



 *Excellence*
in Concrete Construction Awards

ACI Brandmark

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- 1.3 Usage

Brand Identity Components

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ACI Excellence in Concrete Construction Awards

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ACI Excellence Awards

- 4.1 Official ACI Logo

Chapter-Level Awards Programs

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There are three configurations of the ACI Excellence Awards brandmark.



The ACI Excellence Awards
brandmark should always
appear in full color.

Variations are available for
use on dark blue or black
backgrounds.

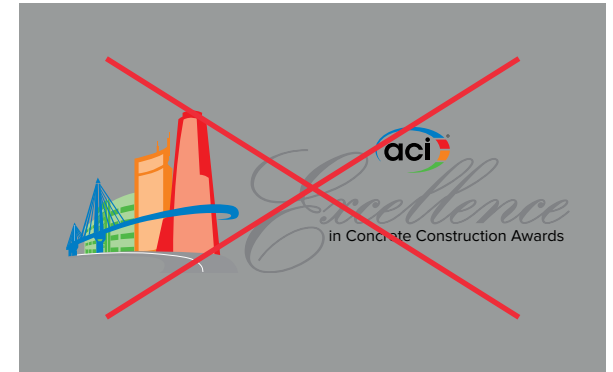
Grayscale/black versions
of the brandmark are not
available.



The ACI Excellence Awards 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.



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

The ACI Excellence Award brandmark reflects the energy and diversity attendees experience with the Awards program. The program celebrates innovation and inspires excellence throughout the global concrete design and construction community.

If a date and location are included, they should follow the type style, size, color, and placement as indicated here.



The name of the ACI's awards program is the ACI Excellence in Concrete Construction Awards.

In addition, within all event communications use the tagline:
Get the Recognition You Deserve.

When first referring to ACI's awards program, use the language:

ACI Excellence in Concrete Construction Awards

On subsequent reference it is acceptable to use:
the Excellence Awards

The Excellence Awards tagline is:

Get the Recognition You Deserve

The official ACI Excellence in Concrete Construction Awards brandmark includes the ACI logo, text, and the buildings.

The buildings are ACI branded and are not to be included in chapter-level awards program logos.



Acceptable examples
of chapter-level awards
program logos:

(The buildings in the official
ACI logo [see previous page]
are branded and are not to
be included in chapter-level
awards program logos.)



If you have any questions about using the ACI brand guidelines or creating an awards program logo, please contact:

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