



BRANDING

for Local Sections

WHY WE ARE EVOLVING

For 80 years, the American Industrial Hygiene Association has served those who are dedicated to keeping workplaces safe and healthy. But today, our services and support extend to professionals beyond the traditional industrial hygiene realm. For that reason, we wanted to create a new, forward-looking AIHA that is more reflective of our members—and that is more diverse, more responsive, and best positioned us for growth in the years ahead.

OUR LOGO



While a brand is far more than a logo, a new logo is often the most notable aspect of any rebranding effort.

The new AIHA logo is made up of multiple elements coming together to form a whole—much like our membership. These four elements speak to the four phases of the exposure assessment strategy: anticipation, recognition, evaluation, and control. Beyond that, the logo represents continuous improvement, something that we aspire to every day in the work we do.

AIHA'S NEW LOGO AND IMPACT ON LOCAL SECTIONS

Although not required, AIHA has developed logos for each of the AIHA Local and Student Local Sections and strongly recommends the one national provides.

If your local section logo has a special element to its design, AIHA is happy to help incorporate that element into a newly stylized Local Section logo upon request. Please see p. 10 for contact information of the AIHA Marketing Department.

SPECIAL NOTE: Local sections that currently have some part of the old AIHA logo in their logo will need to update their logo. Local Sections **MUST NOT** keep their logos if they have any portion of the old AIHA logo in it.

Examples



OUR NAME

Our name is not a radical departure from our old one; in fact, we are building on its legacy. We have shortened our name to nod to our history while opening a door to our future. Though our name will legally remain American Industrial Hygiene Association, moving forward, we will now be known just as **AIHA**.

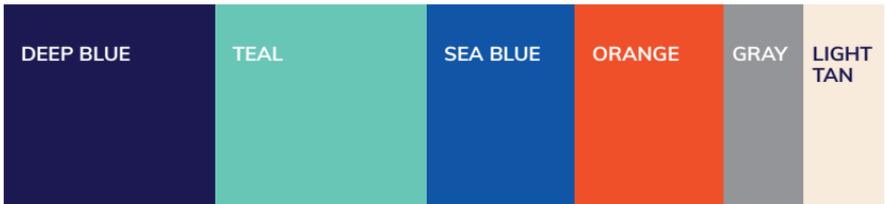
OUR TAGLINE

Our tagline is a reflection of our positioning statement and our vision. It is the simple summation of what we strive for as an organization.

HEALTHIER WORKPLACES | A HEALTHIER WORLD

OUR COLORS

Our color palette is an evolution of our previous palette, yet is now fresher and more youthful. Deep blue speaks to our professionalism while teal adds a burst of energy. Sea blue, orange, gray, and light tan provide our visual identity with depth. **NOTE: The primary AIHA logo can only be depicted in the 2 primary colors: Deep Blue and Teal. Sea Blue, Orange, Gray and Light Tan are meant for highlighting text and for design elements.**



MISSION & VISION

Our mission statement defines who we are and why we exist. It gives us something to work towards on a daily basis.

Empowering those who apply scientific knowledge to protect all workers from occupational hazards.

Our vision statement acts as an internal compass, expressing what we hope to be the end result if we continue to successfully fulfill our organization's mission.

A world where all workers are healthy and safe.

POSITIONING STATEMENT

Internally, our new positioning statement is the most important part of our renewed brand. It inspires how we act as an organization—and even the various creative elements in this book. It provides a way for us to publicly communicate about and promote the AIHA brand.

WHO ARE WE?

AIHA is a **forward-looking steward** for occupational health and safety professionals.

WHAT DO WE DO?

We advance the profession by **producing educational resources** for members, **connecting current and future industry leaders**, and **promoting the value** of their practice to corporations and the general public.

WHY DOES IT MATTER?

Supporting the professional growth of our members protects the health and safety of workers, businesses, and the general public.

PERSONALITY TRAITS

SUPPORTIVE

From elementary school students to legacy members, we offer encouragement and help to all those in the OHS professions. We exist to serve our members, and are constantly searching for new ways in which we might do so.

EXPERT

We are the authority on all things regarding the occupational health and safety profession. We wear our prowess proudly, and use that knowledge to better protect people and the environment.

RIGOROUS

The nature of our profession demands that we pay attention to every detail, leaving no box unchecked. We take the same approach with our members, making the utmost effort to give them the most complete membership experience possible.

INCLUSIVE

We know we are stronger when knowledge is shared among people coming from many places. That's why we believe in welcoming members from diverse backgrounds and across our allied professions.

FAQs

WHY ARE WE REBRANDING?

For years now, the term “industrial hygienist” has failed to capture the many responsibilities of today’s occupational health and safety professional. A vibrant, contemporary brand will reflect who we are now and help us better attract younger occupational health and safety professionals.

WHAT HAS THE PROCESS BEEN?

The process has been collaborative, rigorous, and scientific. All our decisions were made with input from AIHA members, from naming to logo to strategic positioning and beyond.

WHY IS THIS THE RIGHT LOGO FOR AIHA?

After the input from AIHA members, research helped us determine the final logo. Suggestions from hundreds of AIHA members steered the design of this logo. It is evidence-based and rooted in research.

WHAT DOES THIS MEAN FOR ME?

Each of us is an AIHA brand ambassador, and as such, we need to become acquainted with the various elements of the rebrand. In the months to come you will help usher the new brand in, conversing with members and answering questions when necessary. It’s everyone’s role to ensure that our new brand is understood by all our members—this will help generate the crucial excitement and momentum that AIHA needs.

DOES MY LOCAL SECTION NEED TO CHANGE ITS BRANDING NOW THAT AIHA NATIONAL HAS CHANGED?

Local and student local sections are NOT required to change their logos unless:

- your current local section logo contains any part of AIHA’s old logo in it;
- you were planning to change your local section’s logo and wanted to include any part of the old AIHA logo in it. In this instance, contact AIHA National for a hand to help you design your logo.

AIHA IN 2020

Starting this year, we are repositioning ourselves as the forward-looking steward for occupational health and safety professionals. Included in this shift is a new AIHA brand, some of which you see here. We are excited to introduce additional branding elements and communications plans to you in the months ahead, as we celebrate our 80th anniversary and look towards the future.

AIHA is the US association for occupational health and safety professionals who practice the science of anticipating, recognizing, evaluating and controlling workplace conditions that may cause injury or illness to workers.

For any questions regarding our brand introduction or accessing our new brand assets, please contact the AIHA marketing department.

SUE MARCHESE

Managing Director, Marketing and Communications
smarchese@aiha.org

3141 Fairview Park Drive, Suite 777
Falls Church, VA 22042

TEL: 703-846-0742
FAX: 703-207-3561

aiha.org