Brand Refresh: Division & Forum Recommendations

June 2019

Current state

Not all D&Fs have logos

Inconsistent look & feel

Division / Forum Name	Existing Logo	Division / Forum Name	Existing Logo	Division / Forum Name	Existing Logo
Management Division (MGT)	AIChE Management Division	Forest Bioproducts Division (FBP)	Forest Bioproducts Division	Chemical Engineering & the Law Forum (ChE&L)	No Existing Logo
Computing & Systems Technology Division (CAST)	No Existing Logo	Fuels & Petrochemicals Division (F&P)	F&PD FUELS & PETROCHEMICALS A DIVISION OF AIChE	Computational Molecular Science & Engineering Forum (CoMSEF)	No Existing Logo
Education Division (EDU)	AIChE Education Division	Nuclear Engineering Division (NE)	AIChE NED	Nanoscale Science & Engineering Forum (NSEF)	AIChE NSEF NANOSCALE SCIENCE & ENGINEERING FORUM
Materials Engineering & Sciences Division (MESD)	No Existing Logo	Process Development Division (PD)	No Existing Logo	North American Mixing Forum (NAMF)	North American Mixing Forum
				Particle Technology Forum (PTF)	AIChE PTF
Catalysis and Reaction Engineering Division (CRE)	No Existing Logo	Safety & Health Division (S&H)	AIChE Safety & Health Division Process Safety • Loss Prevention	Pharmaceutical Discovery, Development and Manufacturing Forum (PD2M)	PD2M
Environmental Division (ENV)	No Existing Logo	Separations Division (SEP)	SEPARATIONS DIVISION	Sustainable Engineering Forum (SEF)	SEF Sustainable Engineering Forum
Food, Pharmaceutical & Bioengineering Division (FP & BE)	FP&BE FOOD, PHARMACEUTICALS & BIOENGINEERING A Division of AIChE	Transport and Energy Processes Division (TEP)	No Existing Logo	Upstream Engineering & Flow Assurance Forum (UE & FA)	UE & FA FORUM

Where we would like to be...

- **Consistent, modern,** and **clean look & feel**

- All **divisions & forums have a logo** they can use to help **increase membership and engagement**

- Emphasize our **AIChE community** and reasons to be a part of it, one of them being our Divisions & Forums

- Create a **standard design format** to use moving forward as we continue to grow

Logo Recommendation

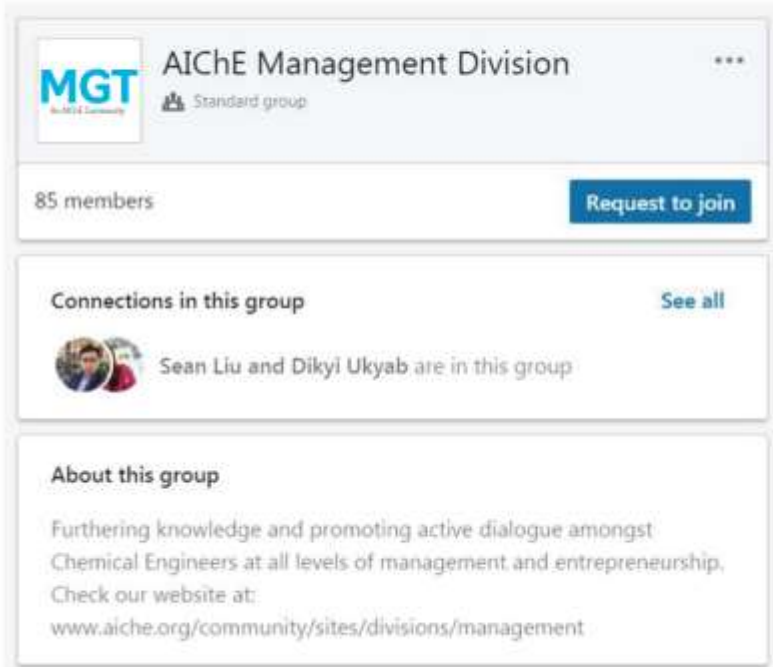Each division and forum will receive:

- **1 primary logo** that **features an icon and text** to use on collateral they develop, e-newsletters, etc.
  Choose 1 out of 3 options.

- **1 secondary logo** that is **text based** to use on **smaller, horizontal spaces** such as a promo item, like a pen. *1 option.*

- **1 tertiary logo** that is **text based** to use on **social media**. *1 option.*

Example mock-ups for MGT Division

Tertiary Logo

AIChE Management Division
Standard group

85 members — Request to join

Connections in this group — See all

Sean Liu and Dikyi Ukyab are in this group

About this group

Furthering knowledge and promoting active dialogue amongst Chemical Engineers at all levels of management and entrepreneurship. Check our website at:
www.aiche.org/community/sites/divisions/management

Primary Logo

JOIN YOUR TECHNICAL HOME
MANAGEMENT DIVISION OF AIChE

Connect with like-minded colleagues and take advantage of all AIChE has to offer.

MGT
Management Division
An AIChE Community

Secondary Logo

MGT Management Division
An AIChE Community

Example Communication to Mgt Division

Management Division, growing our AIChE communities and creating a consistent brand is important. In saying this, we are excited to share with you three primary logos for you to choose from that align with AIChE branding. This logo will be your main logo to use for print and online. We know space can be tight, so that's why we've also included 2 additional logos for you. Logo #2 is to be used on small promo items (like a pen) or horizontal spaces. Logo #3 is for your social media (such as your LinkedIn group profile image).

Please select which version of the primary logo best speaks to your Division's voice and brand by Friday, 7/19. If you have an additional icon idea, please provide that to us as well by the due date.

Choose 1 primary logo

1

vA

vB

vC

The following logos are to be used for smaller spaces and social media

2

3

Example of what the AIChE family could look like

Visualize your Division logo within the family of new and refreshed AIChE community logos. A consistent brand builds member loyalty and entices new members to join.

Please note that these are examples, and none of these logos are approved.

Summary roll-out plan

Date	Initiative
June 21st	**Community Counts Divisions** (CAST, EDU, MGT, MESD) receive primary logo options, text based logo (secondary logo) and social logo (tertiary logo).
By July 19th	**Community Counts Leadership** to choose primary logo and/or suggest a new icon.
By July 21st	**All Division & Forum** leadership will receive a **text based logo** (secondary logo) and **social logo** (tertiary logo).
By July 21st	**CTOC leadership** and **AIChE staff** begin to develop a suggested **change management plan** for those divisions and forums that already have a primary logo.
By August 1st	AIChE to share **final primary logos with Community Counts Divisions** for use.
By August 12th	**Finalize change management plan.**
By August 19th	**Primary logo options** sent via email to **Division & Forums.**
By Nov. 20th	**Division & Forums provide final decision** or **icon suggestion** for **primary logo choice.**
By Dec. 20th	Provide all **final primary logos** to **Divisions & Forums**
January 2020	Launch a **marketing campaign** to promote the **many communities that AIChE** has to offer for **member renewal** and **acquisition purposes, showcasing** the **refreshed logos for all the Division & Forums.**

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