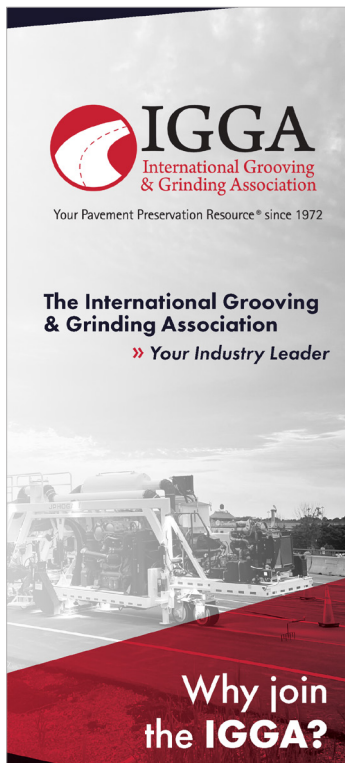
## Modernizing Outreach to Members

### 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 an effort to attract new members, IGGA wanted to refresh the design of their existing membership brochure to something more attention-grabbing and modern. They asked AOE to design a new brochure with up-to-date photos, testimonials from current members and more information on the benefits of joining the association. The updated brochure was distributed at various IGGA events, including its 2024 Annual Meeting.



# White Papers

## A Culmination of Research and Industry Partnerships

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### PROJECT OVERVIEW

IGGA wanted to share their wealth of knowledge accumulated through research, industry partnerships and scientific experimentation, opting for white papers as the best method for reaching their target audiences. They asked AOE to help compile the data on a number of topics, design a white paper template, and lay out several white papers for disseminating digitally and in print.



## Dowel Bar Retrofits: The History of Repairing Faulted Pavements

America's highway network was created in the 1950s, kicking off decades of long-lasting service by concrete pavements. However, one unforeseen structural issue arose that needed to be addressed: due to a lack of effective load transfer between concrete slabs, faulting occurred. A cost-effective solution in the form of dowel bar retrofit—a pavement preservation technique still in use today—was developed.

### Georgia Paves the Way for DBR

In 1970, Georgia was the first state to implement a full-scale dowel bar retrofit (DBR) program. This pioneering effort was a direct result of a major highway rehabilitation project on Interstate 75. The project, which was a joint venture between the Georgia Department of Transportation and the Federal Highway Administration, aimed to improve the structural integrity of the highway. The DBR program was a key component of this effort, and it was a success. The program was a model for other states, and it paved the way for the widespread use of DBR in the United States.

### Alternative Load Transfer Devices

While dowel bars have been the standard for load transfer between concrete slabs, there have been many alternative devices proposed. These include steel reinforcement bars, plastic reinforcement bars, and even geogrids. However, none of these alternatives have been shown to be as effective as dowel bars. Dowel bars are made of high-strength steel and are designed to provide a strong, rigid connection between the slabs. They are also easy to install and maintain, making them a popular choice for highway engineers.

### Research Proves DBR Effectiveness

Over the years, numerous studies have been conducted to prove the effectiveness of DBR. These studies have shown that DBR can significantly reduce the number of potholes and other pavement distresses. It can also extend the life of the pavement, saving money for the state and the taxpayer. The most recent study, conducted by the Federal Highway Administration, found that DBR can reduce the number of potholes by up to 50% and extend the life of the pavement by up to 10 years. This is a clear demonstration of the effectiveness of DBR.

### DBR Becomes Mainstream

Today, DBR is a mainstream pavement preservation technique. It is used by highway engineers all over the world to repair and maintain their highways. The success of the Georgia program in 1970 was a major factor in this. It showed that DBR was a viable and effective solution to the problem of load transfer between concrete slabs. Since then, many other states have implemented DBR programs, and the technique has become a standard part of highway maintenance.





# Strategic Plan Layout

## Introducing a New Organization to the Industry

### THE CLIENT

NEx: An ACI Center of Excellence for Nonmetallic Building Materials was launched in 2021 in collaboration between the American Concrete Institute (ACI) and Aramco Americas. It serves as a world-leading authority and resource for the development, dissemination and adoption of consensus-based standards for concrete design, construction and materials.

### PROJECT OVERVIEW

As a new organization seeking members, NEx needed to share its vision, mission and goals in a format that was easy to distribute. They asked AOE to create a professional, eye-catching strategic plan document that could be used in both print and digital settings. Since its inception, NEx has had nearly 30 companies and organizations join as members and allied partners. The organization has also successfully sourced and funded dozens of projects impacting sustainability, durability and innovation.



# Project Sheets

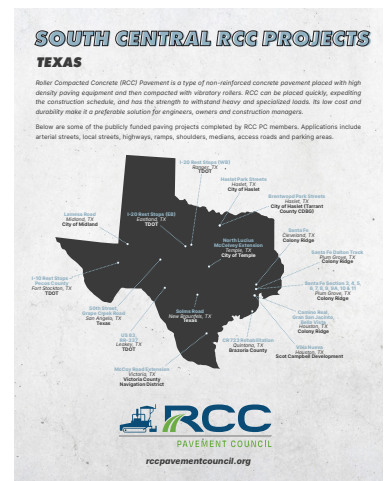
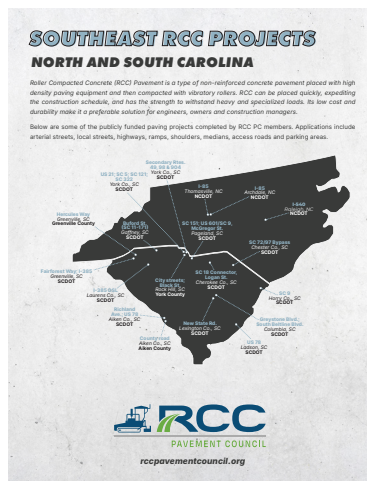
## Promoting Pavement Solutions

### THE CLIENT

The Roller Compacted Concrete (RCC) Pavement Council is a volunteer industry trade association representing the interest of those involved with the construction of roller compacted concrete pavements. The RCC Pavement Council supports research and promotion to improve the quality of RCC pavements and expand their use in a responsible and sustainable manner.

### PROJECT OVERVIEW

To promote the use of roller compacted concrete, the RCC Pavement Council asked AOE to develop project sheets that would highlight RCC applications around the country, including arterial streets, local streets, highways, ramps, shoulders and more. The project sheets are available on the resources section of their website as well as distributed in print form at industry events.



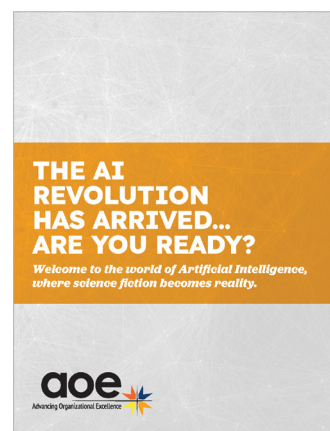
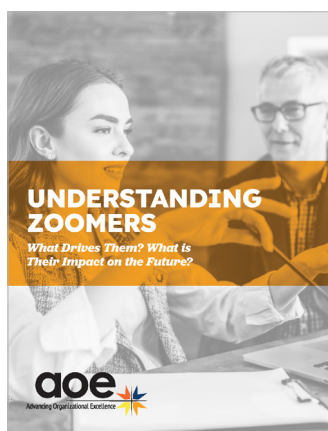
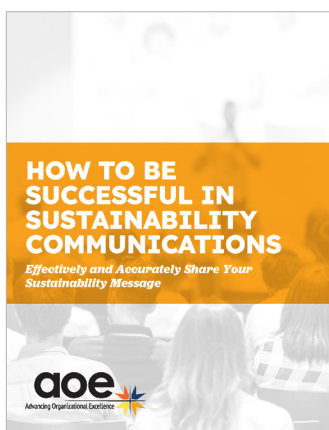


# E-Books

## Marketing Resources for Clients

### PROJECT OVERVIEW

With a team of experts in meetings and events management, video production, sustainability communications, public relations and other marketing-related topics, AOE has an abundance of resources for its clients in the form of blogs, webinars, FAQs, presentations and microsites. To present this information in a more condensed and digestible format, AOE took its existing materials, combined them with new content and created a series of e-books. Each e-book features marketing tactics, facts and figures, how-to sections, recommendations, custom illustrations, and more.





## RECAP

AOE's graphic design team has extensive experience working with organizations, associations and businesses of all sizes to create publications that serve their employees, customers, clients, partners and other stakeholders. From simple resume templates to highly technical whitepapers, AOE's designers can help you take your project seamlessly from conception to publication and every step in between.

### PUBLICATION DESIGN SERVICES

- Copywriting
- Gathering, creating and editing project assets, such as stock photos, illustrations, charts and graphs
- Designing visually appealing and functional layouts for brochures, flyers, whitepapers, articles, e-books, annual reports, fact sheets, project sheets, resumes and more
- Creating document templates for client use
- Coordination with publications, editors and vendors

### NEXT STEPS

Thank you for taking the time to browse our portfolio of publication 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](mailto:info@aoeteam.com)



[aoeteam.com](http://aoeteam.com)



+1.248.516.1101

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