



# BRAND GUIDELINES

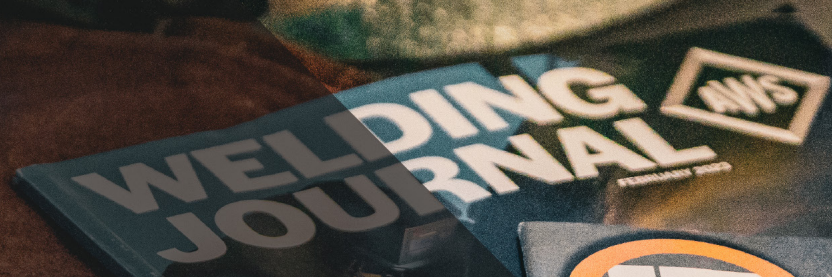
For Districts, Sections, and Student Chapters

2025

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# BRAND OVERVIEW



# BRAND OVERVIEW

## Positioning Statement and Value Proposition

The AWS Positioning Statement and Value Proposition address the ways in which we support both our members and our industry. They are the foundation of our marketing communications, detailing who we want to connect with, what we offer the industry, and the ways in which we do it.

### Positioning Statement



American Welding Society®

For those who weld, join, and cut materials, the **American Welding Society** is the **standard-bearing and educational organization** that facilitates **resource development and distribution** to **support the welding workforce** and ensure **safe, consistent manufacture or fabrication**.

### Value Proposition

#### RESOURCE DEVELOPMENT AND DISTRIBUTION:

We collaborate with volunteer subject matter experts throughout the welding, joining and cutting industries to evaluate and substantiate emerging technologies, which are then documented, published, standardized, and distributed.

#### WELDING WORKFORCE SUPPORT:

We support the global adoption and distribution of these practices through a comprehensive catalog of certifications, educational programming, and networking resources that meet the needs of all skill levels.

#### SAFE AND CONSISTENT PRACTICES/PRODUCTS:

These resources and practices provide reliable approaches and applications that enable individuals and organizations to transform their vision safely and successfully into their desired final outcome.





**STRATEGY & VOICE**



# STRATEGY & VOICE

Market research shows that our members fall into one of four career stages and have six broad needs. Since the welding community is so diverse, the tone for AWS communications is casual and conversational.

## Career Stage and Basic Needs

### Overview

Each Career Stage utilizes our products and services differently, so messaging should cater to their needs as appropriate.

The six needs are (alphabetically):

Access to Resources

Career Development and Advancement

Certification

Codes and Standards

Education and Training

Networking / Community Building.







**LOGO & IDENTITY**



# LOGO & IDENTITY

## AWS Logo Overview

This is the approved American Welding Society logo, reflecting a contemporary interpretation of the established AWS diamond insignia with modernized font. It should be used exactly as shown without editing or changing in any way. There are multiple parts to the logo as shown.

### Overview

This is the full logo representation for AWS. As we move to expand our reach we evolve our identity to match a variety of marketing mediums, and this often means evolving our image to fit new needs.

In the next few pages we will breakdown multiple logo variations and the different use-cases for each. The logo mark will be our primary branding image.

Note the Registered Mark “®”. This mark should almost always be in use, with very few exceptions where scale or the visual design may conflict.

### Logo Mark



### Word Mark

**American Welding Society®**



# LOGO & IDENTITY

## Proper Logo Use Guide

The minimum clear space is measured as the height and width of the letter W. The height of the letter W is defined as x. The width of the letter W is defined as y. The minimum clear space above and below the logo is x. The minimum clear space on the right or left of the logo is y. Try to maximize clear space whenever possible.

### What to Consider

Follow the guidelines as listed on the Approved Variations page

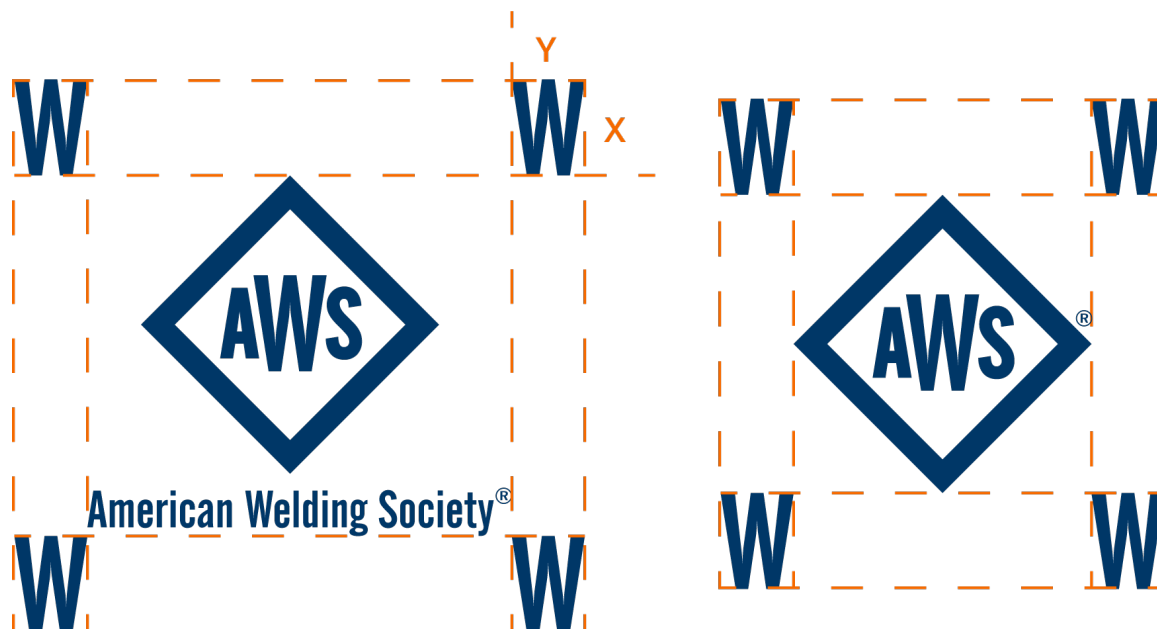
Prioritize single-color renditions when possible

Decide method of Transference: screen print, embroider, paint, engrave  
Minimize clutter around the logo.

Maximize contrast.

Give more room to breathe at smaller scales.

Remove the word mark at small scale.





# LOGO & IDENTITY

These are the approved renditions of the corporate AWS Logo, and the only variations and color combinations that are to be used (with the exception of District/Section and Industry Partner logos). In almost all cases, we should prioritize the blue logo on white background.

## Approved Logo Variations

### Logo Mark



### Full Logo



American Welding Society®



American Welding Society®



American Welding Society®

### Horizontal Logo



American Welding Society®



American Welding Society®



American Welding Society®

### District/Section Logos



American Welding Society®  
ATLANTA SECTION



American Welding Society®  
ATLANTA SECTION

### Merchandise Usage

For AWS products and merchandising, we have an alternative rendition with a 30% reduction to our logo mark size. This may be used with smaller scale product prints such as shirt emblems, branded cups, etc. where the logo and text need to be closer in size to be readable.



American Welding Society®



American Welding Society®



American Welding Society®



American Welding Society®



# LOGO & IDENTITY

This page illustrates a series of changes to the AWS Logo which are not allowed.

## Unacceptable Logo Use

### Unacceptable AWS Logo Use

The AWS Logo must not be distorted, and a shadow cannot be applied. Its shape must always be maintained and the ratio between elements must not be modified.

The AWS Logo must not be used over any non-approved colored backgrounds, or photographic backgrounds that do not provide adequate contrast.

The AWS Logo must never be recolored or screened back in an illegible manner that infringes on its clearspace.

**Don't warp the logo.**



**Don't stretch the logo.**



**Don't add visual effects.**



**Don't rotate the logo.**



**Don't rearrange the logo.**



**Don't change the scale.**



**Don't use the logo without sufficient contrast.**



**Don't use non-brand colors.**



**Don't use logo with non-brand colored backgrounds.**







# TYPOGRAPHY



# TYPOGRAPHY

Primary: Helvetica Neue Condensed

The approved font for all AWS marketing and communications content is Helvetica Neue Condensed. Acceptable variations are shown below. This font should be used in headlines and callouts almost exclusively. Always in all caps, it is our most eye catching typeface to lead our text content. Use the oblique sparingly, mainly for callouts.

## Uses

- Headlines
- Callouts

## Styles

- Condensed Black (Oblique)
- Condensed Bold (Oblique)
- Condensed Regular (Oblique)

## Platforms

- Web
- Digital

Black Condensed style should be used in large type headlines. It should be the highest priority text.

Bold Condensed style should be used as a headline in content with medium type size, or as a subhead.

Condensed should be used in callouts and small type size.

## HELVETICA NEUE 97 BLACK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

## HELVETICA NEUE 77 BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()

## HELVETICA NEUE 57 CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()



# TYPOGRAPHY

Arial is an open source and commonly available typeface across various web applications. This is the ideal typeface to use for email, social media posts, Microsoft Office suite documentation, and other programs without easily accessible typeface customization.

## Secondary: Arial

### Uses

- Email
- Signatures
- Social Media Posts

### Styles

- Arial Bold Italic
- Arial Bold
- Arial Italic
- Arial

### Platforms

- Online Digital

Arial is a default sans serif typeface on a variety of applications and should be used over the roman typeface, Times New Roman, for digital use cases.

## Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

## Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
® 1234567890!@#\$%^&\*()

# TYPOGRAPHY

## Layout Examples

Here's an example of a well-balanced layout with headers, subheads and copy. Note the typeface, scale, capitalization, line spacing and letter spacing when developing copy. Follow the grid and keep header and body balanced. Note how color is used to emphasize impact words in the header.

## UPCOMING EVENTS

### Inspection Expo & Conference

Tur? Quid es es etur? Facit, conse cum et dolupie nestibus esed eum nonesci ratquatio. Acepuda ndaerum ut moluptat aut laut faccatiisto ex eume plani dolutes sinum con nos molupta turibusant odisseque ipiciae rempossi omnis ea quam aut volesti utest omnis mod milibus andenihiacia comninin possini magnitates et pedit, explani aut ium ipidebis maximet mod qui natatis eum ad que quasper ibust, cus simus ipiet dolor aliquides deligenem aut repedis serrovit incte volorit et fugit

### Welding Summit

Tur? Quid es es etur? Facit, conse cum et dolupie nestibus esed eum nonesci ratquatio. Acepuda ndaerum ut moluptat aut laut faccatiisto ex eume plani dolutes sinum con nos molupta turibusant odisseque ipiciae rempossi omnis ea quam aut volesti utest omnis mod milibus andenihiacia comninin possini magnitates et pedit, explani aut ium ipidebis maximet mod qui natatis eum ad que quasper ibust, cus

## IN-PERSON OR VIRTUAL TRAINING RESOURCES TO HELP YOU SUCCEED

Ut eosam fugiam es alis dolese volendu cidigen disinulparum etum faccus dolupta tiamusdae perioreriam ne dit proreri beaquossit etur, con et dolorei untinveni consedi natum, vent. Laccume nimolorrorro tem faccus eos aut que volessequunt et quistesti conse lat id ma doloriam, odis net officae ratatum quatus nimi, aruntis enim in repeliquiae optia doluptat. Rae deriandiae pra con et velignimi, inciis magnim sundignihit



# TYPOGRAPHY

Below are examples of how to arrange Headers and Subheads. We want to exude youthfulness and adventurousness without losing our connection to tradition. We are modern and bold. We use the grid as our anchor to help guide the reader.

## Headline and Call to Action Variations



# 2024 SHIPBUILDING & ALUMINUM CONFERENCE

JUNE 4 – 6 | NORFOLK, VA

Discover innovations in aluminum and shipbuilding, along with cutting-edge research guided by industry experts. Learn about the unique properties of aluminum, a powerful manufacturing material that presents welding challenges. Discover the crucial role of welding in commercial and Navy shipbuilding and gain insights into emerging technologies and materials shaping the industry. Register now to gain fresh knowledge, master new techniques, and earn PDHs.

**What You'll Learn**

Explore the dual focus of our conference through our two distinct tracks: shipbuilding and aluminum. Each track is designed to provide specialized insights and expertise relevant to its respective field.

Aluminum	Shipbuilding
Welding aluminum poses distinct challenges for professionals at all experience levels. As aluminum use becomes more widespread in the industry, welders, welding engineers, and production staff must apply practical methods and stay informed about emerging technologies for future implementation.	Explore the forefront of shipbuilding innovation. This track will present emerging technologies and materials developed and qualified for commercial and Navy shipbuilding use. This track benefits designers, engineers, fabricators, and suppliers seeking ways to elevate their innovation and competitiveness in the shipbuilding industry.

**Register today** for either the Shipbuilding or Aluminum Sessions. Or you can attend both for the best value.

Not a member? Join AWS today for even more savings on AWS products, including conferences and events. Visit [aws.org/membership](https://aws.org/membership) for more information.

Stay Connected  
aws.org



## STAINLESS STEEL CODE-BASED WELDING WORKSHOP

Davis Technical College, UT | August 27-29





**JIM GREER**  
Professor  
Moraine Valley Community College  
Mechanical Technology's Department



August 27-29  
Davis Technical College, UT

## STAINLESS STEEL CODE-BASED WELDING WORKSHOP

**REGISTER NOW**



Explore the latest research and emerging technologies shaping the industry.

# SHIPBUILDING AND ALUMINUM CONFERENCE





# COLOR PALETTES





# COLOR PALETTES

## Overview

An updated color palette for multiple media usage is vital to remaining relevant and modern within the branding landscape. With the launch of our new website and our expanding digital offerings we needed to assure we could offer clarity and readability with a unique visual identity.

These are the selected colors for the AWS brand. We maintain a hierarchy of brand identity with our color choices and it is important to know when to use each hue.

Our Primary colors remain the traditional navy blue hues combined with a darker shade of grey and lighter tone of grey. These are our tried and true AWS brand colors and should take priority.

Secondary colors are solid black and white which we use for contrast and monochrome or greyscale projects.

Finally, our accent colors are two shades each of orange and blue. These serve to highlight or create hierarchy in text, create noteworthy sight guides to draw the viewer's eye, designate interactable web elements, and more.

In the next sections we will provide more details on each color.

### Primary Colors

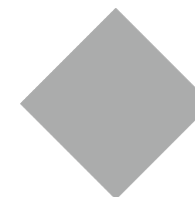
- Main Logo
- Backgrounds
- Products
- Body Text
- Header
- Subheader



PANTONE® 540 C/U  
CMYK 100 55 0 55  
RGB 0 55 103  
HEX #003767



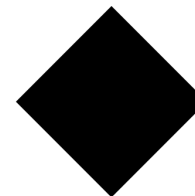
PANTONE® 424 C/U  
CMYK 55 45 45 15  
RGB 114 117 117  
HEX #727575



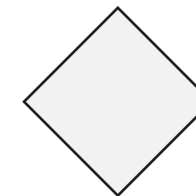
PANTONE® 424 C/U 60%  
CMYK 33 27 27 9  
RGB 171 172 172  
HEX #ABACAC

### Secondary Colors

- Body Text
- Header Text
- Subhead Text
- Impact Text
- Overlay
- Elements
- Background
- Elements



CMYK 0 0 0 0  
RGB 255 255 255  
HEX #FFFFFF



CMYK 100 100 100 100  
RGB 0 0 0  
HEX #000000



CMYK 100 83 45 52  
RGB 0 34 64  
HEX #002240

### Accent Colors

- Header Text
- Subhead Text
- Impact Text
- Highlights
- Visual Markings
- Web Design
- Elements



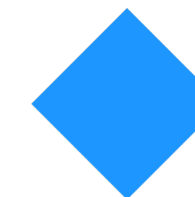
CMYK 0 55 88 0  
RGB 255 140 50  
HEX #FF8C32



CMYK 70 37 0 0  
RGB 29 150 255  
HEX #1D96FF

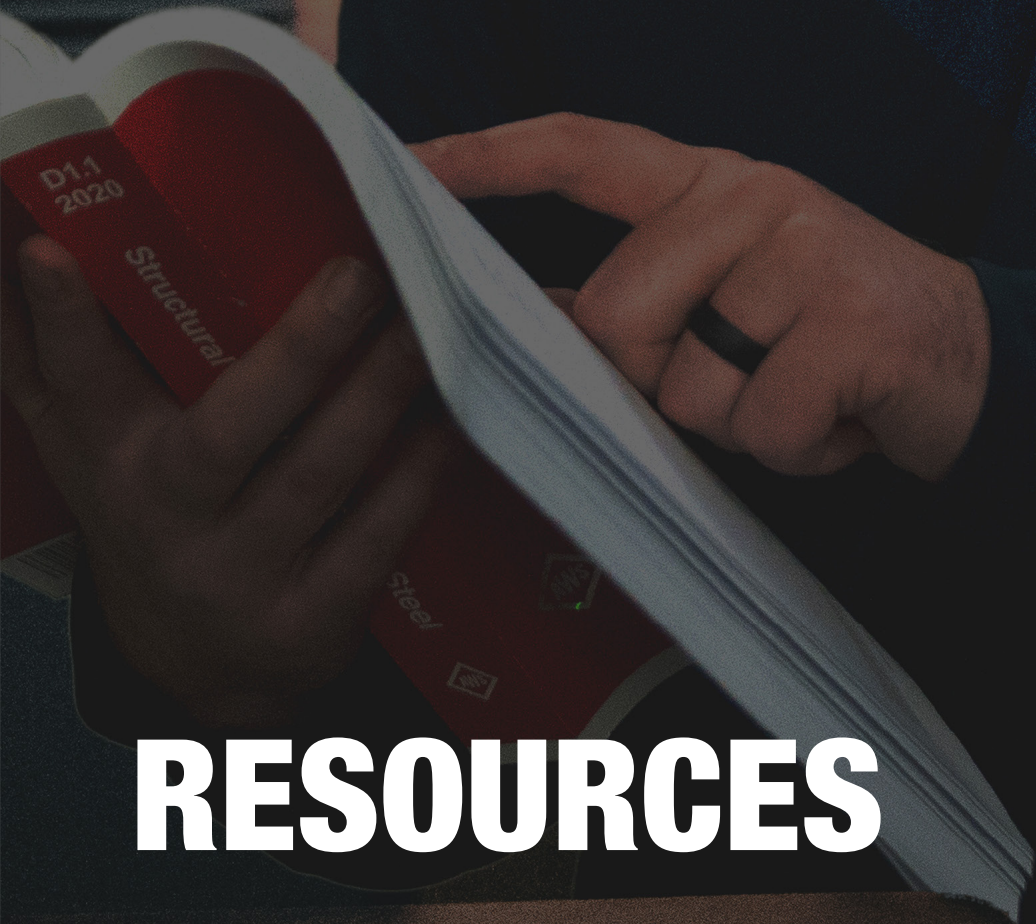


CMYK 0 72 100 0  
RGB 245 106 0  
HEX #F56A00



CMYK 78 49 0 0  
RGB 0 127 239  
HEX #007FEF





# RESOURCES



# RESOURCES

This section contains a series of sample marketing resources to use and inspire future designs. This is not all-inclusive, it is meant to be a guide for style and layout. Use these as starting points for new ideas.

## Email Signature and Large Format Printing

### Signature Standards

It is essential that the AWS team is in full compliance with the email template that is available to them.

Section Name:

ALTERNATE GOTHIC2 BT 18PT

Content:

Helvetica Neue 57 Condensed 12pt

### Signature Template



### Things to Consider for Large Print

These are large scale, often over a meter tall. Consider image resolution and type size, as well as position of text relative to the viewer's eye-line.

### Large Print Samples



Banner



Backdrop

# RESOURCES

This section contains a series of sample marketing resources to use and inspire future designs. This is not all-inclusive, it is meant to be a guide for style and layout. Use these as starting points for new ideas.

## Product and Merchandise

### Things to Consider

Use reduced logo mark rendition.  
Use contrasting corporate colors.



American Welding Society®



American Welding Society®





# RESOURCES

This section contains a series of sample marketing resources to use and inspire future designs. This is not all-inclusive, it is meant to be a guide for style and layout. Use these as starting points for new ideas.

## PowerPoint Templates

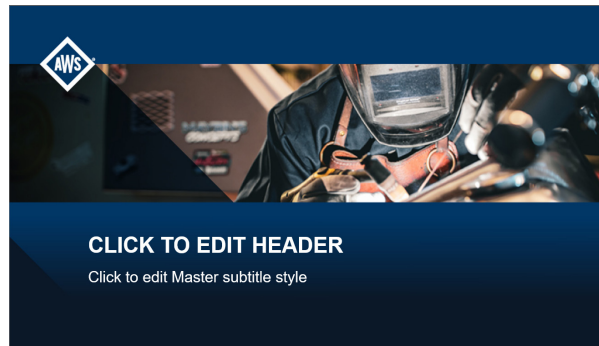
### Standard Template

Standard PowerPoint template with a 4:3 aspect ratio. If showing a PowerPoint presentation on an iPad, or tablet.



### Widescreen Template

Widescreen PowerPoint template with a 16:9 aspect ratio. If showing a PowerPoint presentation on laptops or widescreen TV monitors.





**American Welding Society<sup>®</sup>**

The American Welding Society is the worldwide authority in the development of standards, certifications and educational programming for the welding community. We are committed to connecting the welding industry to our extensive collection of resources, informing our members of technological advancements, and developing the next generation of welding professionals.