

Graphic Standards Manual



AIR & WASTE MANAGEMENT
A S S O C I A T I O N

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SINCE 1907

About the Association

The Air & Waste Management Association is a not-for-profit, global network of environmental professionals. Its mission is to promote a clean environment worldwide.

The Association fulfills the mission by providing leadership in the environmental field and fostering a sense of environmental responsibility while serving its members and educating the public.

The Association sponsors a variety of programs designed to encourage the exchange of technical information in a neutral forum in which all viewpoints are represented. Some of these include specialty conferences, workshops, training courses, and publications. The Association emphasizes opportunities for environmental professionals to enhance their knowledge and skills.

The Air & Waste Management Association was founded in 1907 by a small group of smoke inspectors from 13 cities in the United States and Canada. Since then, it has grown to be a truly international organization of professionals from all environmental disciplines in over 65 countries. The Association's growth reflects the rapid and dynamic development of the environmental profession worldwide.

The Importance of Consistency

The Air & Waste Management Association, as a respected professional organization, has a responsibility to its members to maintain a consistent, dignified image in the eyes of its international audience.

We have devised a unique system of identification consisting of a logo, a typeface, selected colors, and other elements. These graphic standards have been carefully created to represent the Association's image in all situations. These standards have been approved by the A&WMA Board. To maintain the Association's exclusive ownership of this identification system, the guidelines in this manual must be followed.

Properly executed, this approach to identification and graphic standards will provide solid Association name recognition and enhance our public relations image.

How to Use This Manual

This manual describes the Association's system of identification and how it is used to create a unified identity for the Association. Please consult this manual for rules and guidelines concerning the logo, typeface, name, colors, and other requirements. This manual also provides the approved graphic format for stationery, business cards, and envelopes.

Please review this entire manual before printing any material that will represent the Air & Waste Management Association. In addition, please use the samples in the back of this manual for your reference.

If you have any questions regarding your project or the use of the logo, please contact the A&WMA Publications Department at (412) 232-3444.

Explaining the Logo

The circle represents a perfect, unending balance. It promotes the image of a continuing dialogue, a round table forum for ideas. Using the circle as the basis for the Air & Waste Management Association logo visually communicates the concept that all ideas and opinions are welcome.

The environment is represented in the logo as a two-part pattern of earth and air. A subtle motif of a mountain soars into the upper part of the logo as its reflection is cast into an imaginary pool of water below. The symmetry of a neutral balance of information about the environment is portrayed.

The effect of technology is also conveyed in the logo. The striped elements that cross the upper and lower layers of the logo call to mind the impact that responsible technology can have on protecting the world around us.

Elements and Usage

The logo actually contains four distinct elements: the circle emblem, the Association name, a small diamond, and the year mark statement "Since 1907". These four components together constitute the correct usage of the logo. However, when space is limited, there are exceptions sanctioned by the Association (see "Position of Circle Element"). There is also a variation when designing some letter-head styles.

You may not:

- 1) Eliminate the thin rule at the top of the circle element – the circle element must always be present.
- 2) Redesign the logo by putting extra words, phrases, or numbers within, around, or attached to the circle.
- 3) Translate the Association name or the year mark statement into a language other than English.
- 4) Mix colors in printing the circle element (i.e., black mountain with blue circle is unacceptable).
- 5) Print the logo in colors other than specified.



Appearance of the Name

“Air & Waste Management Association” is the accepted form for the name for our Association. The name should always appear in its English form to avoid errors in translation. The ampersand should always be used in place of the word “and,” with one exception: In legal documents, the correct name should be “Air and Waste Management Association” in accordance with the Association Articles of Incorporation.

The name should not be shortened and printed as “AWMA” under any circumstances. The Association wishes to avoid the pronunciation of an awkward acronym.

Position of Circle Element

The circle element is centered in the primary design of the logo. The “peak” of the mountain is used as the centering point for the name, diamond element, and year mark statement (see left).

The circle element may also be used alone — without text— only when it can be easily be associated with the Association. The circle element may not be positioned under or to the right of the name, nor should the name be bent around the circle element.

Colors

The Air & Waste Management Association logo may be printed in its correct color or in black. The correct color when reproducing the logo is

- 1) Circle element: PMS Blue 549
- 2) Diamond element: PMS Blue 549
- 3) Lettering: Black

The Association logo MAY NOT be printed in any other colors. It must always appear completely in PMS Blue 549 or a 4-color match when printed in color, or black for non-color reproductions. The logo may also be reversed (printed in white on a black or colored background) when appropriate.

The Short Forms

Three shortened forms have been approved for use after the full name has been mentioned. They are:

“Air & Waste Management”
(dropping “Association”)

“The Association” (using a capital “A”)

The acronym “A&WMA”, to be used when the forms above appear unwieldy or lead to miscommunication.



The circle element may be positioned to the left of the name when design space is limited (shown right). In this case, the line of the horizon in the circle element is used as the centerline for the two lines of type of the name: “Air & Waste Management” first then “Association” on the next line. The diamond and year mark may be removed.

Letterhead Usage

The following examples contain specific information on placement, color reproduction, and address locations if you wish to print your own letterhead. (Each item below has a sample in the Appendix.)

Standard Letterhead - The complete logo, printed in color (PMS 549), appears at the upper right-hand corner of the letterhead. The lower right-hand corner contains the first class mail address and the phone and fax numbers.

Typeface Selection

The Palatino typeface family has been chosen to represent the Air & Waste Management Association's identity. Palatino is a serif face that captures a traditional feel with a clean, easily understood look. The typeface works very well in balancing the circle of the logo, and it brings stability to the entire design.

The name and year mark statement in the logo may never appear in any typeface other than Palatino. Times New Roman may be used in place of Palatino (when not available) in all other word documents and communications.

Executive Letterhead - Executive letterhead is printed exactly as the standard letterhead along with the executive's name and title in the upper left-hand corner. In the case of Board officers, a reply address is added under the title.

Council Letterhead - Each council has its own letterhead. The logo, Association name, diamond element, and address are printed in black and in the same position as the standard letterhead (see Appendix). However, the year mark line "Since 1907" is replaced with the council name printed in the council's specific color:

- A. Technical Council: PMS 492 (rust)
- B. Sections & Chapters Council: PMS 131 (gold)
- C. Education Council: PMS 342 (green)
- D. Environmental Commerce Council: (lilac)

Committee Letterhead - For committees of the Technical and Education Council, the Council name is replaced with the appropriate Committee name, printed in the color of the respective council.

Example:

For any Technical Council Coordinating Committee, "Technical Council" is replaced with the appropriate committee name and is printed in PMS 492.

Section and Chapter Letterhead - Section and Chapter stationery (bearing the Association name, logo, and the name of the Section or Chapter only) may be printed locally providing the rules in this manual are followed.

In all cases, the Section or Chapter name should replace the year mark and should be printed in PMS 131. For example, the proper

presentation would be “Midwest Section” or “Old Dominion Chapter” (line one) “South Atlantic States Section” (line two) instead of “Since 1907” The chapter name must include the section in which it is located.

Individual Sections and Chapters logos can be placed on the left side of the stationery with the Association’s logo on the right side of the page (see the “Other Logos” in the margin). The upper left corner of the Section or Chapter logo should fall on the margins one (1) inch from both the top and left-hand side of the page.

There are two opportunities for stationery with officers’ names and addresses:

- 1) They may be printed in 8-point Palatino or Times New Roman type down the left-hand side of the page under the Section or Chapter logo, or
- 2) They may be printed in 8-point Palatino or Times New Roman across the bottom of the sheet. In this second option, it is recommended that the Association address lines be dropped to avoid confusion and to provide room for more names.

Paper Stock

White recycled paper is the preferred stock for the Association’s stationery. Its clean appearance, excellent reproduction qualities and recycled properties make it a natural choice for representing a pure, safe environment.

In keeping with the mission and objectives of the Association, recycled stock is used for any letterhead, promotional piece, newsletter, or other project related to or bearing the logo of the Air & Waste Management Association.



AIR & WASTE MANAGEMENT
ASSOCIATION

Old Dominion Chapter
South Atlantic States Section

Other Logos

Although it is not recommended, individual Section and Chapter logos may be used in conjunction with the Association logo as long as they are separated and appropriate. They should not overlap or in any way distort the Association logo. The Association’s logo must always appear when using any other logo.

Business Cards



**AIR & WASTE MANAGEMENT
ASSOCIATION**

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The *Mission* of A&WMA is to assist in the professional development and critical environmental decision making of our members to benefit society.

The *Purpose* of A&WMA is to enhance environmental knowledge and provide quality information on which to base environmental decisions.



**AIR & WASTE MANAGEMENT
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Letterhead

