I want to present to you the concept developed by the AASHTO staff for a new logo design for AASHTO.

The AASHTO Strategic Plan in Objective 2C calls upon the association to “Develop a strategy to brand AASHTO as the definitive national voice for transportation. Develop communications and public relations strategies that include the state DOTs and industry and modal associations to elevate the recognition of AASHTO both within the industry as well as external to it.”

AASHTO is implementing that objective in several ways – the most visible is the major public relations effort we have put behind the celebration of the 50th Anniversary of the Interstate Highway System – and you will be hearing more about that tomorrow and Monday.

But at a more basic and internal level, we believe that it is important for the association to develop a more consistent public image for all our information and communications activities.
As you can see, AASHTO has had a variety of logos over the past 91 years. The most recent update occurred in 1976 when the association added “Transportation” to its name. And in 1994 we created a logo for the 90th anniversary of AASHTO.

Let me say here that as the Director of Publications as well as Communications, I have a deep appreciation for what the AASHTO seal represents in the world of engineering and technology. It is recognized worldwide. This year for example, we have had requests from China, Vietnam, Italy and Russia to permit the translation of our technical standards. And so we absolutely want to preserve that recognition.

We will retain the “seal” as part of the cover of our technical publications – such as the Green Book.

We will use the new logo, however, on policy documents and reports, stationery, PowerPoints etc.
AASHTO
Celebrating 90 Years
1914-2004

American Association of State Highway and Transportation Officials

AASHTO
The Voice of Transportation
But as you can also see from these examples, because over time we have come to use a variety of logos for different purposes, there is no single identifiable image for AASHTO.

So as we begin to develop our “brand” we wanted to take steps to ensure that all our communications materials are clear and consistent in format and look.

After we did a visual “audit” of our current materials, from web sites to Powerpoints, we developed a new design that we think accomplishes several goals.
Redesigning AASHTO’s Logo

- Modern
- Consistent
- Readable
- States our mission as “The Voice of Transportation”

We asked our design staff to develop a logo that would:
- Update our appearance
- Be applicable in many ways so that we can be consistent in using it;
- Be easily read and which would convey a feel of a scientific and educational organization; and
- Convey not only our name, but also our mission of being “The Voice of Transportation.”
This is the result.

We retained AASHTO’s traditional blue color.
We elongated the T to convey a sense that Transportation is our over-arching purpose, including all the states, including all the transportation modes.
Finally, we use the T to connect our name with our mission of being the voice of transportation.

I have distributed a few samples of how we might use this new design, and with your approval we will move to “launch” the new look at the AASHTO Annual Meeting in Portland.

Any questions?