

AFE Association for
FACILITIES
ENGINEERING

IDENTITY PROGRAM
GUIDELINES

ABOUT THIS PROGRAM

HOW IDENTITY MANAGEMENT WILL MAKE THE AFE IMAGE STRONG

This publication was created as an easy reference guide to support the Association for Facilities Engineering (AFE) in creating and building recognition in our association's new name and new identity.

An organization's graphic identity is a visual expression of who that organization is, what it stands for and how it is to be perceived in its marketplace. In our case, AFE's new name and logotype reflect the long-term brand position we intend to maintain and build.

THE AFE BRAND POSITION:

AFE is the largest, dedicated national network of facilities engineering professionals who integrate the most complete range of useful technical information,

education and program resources, and the sharing of common professional experiences to advance their profession and their careers.

All organizations project their image through many channels. So too does AFE, through business sets, chapter newsletters, literature, forms, personal contacts, signs and many other ways. By practicing good identity management, all of us will help to develop the AFE brand into a real asset—a unified image for our organization that gives us a competitive edge and helps us grow in size and scope.

These objectives will be accomplished by incorporating the AFE identity into a system of consistent visual standards to be used throughout our association— at the headquarters level and within all of our chapters. The primary goal of this system of standards is to create synergy across

the many channels of communications we all use every day in promoting our association. By applying our identity correctly in every instance, we will build equity in our AFE brand that leverages what we stand for with greater frequency, consistency and impact.

This publication serves as a guideline to help us determine exactly how the AFE identity is to be used and further guides us toward creating a unified visual environment around our identity—our "look."

Your headquarters staff stands ready to support you and answer your questions at 513/489-2473.

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THE AFE IDENTITY

The Association for Facilities Engineering identity is a combination of the Logo and the "AFE" Symbol. The AFE identity is rendered in uniquely designed pieces of art which must not be redesigned, and their position and size relationships should not be altered.

The "AFE" Symbol is the key graphic element of the identity. In its simplest form, the "AFE" Symbol is the principal means of identifying the Association for Facilities Engineering.

The standard two-color form features the "AFE" Symbol rendered in green (PANTONE® PMS 330) and the Logo in black. The AFE identity also may be reproduced as all black in one-color printing.

The AFE identity is fixed and must never be altered. Always use an approved reproduction proof of the entire Logo when preparing artwork.

The Logo:

Positioned with the AFE Symbol, the Logo is rendered in a uniquely formed typeface to make up the AFE identity.

AFE Association for
FACILITIES
ENGINEERING

The Symbol:

The Symbol is the key graphic element in the identification of the Association for Facilities Engineering and its Chapters.

AFE

Logo With AIPE Link:

To take full advantage of the equity we formed as AIPE, our new identity should include the "Formerly American Institute of Plant Engineers" linkage line throughout calendar 1996. Applications may include the direct link or indirect link.

AFE Association for
FACILITIES
ENGINEERING
Formerly American Institute of Plant Engineers

vertical version (direct link)

AFE Association for
FACILITIES ENGINEERING
Formerly American Institute of Plant Engineers

horizontal version (direct link)

Formerly American Institute of Plant Engineers

(indirect link)

CONFIGURATIONS

There are two AFE identity configurations. The primary application, the vertical version, is to be used for most applications. The horizontal version is intended for minimal use in applications where circumstances require horizontal treatment.

Within each of the configurations, the relationship of the elements is fixed and must never be altered.

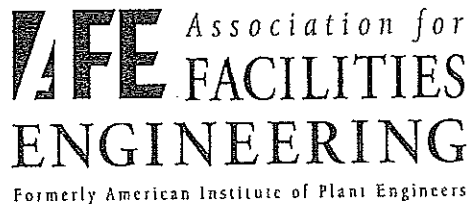
For Primary Use:

Vertical Version

This configuration is the standard, preferred version of the AFE Logo. The Logo is arranged in a three-line stack for use in most applications.



Vertical Version with Direct Link
This configuration is the standard version of the logo with the Direct Link "Formerly American Institute of Plant Engineers." The direct link is specially placed (see page 5 for guideline).



For Limited Use Only:

Horizontal Version

This horizontal configuration is for specific situations where the standard vertical format is not workable. See page 21 for an example of a horizontal application.



Horizontal Version with Direct Link



POSITIVE AND REVERSE VERSIONS

The AFE identity may be reproduced two ways: a positive version for reproduction on white or light backgrounds; and a reverse version for

reproduction on black or dark backgrounds. The two versions are not interchangeable.

Positive Version:

The positive version of the Vertical Logo is for reproduction on white or light backgrounds.

AFE Association for
FACILITIES
ENGINEERING

The positive version of the Horizontal Logo is for reproduction on white or light backgrounds.

AFE Association for
FACILITIES ENGINEERING

Reverse Version:

The reverse version of the Vertical Logo is for reproduction on black or dark backgrounds.

AFE Association for
FACILITIES
ENGINEERING

The reverse version of the Horizontal Logo is for reproduction on black or dark backgrounds.

AFE Association for
FACILITIES ENGINEERING

STAGING

Staging is the space required around the identity. It is important to protect the AFE identity from encroachment by other design elements. A clear area must be maintained on all sides of the identity, between it and any graphic elements (illustrations, typography, photographs, the edges of the printed surface, etc.).

The staging area ensures that the Logo will stand apart from any graphics

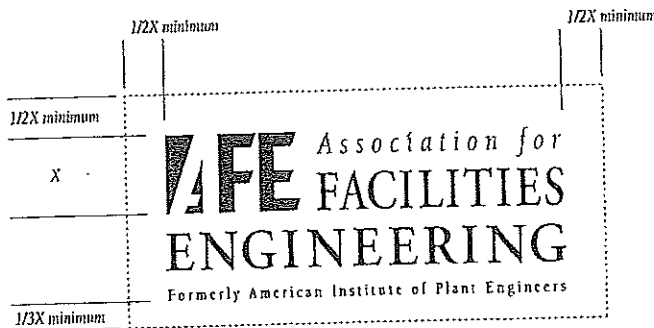
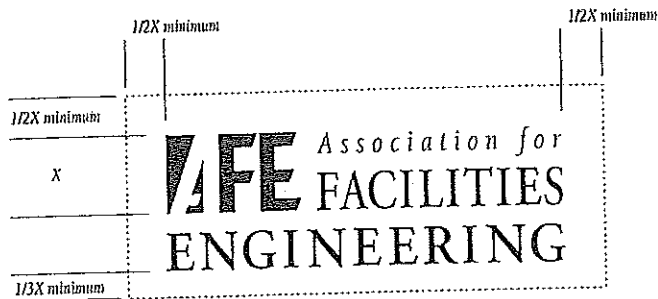
that might compete with it and diminish its visual impact, or appear to be part of it.

The minimum staging area must always be no less than one-half the height of the AFE Symbol top, left and right of the Logo, and one-third the height of the AFE symbol below the Logo.

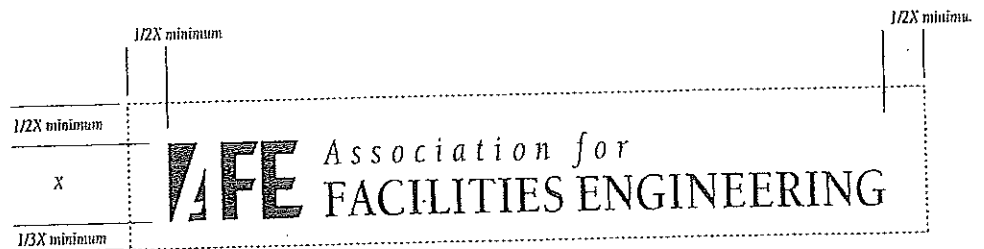
Staging areas are illustrated below.

Vertical Logo Staging Area:
The required staging is diagrammed at the right. This area must remain clear of all other graphic elements. Larger staging areas may be appropriate for some applications.

X = Height of Symbol



Horizontal Logo Staging Area:



COLOR APPLICATIONS

Color supports immediate recognition and strengthens the AFE identity. PMS 330 green is the designated AFE color with black as the secondary. Consistent use of these colors for the Logo is a powerful element of the Association for Facilities Engineering Identity Program.

Variations of the color, or substitution of unapproved colors for any part of the Logo, will alter the identity that is being projected.

Proper use of the AFE identity disk art and the reproduction materials will help minimize incorrect applications.

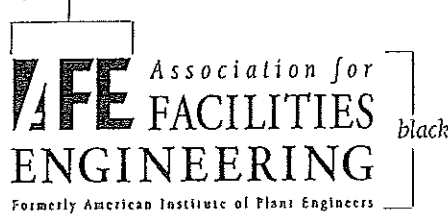
Color applications of the identity must conform with the guidelines below.

Two-color Applications:

In all positive, two-color applications, the Symbol is rendered in PMS 330 green and the Logo "Association for FACILITIES ENGINEERING" and AIFE linkage are black.

In all reverse two-color applications, the logo is white.

Symbol PMS 330 green



Positive



Reverse

One-color Applications:

In positive, one-color applications, the entire Identity may appear as either PMS 330 green or as black.

In reverse applications, the entire Signature will appear in white.



Positive (PMS 330 green or black)



Reverse

ACCEPTABLE AND UNACCEPTABLE IDENTITY USAGE

Changing the approved design of the Logo will not build continuity in the AFE brand. Listed below are examples that are not permitted.

You can eliminate these "image errors" by using the camera-ready art files

available on computer disk or by use of approved reproduction proofs. Always use a proof of an entire Logo. Never cut apart or alter a Logo proof in any way.

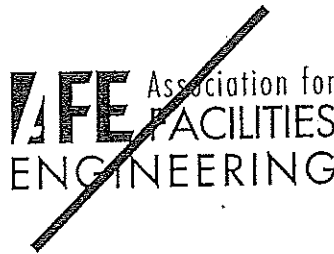
Logo/Symbol



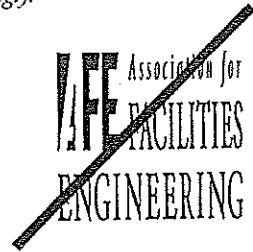
This is a correct configuration.



Do not present the Symbol in other than approved artwork, use the Symbol alone sparingly.

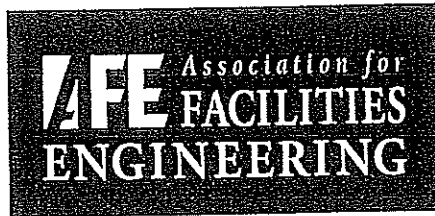


Do not substitute any other typeface within the AFE Logo.

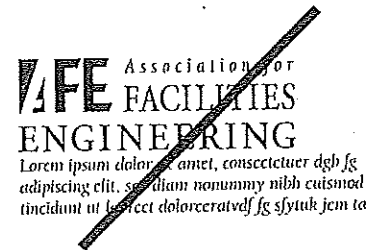


Do not change the size proportions of the Logo, which is possible in most typical word processing programs.

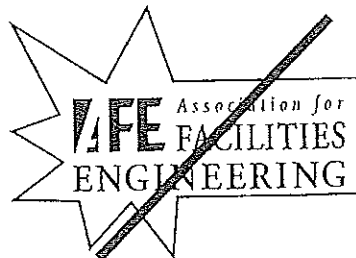
Staging Reproduction Violations



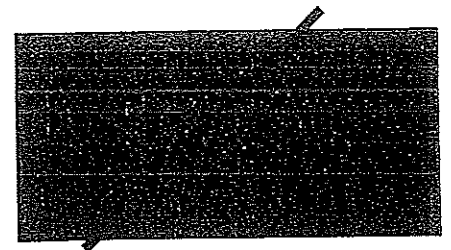
This is the correct reverse usage of the AFE Logo on a dark background.



Do not crowd or violate the Logo's staging area with graphic elements.



Do not surround the Logo with another graphic device such as a shape or symbol.



Do not use a positive version of the Logo on a dark background which results in insufficient contrasting.

BUSINESS SETS

Headquarters Letterhead and Envelope

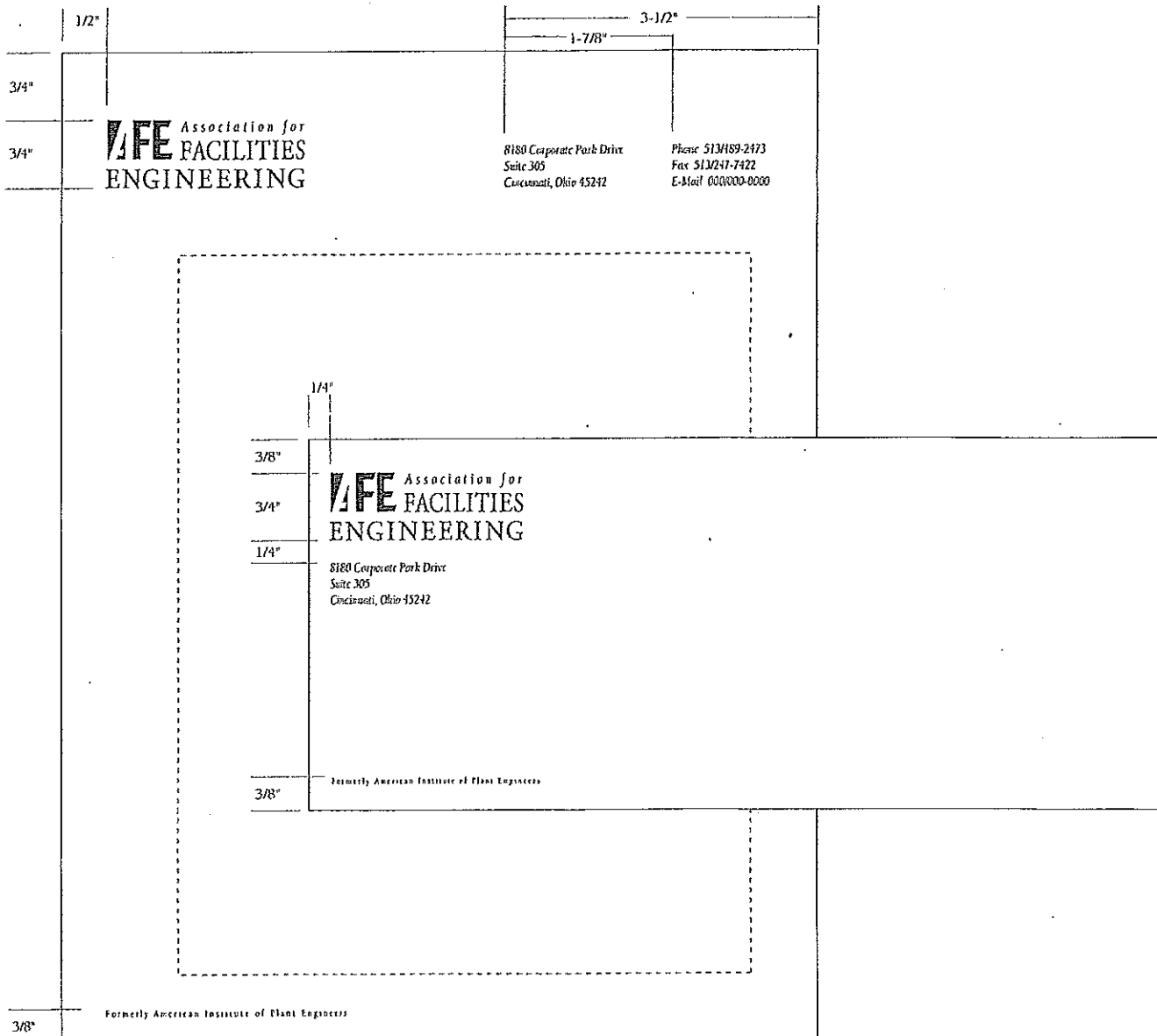
Follow all staging requirements as shown below. The AFE Symbol is to be printed PMS 330 green. All else prints black.

The "live area" margins for word processing content (indicated by dash lines) are flush left with Logo's "Association/Facilities", 3/4" down from bottom of Logo, 3/4" in from right and bottom of paper.

Letterhead and envelope return address is 11 point, 2 point leading, Berkeley Italic. Address type is 80% horizontal scale.

Specified AFE letterhead paper stock is 20# Capital Bond white. Specified envelope paper stock is white standard.

Camera-ready art files awaiting address entry are available on computer diskettes.



BUSINESS SETS

Chapter Letterheads and Envelopes

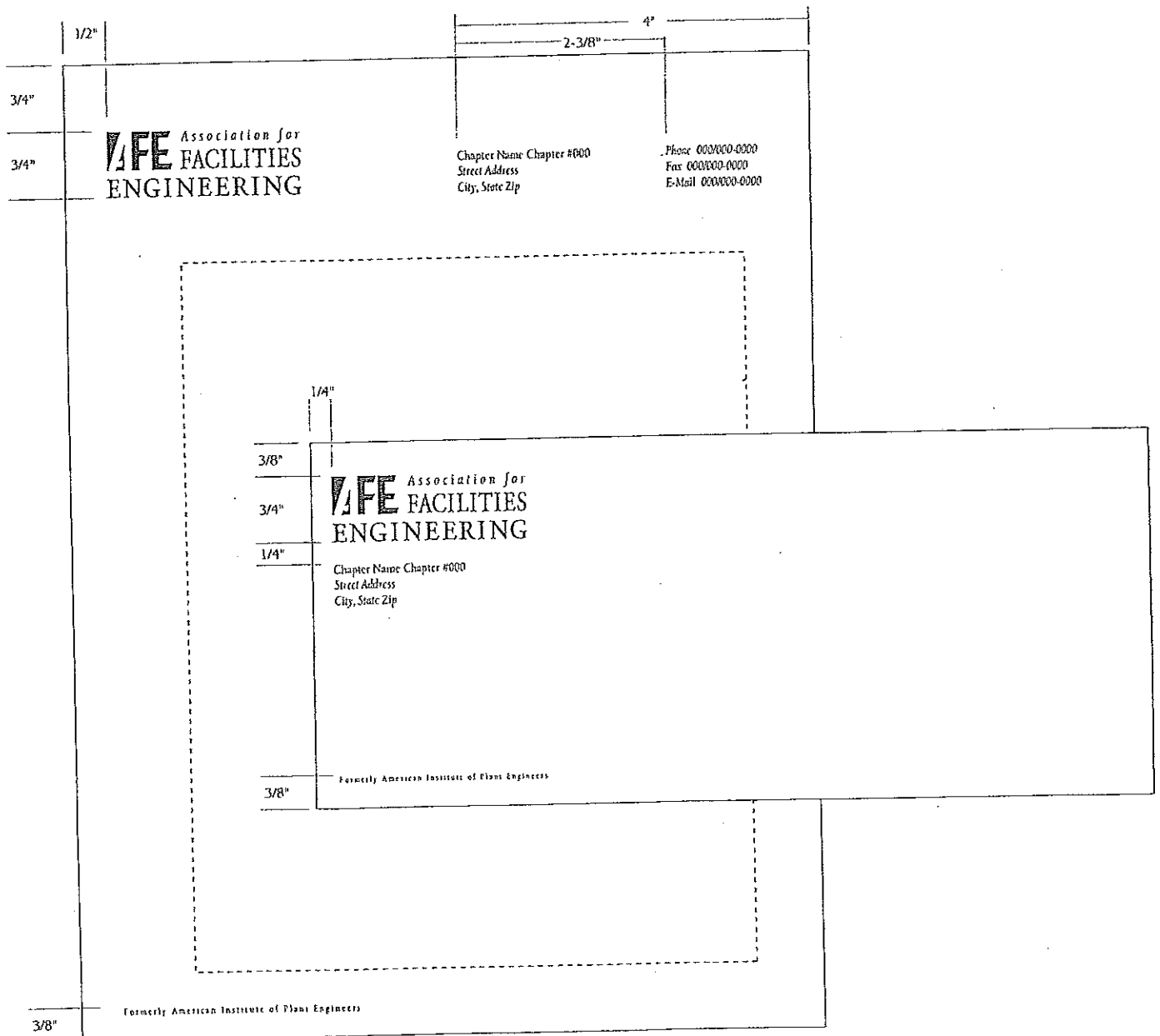
Follow all staging requirements as shown below. The AFE Symbol and Chapter Name/Number are to be printed in PMS 330 green. The AFE Logo and all address data are to be printed in black.

The "live area" margins for word processing correspondence (indicated by dash lines) are flush left with Logo's "Association/ Facilities", 3/4" down from bottom of Logo, 3/4" in from right and bottom of paper.

Letterhead and envelope return address is 11 point Berkeley Italic, 13 point leading. Chapter Name and Number is 11 point Berkeley Bold. Address and Chapter type is 80% horizontal scale.

Specified AFE letterhead paper stock is 20 lb. Capital Bond white. Specified envelope paper stock is white standard.

Camera-ready art files, awaiting chapter and address entry are available on computer diskettes.



BUSINESS CARDS

Typographic Specifications

Company address:

Berkeley Italic
 9 point, leaded 2 points
 80% horizontal scale, flush left
 black

Person, Certification, Chapter & No.:

Berkeley Bold
 10 point, leaded 2 points
 85% horizontal scale
 PMS 330 green

Title or other specifier:

Berkeley Italic
 9 point, leaded 2 points
 85% horizontal scale, flush left
 Black

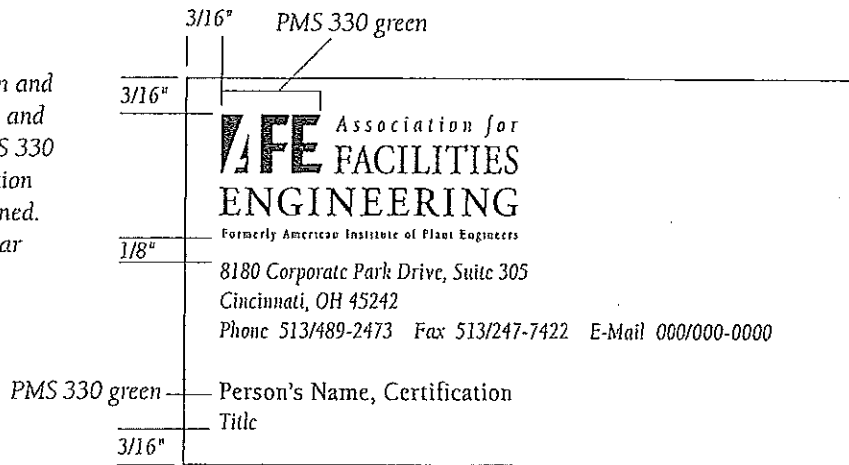
Art: Available on computer diskette

Paper and Printing Specifications

All business cards to be offset printed on 80 lb. Ultra White Strathmore cover stock.

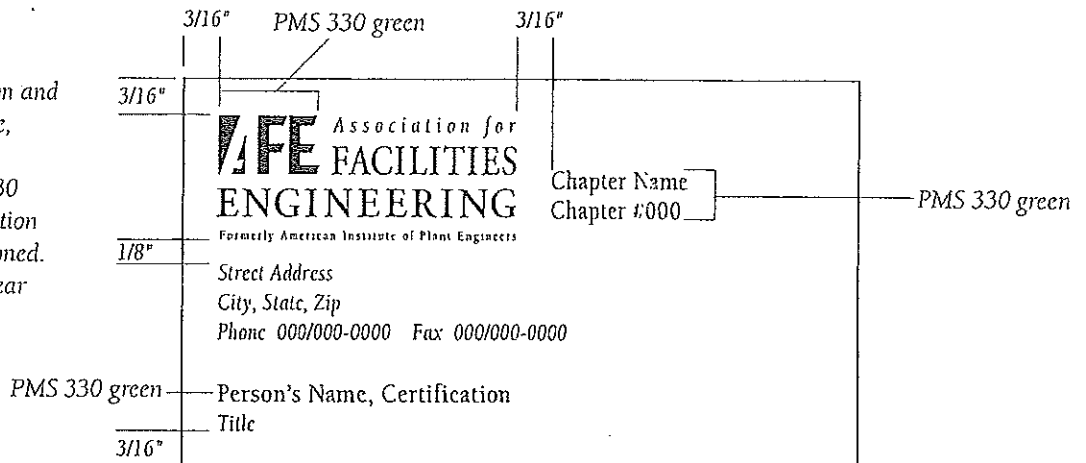
Headquarters Business Card

The AFE Logo is fixed in position and size. The Symbol, person's name and certification are rendered in PMS 330 green. All else prints black. Position all printed elements as dimensioned. Direct Link used for calendar year 1996 only.



Chapter Business Card

The AFE Logo is fixed in position and size. The Symbol, person's name, certification, chapter name and number are rendered in PMS 330 green. All else prints black. Position all printed elements as dimensioned. Direct Link used for calendar year 1996 only.



ENVELOPES AND LABEL

Follow all staging requirements as shown below. The AFE Symbol is to be printed in PMS 330 green. The AFE Logo and all address data are to be printed in black.

Label return address is 10 point Berkeley Italic, 80% horizontal scale.

Envelope paper stock is white standard.

Envelopes return address is 12 point Berkeley Italic, 14.5 point leading. Address type is 80% horizontal scale.

Camera-ready art files are available on computer diskettes.

Horizontal Envelope

Size: 12-1/2" x 9-1/2"

AIPE link to be used through calendar year 1996.

Vertical Envelope with Window

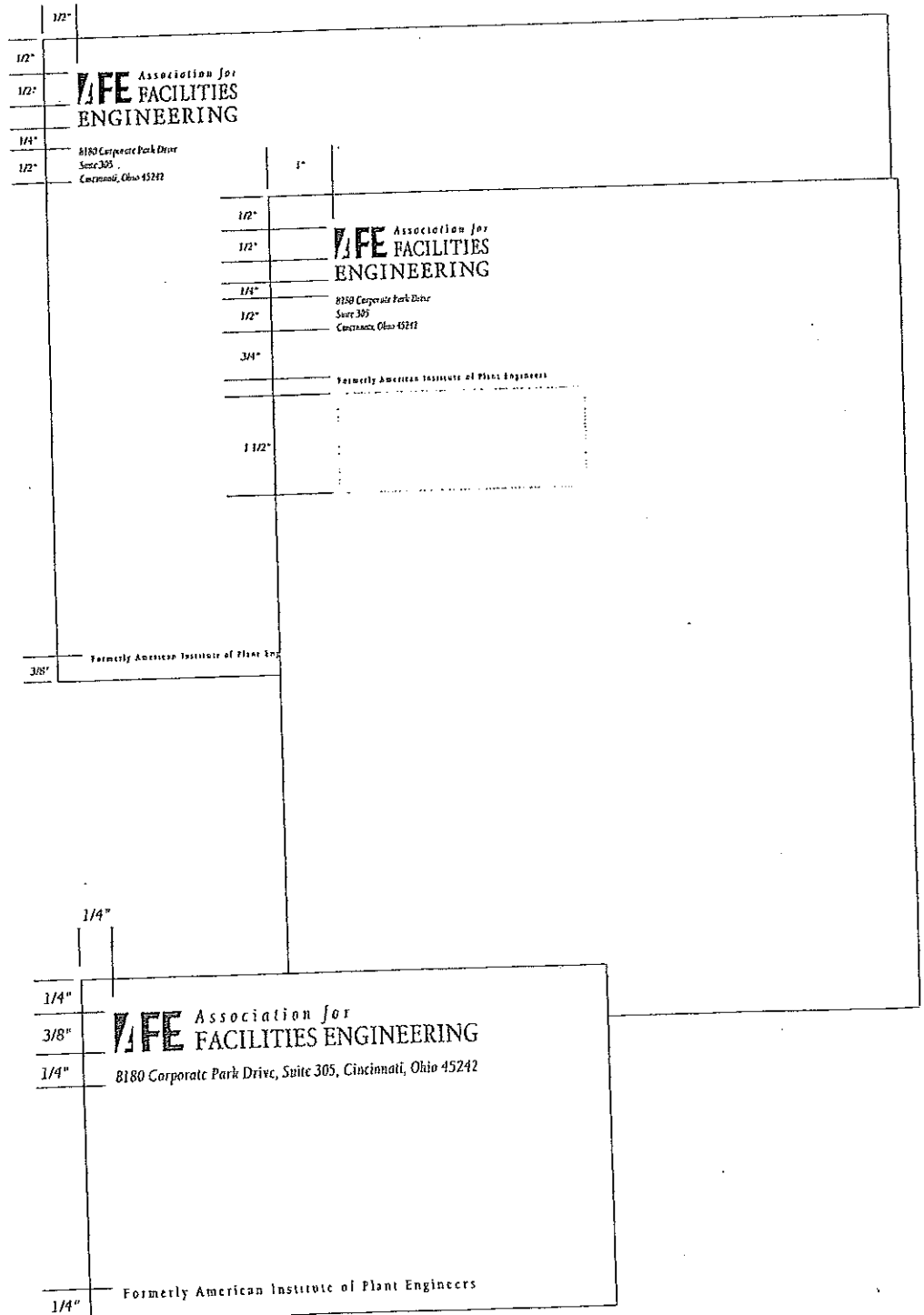
Size: 9-1/2" x 12-1/2"

AIPE link to be used through calendar year 1996.

Label

Size: 4-1/4" x 2-3/4"

AIPE link to be used through calendar year 1996.



FAX COVER SHEET

Trim Size: 8-1/2" x 11"

"FAX" appears in 60 point, 80% horizontal scale, Berkeley Bold. FAX information appears in 14 point Berkeley Bold. Address information appears in 11 point with 13 point leading, Berkeley Italic and is aligned flush left with Logo.

Color: All items print black.

Indirect Link at bottom to be used through calendar year 1996 only.

7/16" Page information lined up flush left with "Association" and "Facilities"

1"

2-3/8"

AIFE Association for FACILITIES ENGINEERING

8180 Corporate Park Drive Phone: 513/889-2173
Suite 305 Fax: 513/247-7122
Cincinnati, Ohio 45242 E-Mail: 000000-0000

FAX

DATE: _____ NUMBER OF PAGES (Including Cover Sheet): _____

TO: _____

COMPANY: _____

FAX NUMBER: _____

FROM: _____

MESSAGE:

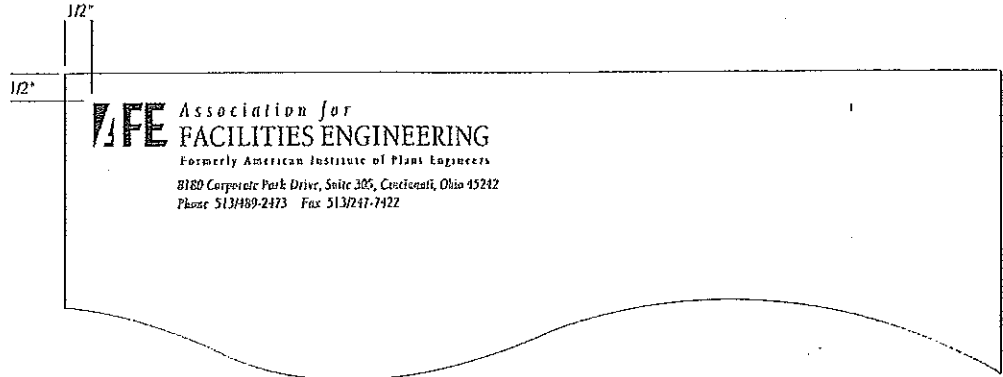
Formerly American Institute of Plant Engineers

FORMS

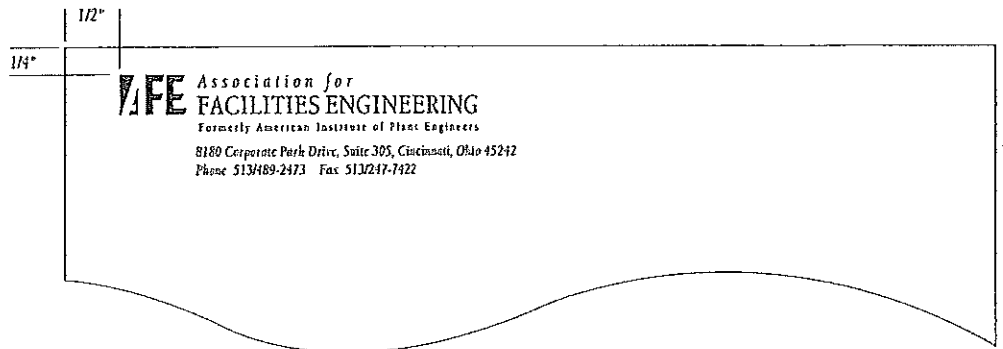
Correct and consistent application of the AFE identity is essential on all media, including commonly used

collateral forms. The preferred position for corporate identification on all forms is the upper left corner.

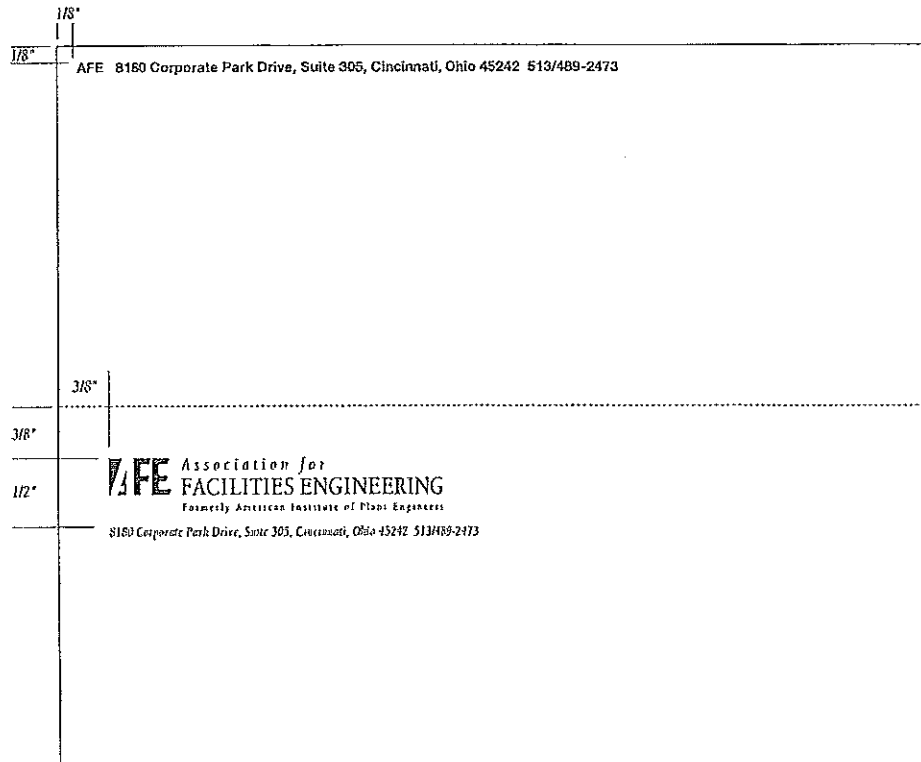
Invoice Art



Statement Art



Check Art



NEWSLETTERS

Trim Size: 8-1/2" x 11"

"AFE NewsLine" masthead art is in a fixed position and should not be altered.

The Chapter Newsletter masthead is pre-designed in a fixed position and should not be altered. Balance of chapter cover may be laid out per chapter needs as a single or two-column design (two-column design shown).

Chapter Newsletter masthead art is available on computer diskette for immediate use.

7/8"
7/8"

March 1995
Vol. 2 No. 2
AFE NEWSLINE

3/8"
7/8"

FACILITIES AMERICA WAS LIVE IN '95

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○ Adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.


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1/2"
1/2"

AFE Association for FACILITIES ENGINEERING

NEWSLETTER
March 1995

San Joaquin Valley Chapter # 148

HEADLINE


○ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis auteem vel cum inure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

○ Duiis auteem vel cum inure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilisis. Nam liber tempore eum non et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilisis.

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○ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

○ Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis auteem vel cum inure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.



3/4"
1/2"

BINDERS

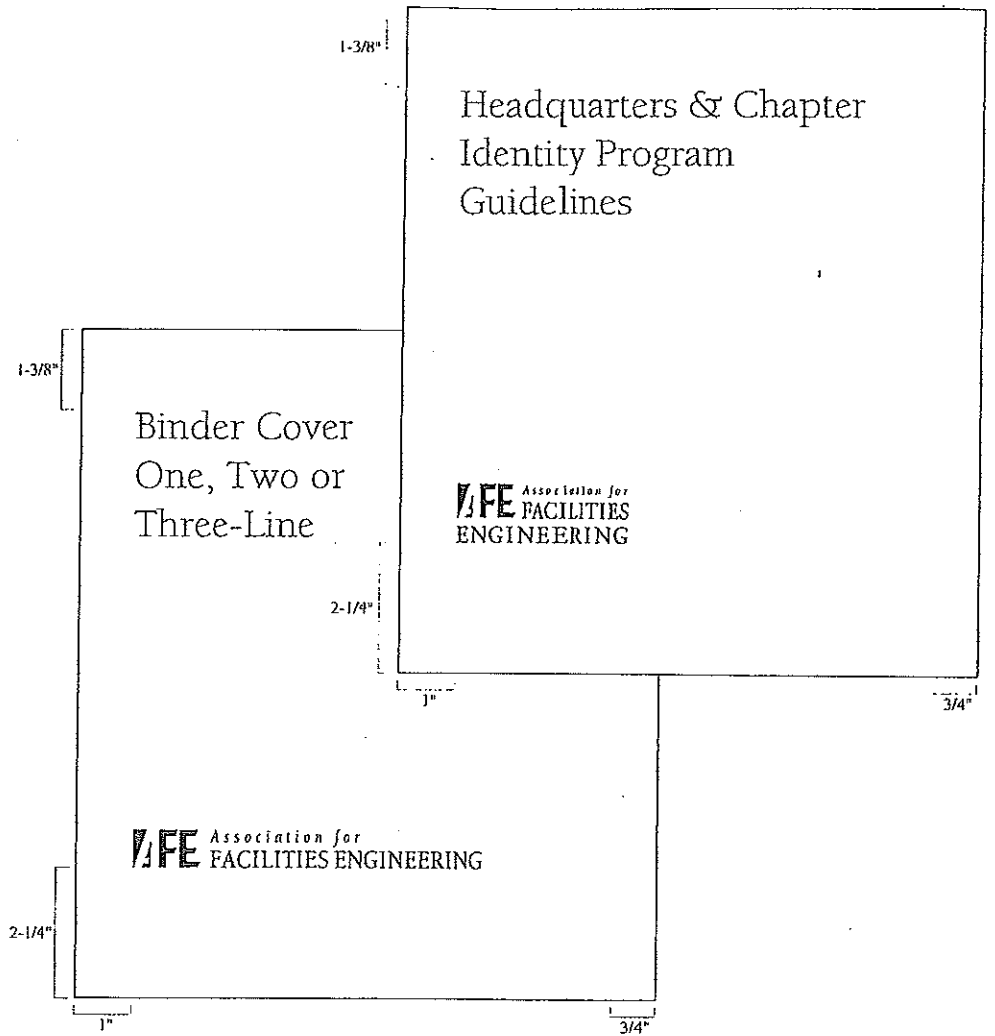
Front Cover

Title: One, two or three-line title.
 1/2" cap height, Berkeley Book,
 flush left.

White Backgrounds:

Vertical Logo, positive version.
 AFE Symbol prints in PMS 330 green.

Horizontal Logo, positive version.
 Symbol prints in PMS 330 green.
 All else prints black.



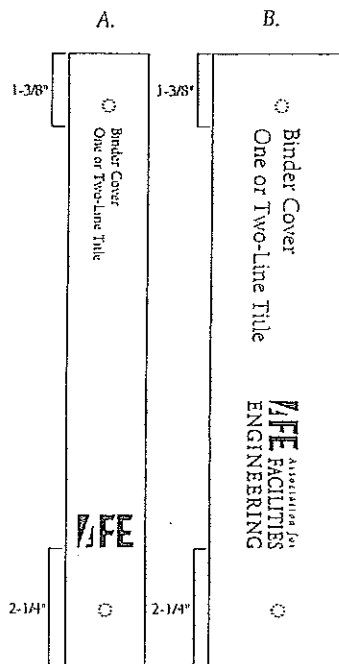
Spine

A. Less than 1-1/2" spine width:

Title: One or two-line title.
 20 point cap height, Berkeley Book.
 Symbol can be printed by self only if
 entire Logo is printed on front of
 binder.

B. 1-1/2" spine width or greater:

Title: One or two-line title.
 32 point cap height, Berkeley Book.
 Vertical Logo.



PRINT-LITERATURE DIRECT MAIL

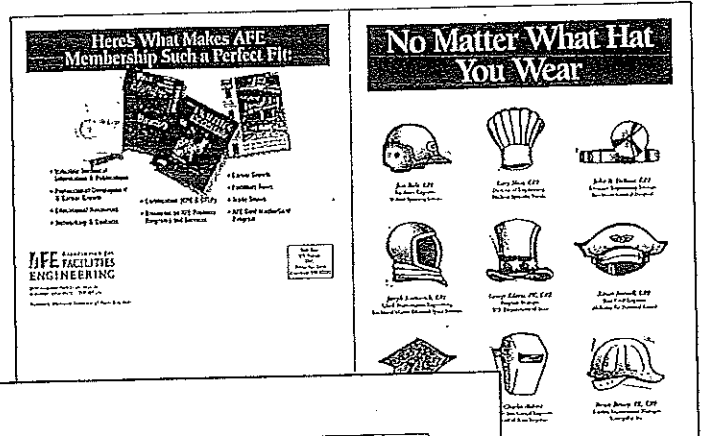
Print-literature, direct mail and advertising items carry most of the weight of our market communications. It is therefore important that the visual impressions delivered be consistent.

The U.S. Postal Service offers discount incentives on mailings which conform

to certain pre-set standards. These standards vary depending upon the specifications for various Classes, Rates, the size and placement of the indicia, bar codes, Fims, etc. Contact your local postal service and/or lettershop to help you adhere to the specifications for the Class and Rate you are using.

Follow all staging requirements for AFE Logo. Minimum staging must surround the entire Logo. This will determine the distance between the unit and copy.

Direct Mail detail.



AFE Association for
FACILITIES
ENGINEERING

8180 Corporate Park Drive, Suite 305
Cincinnati, Ohio 45242 513/489-2473

Formerly American Institute of Plant Engineers

Bulk Rate
U.S. Postage
PAID
Permit No. 3318
Cincinnati, OH 45242

ADVERTISING

Print

The following example represents print advertising and promotional materials.

Bottom Application

The example shown here may be either a single-page ad, or the back page of a multi-page brochure.

Minimum staging must surround the entire Logo. This staging area will determine the minimum distance between the Logo and copy.

Typography:

Use of the Berkeley type family for print advertising is recommended.

Our new name is a perfect fit.



For over 9,000 members, the Association for Facilities Engineering is more than a new name.

It's a stronger identity for the largest national network of facilities engineering professionals. A sharpened focus to meet the growing needs of a diverse membership. A commitment to building stronger chapters.

It's the promise of a wider range of valuable technical information. A richer training and education resource. Expanding certification programs to help advance your profession and your career.

The Association for Facilities Engineering. The only association that's a perfect fit for any facilities engineering professional. No matter how many hats you wear.

AFE Association for
FACILITIES
ENGINEERING

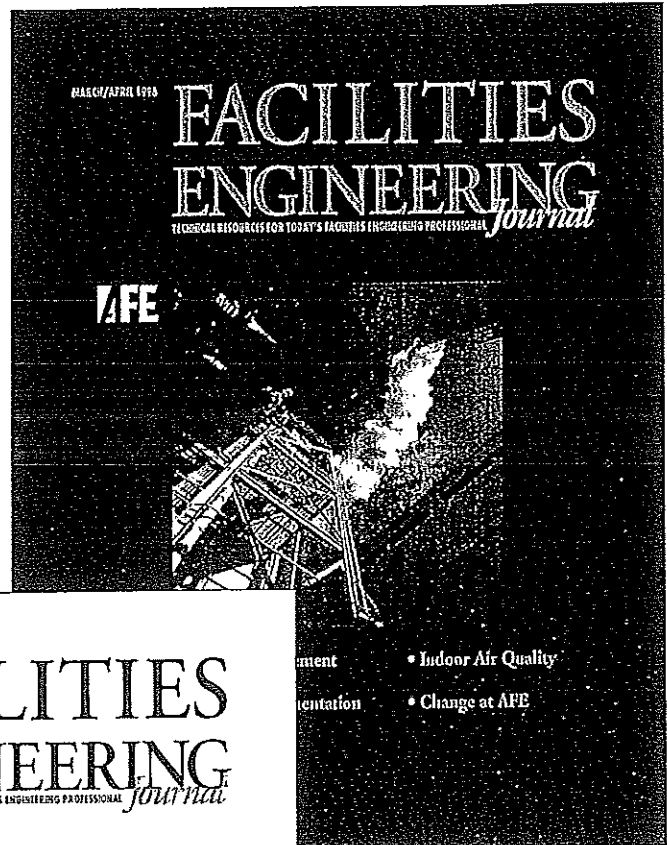
8180 Corporate Park Drive, Suite 305
Cincinnati, Ohio 45242 513/889-2473

Formerly American Institute of Plant Engineers

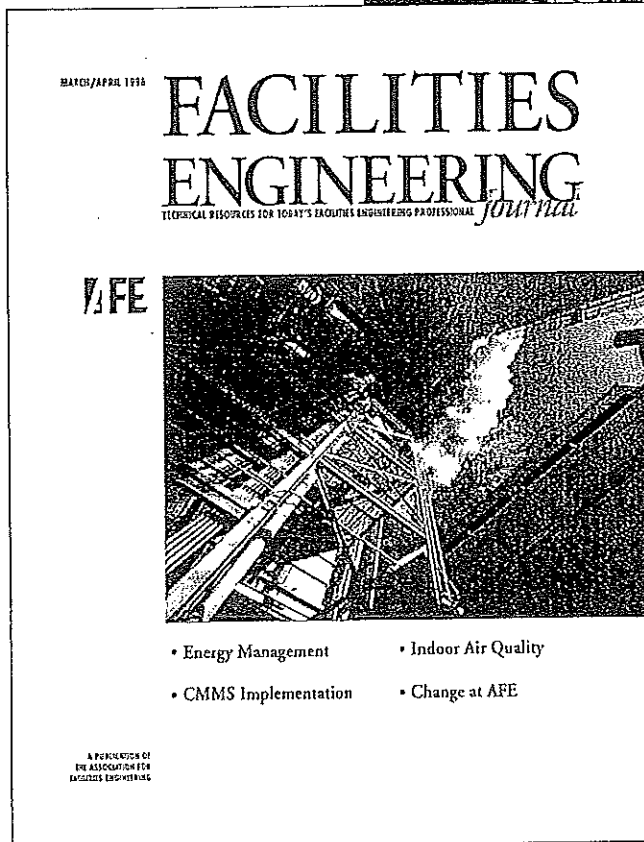
AFE PUBLICATION

Logo Application

The AFE Symbol is positioned flush with top of photo in both positive and reverse journal layouts and surrounded by the minimum clear staging area.



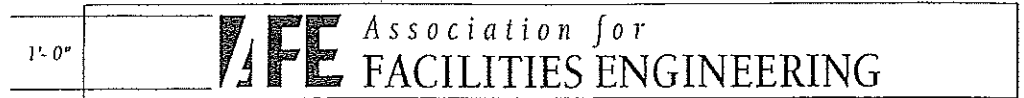
Reverse (centered photo application)



Positive (right bleed photo application)

SIGNAGE

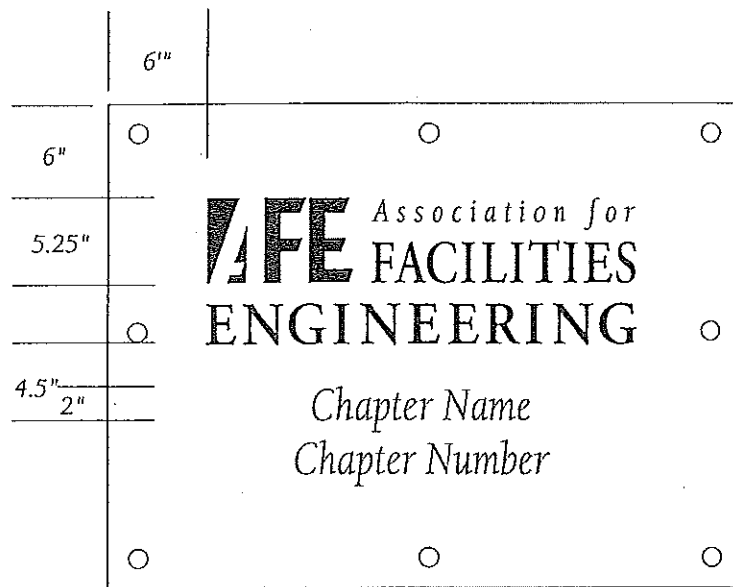
Trade Show Sign
 Size: 12'-4" x 1'-3"
 Logo is centered vertically and horizontally



Official AFE Chapter Banner
 Size: 30" x 40"

Colors: Symbol and Chapter name prints in PMS 330 green.

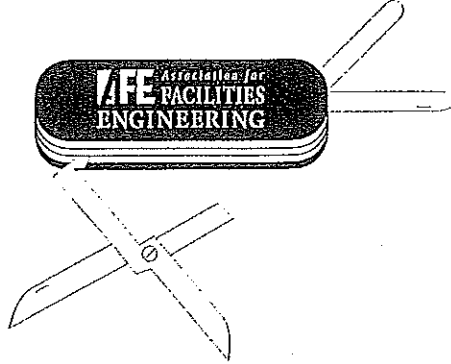
Chapter Name is set in Berkeley Italic, 80% horizontal scale.



PROMOTIONAL APPLICATIONS

The AFE identity may be reversed out of solid backgrounds of sufficient contrast.

Example: Vertical version



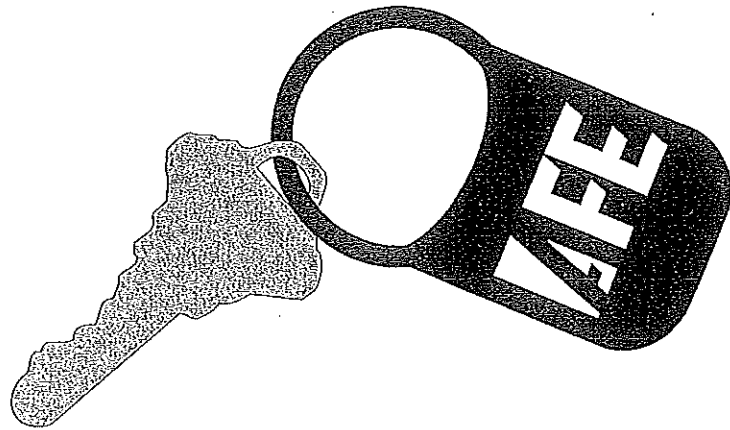
Horizontal Logo configuration may be applied to long or very narrow horizontal surfaces.

Example: PMS 330 green on white surface



The AFE Symbol may be used when spatial requirements make this format appropriate.

Example: Keyholder
Reverse white Symbol on PMS 330 green



Example: Association Pin
Embossed identity on metal or one-color imprint.



VERBAL IDENTIFICATION

Verbal Messages

How we identify our organization and leverage our new name and identity is important to manage in all media. This includes verbal communication, such as answering incoming telephone calls at primary switchboards or proper identification in outgoing telemarketing.

During calendar 1996, use of the full name of the association, not the acronym alone, is recommended in all telecommunications.

Telephone Identification:

Operator: "Good morning, Association for Facilities Engineering, may I help you?"

Corporate Telemarketing:

"Good morning, this is _____ speaking, of the Association for Facilities Engineering, may I speak with _____ please?"

Telemarketing/Prospecting:

Good morning, prospect name, this is John Doe calling on behalf of the Association for Facilities Engineering. AFE represents valuable professional contacts and technical resources that a professional like you no doubt could rely upon. Could I send you information about the Association for Facilities Engineering today?