April 24, 2006

Dear Mr. Sprnyczynatyk,

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.” Effective branding is a multi-faceted process, but one essential step is ensuring that every communication that is generated on behalf of the association contains a common visual image, from emails to web sites to policy manuals.

Like many of our member departments in recent years, AASHTO staff has developed a new logo for consideration by the AASHTO Executive Committee. It aims to convey a more modern image, while clearly identifying our mission and our foundation as a scientific and educational organization, known worldwide for engineering standards.

While we are striving to achieve a clear and updated logo to embody the association’s purpose, we are also aware that the traditional AASHTO seal has tremendous recognition in the engineering community. We do not want to lose the well-earned value of that seal for our technical publications. Consequently, we intend to use the new AASHTO logo on our communications information, including informational reports. However, we will maintain the use of the AASHTO seal for our technical standards and guidelines officially approved by the association through a balloting procedure.

We are pleased to provide to SCOH the proposed logo. As you see, the new typeface is easily read and connotes a straightforward, scientific feel. The expansion of the T in AASHTO signifies the broad umbrella of activities that we pursue, from standards development to policy development, across all the transportation modes. To maintain a tie with AASHTO tradition, we have retained the blue type that has long been our hallmark.

The new logo includes “the Voice of Transportation” as our tagline, so that our members and audience have no question regarding AASHTO’s mission and purpose. The new logo can be used with or
without this tagline. It is designed as a versatile element that could be used easily in any format, web or print, on paper or fabric.

The association’s graphic design staff has designed stationery, publication designs, PowerPoint templates, etc, samples of which are attached. With the approval of the Executive Committee, we plan to “roll-out” the new and unified look for AASHTO information and communications at the Annual Meeting in late October.

If you have any questions about the proposed change, please call Erin Grady at 202-624-5800, or email her at egrady@aashto.org. We look forward to working with you to continue to produce the excellent technical publications for which AASHTO is known.

Sincerely,

John Horsley
Executive Director
Redesigning AASHTO’s Logo

- Modern
- Consistent
- Readable
- Add tagline “The Voice of Transportation”
from the desk of

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