



American Concrete Institute

Welcome to the American Concrete Institute's Brand Guidelines

As a global authority in concrete knowledge, the American Concrete Institute (ACI) has built a trusted reputation through more than a century of leadership, innovation, and collaboration. Our identity is based on our commitment to advancing concrete education, technical expertise, and standards to benefit our members, industries, and society.

The ACI Brand Guidelines were developed to ensure consistency and clarity in presenting ACI across all platforms and communications. Whether you are part of our staff, a member, a chapter leader, a vendor, or an allied organization, you play a vital role in representing ACI's brand, goals, values, and voice. By following these guidelines, you help reinforce our credibility, professionalism, and unity as an organization.

Thank you for contributing to the strength and integrity of the ACI brand. Together, we continue to build a more resilient and sustainable world – one message, one design, and one standard at a time.

Frederick H. Grubbe

Executive Vice President

American Concrete Institute

The ACI Brand

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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 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.

Our focus will be:

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

Regional desks should lead with our organization's name, followed by an en dash and the region name:

American Concrete Institute – Southeast Asia Desk

American Concrete Institute – Latin America Desk

On second reference, use of our acronym is acceptable:

ACI Southeast Asia Desk

ACI Latin America Desk

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.

About the American Concrete Institute

The American Concrete Institute (ACI), a 501(c)(3) nonprofit organization, is the 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, MI, USA, with a regional office in Dubai, UAE, and Resource Centers located in Southern California, the Midwest (Chicago, IL area), and the Mid-Atlantic (Baltimore, MD area). ACI has more than 90 chapters, 244 student chapters, and approximately 40,000 members spanning more than 120 countries. The American Concrete Institute – Always advancing®.

Visit [concrete.org](https://www.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 following are examples of digital subscriptions available through the ACI PLUS Platform. These individual PLUS subscriptions provide interactive access to ACI Codes and related resources, robust digital notetaking capabilities, enhanced search, and content navigation by section or provision. Many subscriptions include features such as 3D graphics, FAQs, and supporting documents such as ACI Manuals or ACI Handbooks. Each subscription maintains a consistent interface while being tailored to the specific code or standard it supports.

Subscriptions include:

- **ACI 318 PLUS** – Offers digital access to ACI CODE-318: Building Code for Structural Concrete, as well as supplementary resources
- **ACI 319 PLUS** – Supports digital access to ACI/PCI CODE-319-25: Structural Precast Concrete
- **ACI 320 PLUS** – Provides digital access to ACI/PTI CODE-320: Post-Tensioned Structural Concrete
- **ACI 562 PLUS Concrete Repair Subscription** – Full digital access to all versions of ACI CODE 562: Assessment, Repair, and Rehabilitation of Existing Concrete Structures, as well as supplementary resources
- **ACI 323 PLUS** – Provides digital access to ACI CODE-323-24: Low-Carbon Concrete

When referring to an individual subscription, always use the full official name:

ACI 318 PLUS;
ACI 323 PLUS;
ACI 562 PLUS Concrete Repair Subscription

On subsequent reference, it is acceptable to use the ACI Code followed by “PLUS”:

318 PLUS;
319 PLUS;
562 PLUS

Avoid improper stylization, capitalization, or abbreviations.

Do:

ACI 318 PLUS
ACI 319 PLUS
ACI 320 PLUS
ACI 562 PLUS Concrete Repair Subscription
ACI 323 PLUS

Do not:

~~ACI319 Plus~~
319+
~~ACI 562 Plus~~
320+
323PLUS
~~ACI 562~~

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 **primary** configurations of the ACI brandmark: centered and flush-left.



American Concrete Institute



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.



American Concrete Institute
Always advancing



American Concrete Institute
Always advancing

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



American Concrete Institute
Middle East

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



American Concrete Institute
Region Name

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



American Concrete Institute
دائما تتقدم



American Concrete Institute
Siempre avanzando

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
Always advancing

The ACI tagline must always be placed to the right of the ACI logo and follow an approved type of style, size, and color.



American Concrete Institute
Always advancing

For regional offices, the ACI Brandmark may be adapted to replace the tagline with a region name (e.g., Middle East), which must be placed to the left of the logo and follow the same formatting.



American Concrete Institute
Middle East



American Concrete Institute
Region Name

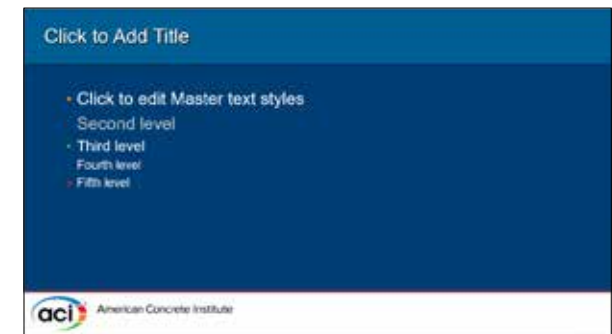
The logo, tagline, or region name may appear as a single unit or separately within a single point of communication.

ACI World Headquarters' communications should reflect the core ACI brand identity and set the standard for consistency across all global materials.

To maintain a cohesive brand presence in print and digital formats, the following design elements should be incorporated into official ACI World Headquarters materials:

- ACI brandmark with “Always advancing®” tagline, placed to the right.
- ACI blues (PMS 287 and PMS 3005) as the primary color palette.
- Approved ACI brand fonts and typography hierarchy.
- Photography that emphasizes people, collaboration, and advancements.
- Clean, minimal design that aligns with the ACI brand personality.
- No use of regional patterns or alternate taglines.

Business card example, social media profile example, PowerPoint or internal memo example, etc.



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

Tagline in Spanish

Siempre avanzando

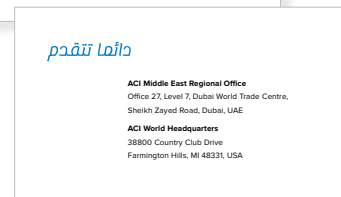
Tagline in English

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



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 Certification is the leading credentialing program in the concrete industry, with over 750,000 certified professionals worldwide. ACI offers more than 30 certification programs demonstrating an individual's knowledge and skills in concrete testing, inspection, and construction.



Organizations and individuals may use the ACI Verify graphic on digital and print materials to show support for ACI's certification verification programs. The graphic must be accompanied by the statement "Supporter of ACI Certification," or similar language next to the graphic. When used on websites and other digital communications, it must link to www.concrete.org/verify.



Use of the ACI Verify name, logo, or graphic must not imply certification or endorsement by ACI. The Institute reserves the right to revoke usage rights for any individual or organization not following these guidelines.

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.



Resource Center



Resource Center
Chicago/Midwest

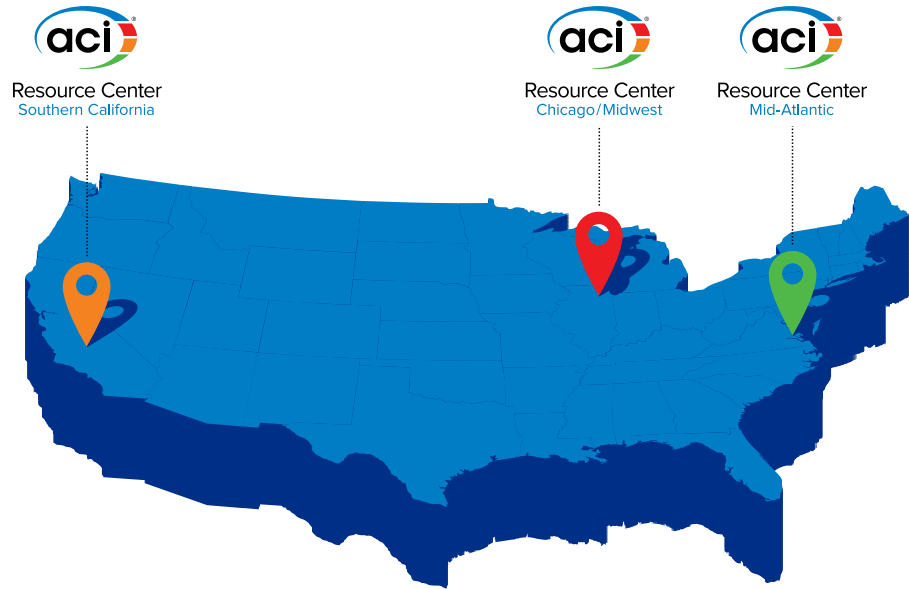


Resource Center
Mid-Atlantic



Resource Center
Southern California

Additional ACI Resource Center branding.



Resource Center
TRAINING
CERTIFICATION
EDUCATION
Your place to advance

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



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.



Each ACI PLUS subscription logo is an extension of the ACI PLUS Platform sub-brand and should maintain visual consistency in color, typography, and format.

These logos combine the ACI brandmark with the full product name, reinforcing the ACI brandmark with the individual subscription.

New ACI PLUS subscriptions should follow the same formatting, emphasizing clarity, brand alignment, and consistency.



ACI University is a global, online-learning platform offering on-demand courses and webinars on concrete materials, design, construction, and repair. Members get free access, and users can earn certificates and digital badges by completing structured programs.



ACI Certificate Programs provide structured online learning on specific concrete topics. Upon completion, participants receive an ACI certificate and a digital badge to showcase their achievement.



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.



ACI Young Member Activities 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's Young Member Programs are dedicated to early career professionals aged 35 and younger. We are committed to offering programs, resources, and events that will help you advance a career in concrete.



Young Member



Young Member

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 landmark, 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.






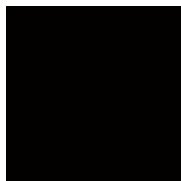

Branding guidelines for other ACI Centers of Excellence, NEX: An ACI Center of Excellence for Nonmetallic Building Materials, and NEU: An ACI Center of Excellence for Carbon Neutral Concrete, are managed by AOE. Please contact AOE for branding inquiries related to these Centers of Excellence.



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 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
#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

Capitalization should be applied consistently across all ACI materials to support ACI branding and professionalism.

concrete.org must always appear in lowercase. Do not capitalize any part of the domain unless otherwise approved.

Graphics, titles, and images that include ACI brandmarks must always be capitalized, unless a lowercase style has been approved by ACI Marketing.

Document titles, product names, and branded terms (e.g., ACI CODE-318-25, ACI 318 PLUS) must follow similar formatting.

Do not use lowercase text for formal communications, branded titles, or headings unless otherwise approved by ACI Marketing.

Do:

concrete.org

concrete.org/newsandevents

Do not:

Concrete.org

concrete.org/Education



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.



Avoid imagery that misrepresents ACI's values or diminishes brand quality. Do not use photos that show cracked or damaged concrete, safety violations, missing PPE, low-resolution visuals, or unprofessional imagery. All photography should reflect quality, safety, and professionalism.



To maintain brand integrity, ACI brand marks on apparel and merchandise must be visible, clear, and used appropriately.

All merchandise designs using the ACI logo, sub-brand logos, or taglines must be approved in advance by the ACI Marketing Team.

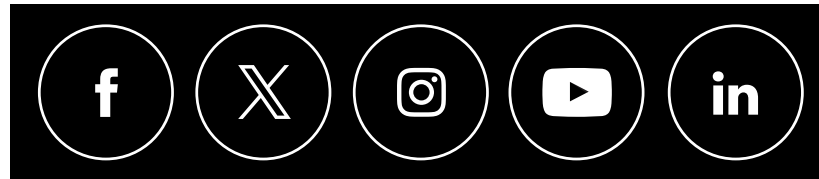
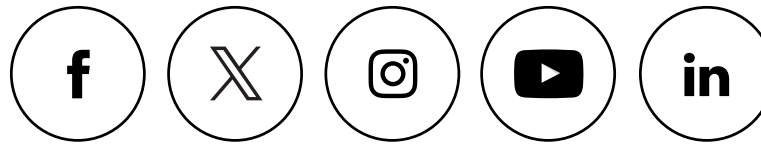
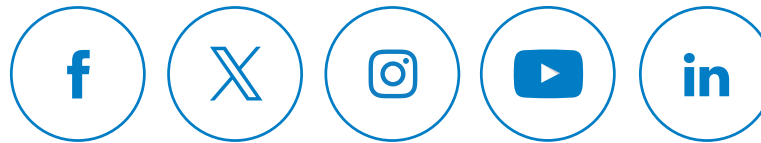
Improper sizing, placement, or use of the ACI brandmark is not permitted. Always use official logo files and maintain a clear space for visibility.



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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