



## Branding Guidelines

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***Build***  
***Momentum***

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# Brand Manifesto

**At AEM we harness the collective power of the world's construction and agricultural equipment manufacturers. We provide one clear voice for the industry. We host the premier trade shows that usher in each new chapter in heavy equipment. We aggregate market data and share it with our members for greater collective intelligence. We advocate on behalf of the equipment manufacturers to make sure the industry's best interests are always clearly understood and central to all policy decisions. We promote safety in every corner of our industry to ensure that all of those who work on and around our equipment come home safely each night.**

**We promote networking to tighten the personal and professional connections and increase collaboration between the best minds in equipment manufacturing. Which ensures that our best ideas are amplified. Because together we don't just build equipment.**

**We Build Momentum.**

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# Brand Personality

**Our brand personality is how we express ourselves and our story to our audience, and helps us retain consistency in how we are perceived. It is composed of three key traits that are authentic to who we are, and encompass our most powerful attributes. By following these, we can ensure our message has the greatest impact and resonance with our audience.**

## Collaborative

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AEM has no success without member success. That's why we are collaborative to the core. We exist to work with our members to develop programs, plans and opportunities that benefit the good of all members. We advocate on behalf of the entire industry.

## Driven

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We work tirelessly for the good of our industry. We continuously push to do large and difficult things. Like put on premier industry trade shows. We spot and share trends affecting the industry. And we are constantly looking for win-win outcomes for our members and the industry as a whole.

## Trustworthy

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Trust is the only reason AEM works. Members trust AEM with their sensitive and confidential data. They trust AEM to work for the good of the entire industry, without picking favorites.

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# Brand Pillars

**Our brand pillars are the foundational elements of our brand's story.**

**Each highlights a different facet of who we are and what we represent to our members and industry partners.**

**The brand personality traits outlined on the previous page will help you craft language around these pillars that feels consistent with our brand and positioning.**

## Advocacy

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**Advocates** for policies that move the equipment manufacturing industry forward and drive growth for our member companies.

## Market Share Statistics

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**Provides** participating members with proprietary market data to benchmark and plan for growth.

## Safety & Product Leadership

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**Grows** market access through safety, sustainability and shared solutions.

## Trade Shows+

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**Connect** with customers to grow brand awareness and generate sales leads.

## Business Intelligence

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**Delivers** economic data and actionable insights for growth.

## Education & Events

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**Presents** expert knowledge and networking opportunities to help members adapt and prepare for future growth. Annual Conference, Product Safety & Compliance Seminar, Member Education Webinar Series, and Exhibitor Education are the core offerings.

## Workforce Solutions

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**Advances** initiatives to grow and retain a strong industry workforce.



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# Brand Elements

**In addition to our logos, tagline, and brand personality, the correct usage of brand elements is key to maintaining a consistent, recognizable presence. The following pages outline this suite of tools, including our color palette, fonts, photography style and graphic accents, as well as parameters for their use.**

## Our Logo

As an organization, our mission is clear. Now, our logo reflects that clarity visually, with a bold, modern presence that is unmistakable at even its smallest size. This new streamlined design also incorporates a bright red, 3-part mark we call the Momentum Arrow. It symbolizes our commitment to the momentum and upward movement of our entire industry.

**AEM** 

## Our Tagline

Our tagline, **We Build Momentum**, summarizes our mission to promote, collaborate with, and advocate for our members and the industries we represent.

***We Build Momentum***

## Logo Suite

The following marks comprise the AEM logo suite. They are designed to allow for flexibility when creating a variety of communications. By adhering to their rules for use, we can ensure a consistent, recognizable presence, regardless of placement.



### Preferred Logo

The preferred logo includes our full name. Use this arrangement in all instances where it will appear larger than 1.75 inches.

### Alternate Logo

Our alternate logo can be used in placements where it will be seen by those already familiar with AEM.

### Secondary Use Logo

Our secondary use logo is the one to choose when usage is less than 1.75 inches.

## Logo and Tagline Pairing

The tagline can be paired with the logo, included in text, or used as a graphic element. When pairing with the logo, italic (initial caps) is the preferred styling. When used as text or as a page header the tagline may be used in a regular face.



## Using the Logo on Backgrounds

The AEM logo is a strong mark and holds up well across most media. Place the logo on a white or solid background whenever possible. If you need to place the logo over a photo be sure there is enough contrast and the logo remains readable.



## Logo Suite — Available Colors

Look first to use the logo in full color — gray letters with red Momentum Arrow. When full color isn't an option, or if you need to reverse the logo for contrast, use the color arrangements seen in the samples below.



**Preferred Color**  
Gray and Red



**Alternate Color**  
White and Red



**Alternate Color**  
White and Gray



**Alternate Color**  
Black and Gray

## Logo Size and Spacing

The AEM logo looks great large and small. Whether you are using the main logo with our full name or the alternate logo, be sure to include enough clear space around it. Use the red Momentum Arrow as a measuring guide to establish a minimum amount of white space. There are exceptions to the clear space rule, where the mark may be used as a super graphic. In these instances, seek approval from the Marketing Director.

### Clear Space

Whether working with the preferred or alternate logo, use the mark (the 3-part Momentum Arrow) as a guide for establishing clear space around the logo.



### Alternate Logo Preferred Smallest Use

The minimum preferred size is 3/4 inch. For imprints like writing pens and wristwatches, the logo may be shrunk to 1/2 inch.





## Primary Font

Neue Haas Grotesk Display Pro is the primary AEM font. It is a san serif font that has a touch of flair. It pairs nicely with the boldness of the logo. Neue Haas Grotesk is an Adobe font that can be synced for use in print and digital media. Several weights of the font are available to help you create dynamic marketing pieces. The Office equivalent to Neue Haas is Arial. **The preferred minimum for text is 11 pt.**

# Neue Haas

Neue Haas Grotesk Thin

Neue Haas Grotesk Roman

**Neue Haas Grotesk Black**

abcdefghijklmnop  
qrstuvwxyz

Neue Haas Grotesk Extra Light

**Neue Haas Grotesk Medium**

0123456789  
!@#\$%&\*?()

Neue Haas Grotesk Light

**Neue Haas Grotesk Bold**

ABCDEFGHIJK  
LMNOPQRST  
UVWXYZ

## Brand Colors

The AEM color palette consists of primary colors and accent colors. The palette is a combination of brights and neutrals. Red is a powerful color — use it to highlight and create impact but take care not to overwhelm your materials.

<b>Pantone® Red 032</b> rgb 239 51 64 html EF3340 cmyk 0 86 63 0	<b>Pantone® Cool Gray 9</b> rgb 117 120 123 html 75787B cmyk 30 22 17 57	<b>Pantone® Cool Gray 11</b> rgb 83 86 90 html 53565A cmyk 44 34 22 77	<b>Pantone® Cool Gray 6</b> rgb 167 168 170 html A7A8AA cmyk 16 11 11 27	<b>Pantone® Cool Gray 1</b> rgb 217 217 214 html D9D9D6 cmyk 4 2 4 8	<b>Black</b> <b>Pantone® 7684</b> rgb 56 94 157 html 385E9D cmyk 90 64 0 0
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### Primary Colors

Use red, gray (and white) for the main colors in marketing materials.

### Secondary Colors

Use black and blue in small amounts or as highlighting accents.

## Trade Show Logos

AEM trade show logos should follow the order listed below, when used as a complete set.

1. CONEXPO-CON/AGG



2. The Utility Expo, formerly known as ICUEE



3. Commodity Classic



4. World of Asphalt



5. bauma CONEXPO Africa



6. bauma CONEXPO India



**Thank you for creating materials that comply with this style guide. If you have any questions, or would like to discuss specifics about your project, please contact Shahree Douglas or Marie Wittig.**

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