



## CLIENT

American Concrete Institute (ACI)

## PROJECT

ACI, the world's leading resource for concrete standards and education, partnered with Q LTD for a rebranding initiative that culminated in the development of a new logo, tagline, brand guidelines, design templates, and responsive web site design.

## CHALLENGE

As the first significant update to the ACI brand in 50 years, Q's rebranding work needed to reflect the organization's 110-year heritage and increasingly global reach while also signifying a step forward in the evolution of the ACI brand. Q's recommendations would provide the foundation for consistent and fresh design and messaging across ACI's extensive communications and promotional materials. Additionally, developing a responsive web site design called for significant web site analysis and architecture planning.

## OUR APPROACH

Before beginning the visual redesign, Q gathered assessments of existing brand equity and positioning from ACI's branding task group, which included individuals from across the country along with international representatives. Through a collaborative process, the new brand mark, positioning, and tagline were

presented to and approved by ACI's board of directors. Ultimately the new branding was rolled out to ACI's internal marketing team, membership, and the concrete industry.

For development of the new web site, ACI and Q partnered with information architects TUG to lead the strategic analysis and architecture planning. Q created the visual design and responsive templates.

## RESULT

- Created a new tagline that communicates the organization's members passion for advancing concrete knowledge
- technology and quality.
- Developed a new brand mark, brand positioning, and brand usage guidebook for ACI's in-house design team.
- Launched a new, revitalized brand that positions the Institute as an inclusive, collaborative and respected authority, connected globally.
- Developed design templates for marketing and communications materials as well as technical publications.
- Collaborated with ACI's internal web development team to build the site based on specifications provided by TUG and Q.
- Provided design guidelines for ACI sub-brands and local chapters.

> [concrete.org](http://concrete.org)

### New branding and web site



*"Q's approach to helping ACI develop a new brand was an effective blend of interaction with our staff and members, combined with Q's technical and design expertise."*

- Ronald Burg, Executive Vice President at ACI

## CONTACTS

Christine Golus  
Managing Director  
christine@qltd.com

Paul Koch  
Creative Strategist  
paul@qltd.com

734.668.1695

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