American Concrete Institute

Download the current ACI Brand Guidelines at

concrete.org/marketingtoolkit

From the ACI Strategic Plan approved by the ACI Board of Direction, November 2, 2024.

Our Future | Vision

ACI envisions a future where our stakeholders have the knowledge and skills necessary to use concrete effectively in a changing world.

Our Business | Mission

ACI advances knowledge of concrete and its use.

Our Community | Stakeholders

ACI serves a diverse global community of stakeholders who rely on our expertise, services, and products.

Our Values | We Strive For

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

Our focus will be:

Our Strategic Goals

ACI will use its resources and expertise to provide leadership in the effective use of concrete and foster awareness through communication and stakeholder engagement.

Advance Expertise

- Continuously improve and expand concrete knowledge.
- Catalyze industry innovation and progress.
- Be nimble and adaptive.

Disseminate Knowledge

- Convey expertise through documents and outreach.
- Educate on the benefits and applications of concrete.
- Expand certification programs.

Engage Globally

- Expand in key international locations.
- Provide ACI documents in other languages and customize them where appropriate.
- Increase international participation in ACI.

Advance Resiliency and Sustainability

- Actively define concrete resiliency and sustainability.
- Support stakeholders in achieving resiliency and sustainability.
- Be responsible stewards of our world, to benefit future generations.

Enhance the ACI Experience

- Deliver engaging, valuable membership experiences.
- Attract, engage, and support young members.
- Foster a vibrant, inclusive community.

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

In unique and rare instances, and only with prior approval, all references to the Institute should appear as "ACI" (NOT "American Concrete Institute"). This wording is to be used sparingly and **only** with approval from ACI.

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** for additional information.

American Concrete Institute Resource Center(s) 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 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.

The official product name is
and should be referred to as
ACI PLUS Platform.

When referring to ACI's subscription platform,
use the official product name:

ACI PLUS Platform

On subsequent reference, it is acceptable to use:

ACI PLUS

Do:

ACI PLUS Platform; ACI PLUS

Do not:

~~ACI PLUS platform~~   ~~ACIPLUS~~

~~PLUS platform~~   ~~ACI+~~

~~ACI Plus~~

This is a short description that
should be used when explaining
ACI PLUS Platform:

The ACI PLUS Platform is ACI's premier digital
subscription platform, offering interactive access
to essential concrete codes and resources. It hosts
individual subscriptions like ACI 318 PLUS, ACI 319
PLUS, ACI 320 PLUS, and ACI 562 PLUS Concrete
Repair Subscription, with advanced tools for seamless
navigation and up-to-date industry standards.

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 CODE-318-19 and
ACI CODE-318-25 along with in-document access
to related resources, robust digital notetaking, and
enhanced search. 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 CODE 318
provisions and commentary, and navigate content by
section, by chapter, and/or by provision. The digital
notetaking functionality allows subscribers to create
up to ten unique sets of notes for potential sharing
with other ACI 318 PLUS users.

Do:

ACI 319 PLUS

The official product name should always and only be referred to as **ACI 319 PLUS**.

Do not:

~~ACI 319 +~~   ~~319 Plus~~

~~ACI319 Plus~~   ~~319+~~ / ~~319 +~~

~~319 PLUS~~ / ~~319PLUS~~

This is a short description that should be used when explaining ACI 319 PLUS:

ACI 319 PLUS provides subscribers with convenient digital interactive access to ACI CODE-319-25 along with in-document access to related resources, robust digital notetaking, and enhanced search. ACI 319 PLUS also includes functionality allowing subscribers to make digital notes alongside ACI CODE-319 provisions and commentary. The digital notetaking functionality allows subscribers to create up to ten unique sets of notes for potential sharing with other ACI 319 PLUS users. Subscribers can also navigate content by chapter, by section, and/or by provision. The ACI 319 PLUS platform features 3D graphics, many ACI CODE-319 related references, and FAQs.

The official product name should always and only be referred to as **ACI 320 PLUS**.

Do:

ACI 320 PLUS

Do not:

~~ACI320 Plus~~   ~~320 Plus~~

~~ACI 320 +~~   ~~320+~~ / ~~320 +~~

~~320 PLUS~~ / ~~320PLUS~~

This is a short description that should be used when explaining ACI 320 PLUS:

ACI 320 PLUS provides subscribers with convenient digital interactive access to ACI CODE-320-25 along with in-document access to related resources, robust digital notetaking, and enhanced search. ACI 320 PLUS also includes functionality allowing subscribers to make digital notes alongside ACI CODE-320 provisions and commentary. The digital notetaking functionality allows subscribers to create up to ten unique sets of notes for potential sharing with other ACI 320 PLUS users. Subscribers can also navigate content by chapter, by section, and/or by provision. The ACI 320 PLUS platform features 3D graphics, many ACI CODE-320 related references, and FAQs.

The official product name is and should be referred to as **ACI 562 PLUS Concrete Repair Subscription.** .

When referring to ACI's subscription platform, use the official product name:
ACI 562 PLUS Concrete Repair Subscription

On subsequent reference, it is acceptable to use:
ACI 562 PLUS Repair Subscription or ACI 562 PLUS

Do:
ACI 562 PLUS Concrete Repair Subscription;
ACI 562 PLUS Repair Subscription; ACI 562 PLUS

Do not:
~~ACI 562 Plus~~ / ~~ACI 562PLUS~~   ~~ACI 562~~

~~ACI 562+~~   ~~562+~~ / ~~562 +~~

This is a short description that should be used when explaining ACI 562 PLUS Concrete Repair Subscription:

ACI 562 PLUS Concrete Repair Subscription is a comprehensive digital resource for concrete repair, assessment, and rehabilitation. Built on the ACI PLUS Platform, it provides interactive access to all versions of ACI CODE-562, the MNL-3(16) Guide to the Code for Assessment, Repair, and Rehabilitation of Existing Concrete Buildings, and over 200 resources, with advanced tools for seamless navigation, collaboration, and ongoing updates.

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

American Concrete Institute

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

American Concrete Institute

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

This version of the ACI logo is
to be used in unique and rare
instances and **only** with prior
approval from ACI. The logo
must be accompanied by the
tagline "Advancing Concrete
Knowledge"

Advancing Concrete Knowledge

Advancing Concrete Knowledge

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.

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.

American Concrete Institute
دائما تتقدم

American Concrete Institute
Siempre avanzando

American Concrete Institute
Always advancing

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

دائما تتقدم

Lemonada Light

۳۰ الشهيرة الثالث. الأولية لان. بال ما إعادة ماشاء وبالتحديد,,
و حين والقرى العاصمة, نفس لم سقطت أهّل الآلاف. 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 brandmark

- 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

Sub-brands build on the reputation of the American Concrete Institute and extend ACI's visual identity to other programs and entities.

ACI Certification is an example of a sub-brand that serves a specific target audience and purpose. Each sub-brand should emphasize the ACI logo and color palette.

ACI Resource Center(s) is an example of a sub-brand that serves a specific target audience and purpose. Each sub-brand should emphasize the ACI logo and color palette.

aci Resource Centers
Your place to advance

aci Resource Center

aci
Resource Center

aci Resource Center
Chicago/Midwest

aci
Resource Center
Chicago/Midwest

aci Resource Center
Mid-Atlantic

aci
Resource Center
Mid-Atlantic

aci Resource Center
Southern California

aci
Resource Center
Southern California

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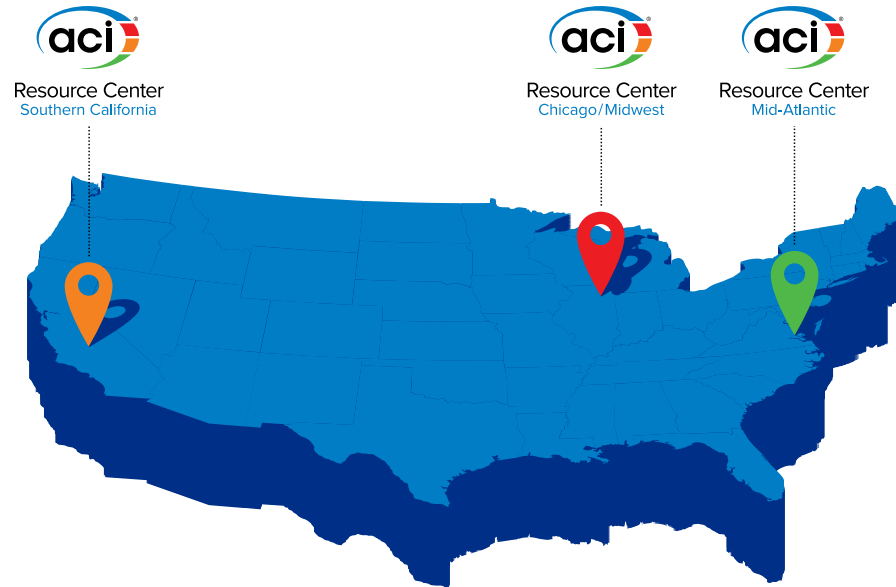
The convention brandmark reflects the energy and diversity attendees experience at ACI's bi-annual convention. The convention brings people together to network and share knowledge.

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.

November 3-6, 2024 | **Philadelphia, PA, USA**

ACI PLUS Platform is an example of a sub-brand that serves a specific target audience and purpose. Each sub-brand should emphasize the ACI logo and color palette.

ACI 318 PLUS is an example of a sub-brand that serves a specific target audience and purpose. Each sub-brand should emphasize the ACI logo and color palette.

ACI 319 PLUS is an example of a sub-brand that serves a specific target audience and purpose. Each sub-brand should emphasize the ACI logo and color palette.

ACI 320 PLUS is an example of a sub-brand that serves a specific target audience and purpose. Each sub-brand should emphasize the ACI logo and color palette.

ACI 562 PLUS Concrete Repair Subscription is an example of a sub-brand that serves a specific target audience and purpose. Each sub-brand should emphasize the ACI logo and color palette.

ACI University is an example of a sub-brand that serves a specific target audience and purpose. Each sub-brand should emphasize the ACI logo and color palette.

ACI Excellence in Concrete Construction Awards is an example of a sub-brand that serves a specific target audience and purpose. Each sub-brand should emphasize the ACI logo and color palette.

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 Foundation was established in 1989 to promote progress, innovation, and collaboration in the industry.

Use complete name on first reference in all communications/documents:
The ACI Foundation.

On subsequent reference, use of "the Foundation" is acceptable.

There are two configurations of the ACI Foundation brandmark, centered and flush-left. The logo may be used on its own when "The ACI Foundation" appears elsewhere in communications or when the audience is familiar with the Foundation.

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.

Branding guidelines for other ACI Centers of Excellence, NEx: An ACI Center of Excellence for Nonmetallic Building Materials, and NEU: An ACI Center of Excellence for Carbon Neutral Concrete, are managed by AOE. Please contact AOE for branding inquiries related to these Centers of Excellence.
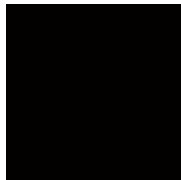
The color palette* is made of bright, energetic hues for a contemporary and dynamic next step in the evolution of the ACI identity. Introducing this new expanded color palette allows us to reflect ACI's energy, global reach and range of members' areas of specialization.

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

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

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

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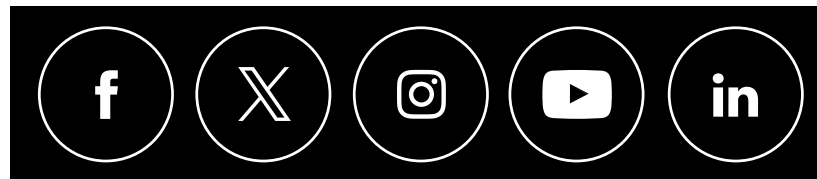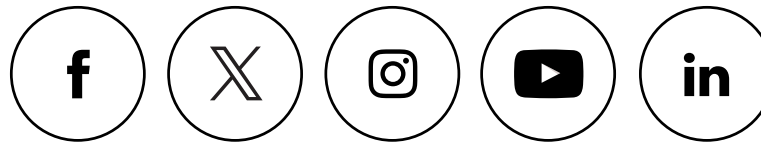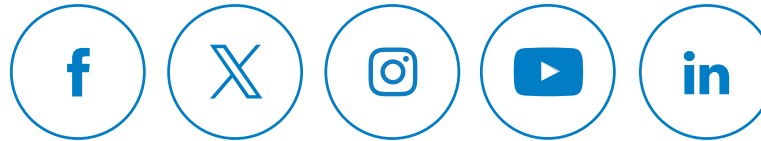
If you have any questions about using the ACI brand guidelines, please contact:

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