

AOE PORTFOLIO

MARKETING DESIGN

ABOUT AOE



With roots dating back to the early 1990s, Advancing Organizational Excellence (AOE) is an association management, event planning and marketing consulting firm with unique expertise in the design and construction industry.

Our 80-plus team members have experience in all aspects of business in this industry, ranging from strategic planning and operations to membership, marketing, certification, training, code advocacy and adoption and more.

AOE is committed to providing best-in-class services and putting our profits right back into the industries we serve. When you hire AOE, you invest in yourself, and you invest in your industry.

WHAT IS MARKETING DESIGN?

Marketing design is the use of graphic design to help attract new customers, reinforce a brand's visual identity, educate clients and customers about services and products, or convey an organization's message to their target audience. There is a lot of overlap with other areas of design, such as advertising, publications and brand identity, as designs are often used for multiple purposes. In this portfolio, you will find social media graphics, infographics, postcards, illustrations for t-shirts and stickers, and other visuals used for marketing efforts.

CLIENTS FEATURED IN THIS PORTFOLIO

- [American Concrete Pavement Association \(ACPA\)](#)
- [Concrete Industry Management \(CIM\)](#)
- [Great Lakes Cement Promotion Council \(GLCPC\)](#)
- [Heidelberg Materials](#)
- [Parker LORD](#)
- [Rieck Services](#)
- [Stream and Wetlands Foundation](#)



Podcast Cover Image

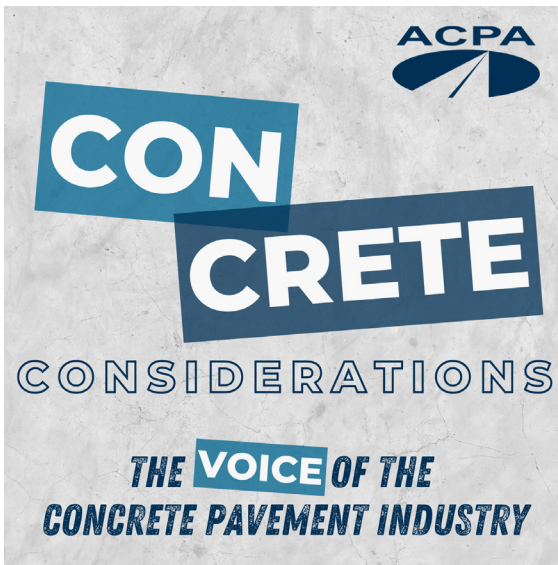
Promoting a New Podcast on Spotify

THE CLIENT

Founded in 1963, the American Concrete Pavement Association (ACPA) is the world's largest trade association that exclusively represents the interests of those involved with the design, construction, and preservation of concrete pavements.

PROJECT OVERVIEW

After updating their strategic plan in 2022, ACPA announced the launch of “Concrete Considerations”, a podcast focusing on the market and economic forces impacting the pavement industry, advocacy updates, education, and technical leadership. Each episode has a guest speaker that discusses a wide range of topics, including legislative issues, concrete pavement design and construction trends, sustainability and resilience, equipment and manufacturing, industry shows and conventions, and other subjects that the podcast's target audience would find valuable. They asked AOE to create an eye-catching cover image that would be used to promote the podcast on Spotify.



Hardhat Stickers

Industry Event Giveaways

THE CLIENT

Founded in 1963, the American Concrete Pavement Association (ACPA) is the world's largest trade association that exclusively represents the interests of those involved with the design, construction, and preservation of concrete pavements.

PROJECT OVERVIEW

ACPA approached AOE with a request for hardhat stickers that could be distributed at industry events and given to association members. AOE provided two designs that have been popular enough to require ACPA to place additional orders for more stickers.



Postcard and Bookmark

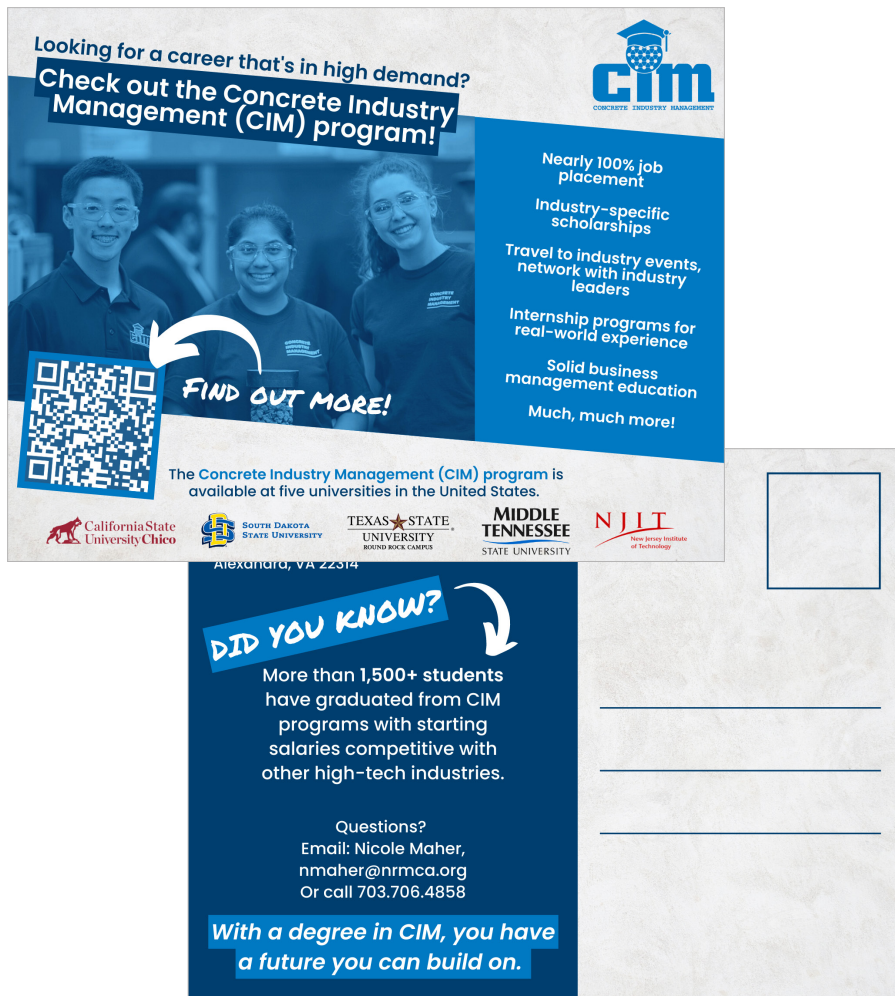
Reaching out to Potential Students

THE CLIENT

The Concrete Industry Management (CIM) Program is a business-intensive program that awards students with a four-year Bachelor of Science degree in Concrete Industry Management. The program is supported by industry members and an Annual Auction held each January during World of Concrete in Las Vegas.

PROJECT OVERVIEW

To draw attention to the post-graduation opportunities the CIM program offers, CIM annually sends a postcard and bookmark to parents of high school students nearing graduation. The postcard outlines the many benefits of the program and invites parents and students to learn more by reaching out or scanning a QR code, while the bookmark promotes the value of the program. After years of using the same design, CIM turned to AOE to reimagine how these two pieces look; AOE's redesign resulted in a more eye-catching and modern way for CIM to share their message with prospective students.



Save the Date Graphic

Promoting a Refreshed Association Event

THE CLIENT

The Great Lakes Cement Promotion Council, Inc. (GLCPC) is a Michigan nonprofit corporation that promotes the use of portland and masonry cements and concrete products. The association is managed by AOE.

PROJECT OVERVIEW

After renewed efforts to boost membership and association activities led to an AOE-designed brand refresh, GLCPC asked AOE to apply the new color palette, fonts and design elements to a social media “save the date” graphic for the association’s first Promotion Summit after their rebranding. Using the updated visual identity, AOE also incorporated photos of iconic cities from GLCPC member states to help attendees feel connected to the revitalized association. Once the final design was selected, it was used across GLCPC’s social media platforms and served as the foundation for additional event materials.



Office Display Screens

Introducing a Rebrand to Employees

THE CLIENT

Heidelberg Materials is one of the world's largest integrated manufacturers of building materials and solutions with leading market positions in cement, aggregates, and ready-mixed concrete. They are represented in over 50 countries with more than 51,000 employees at almost 3,000 sites.

PROJECT OVERVIEW

In 2023, HeidelbergCement, Lehigh Hanson and other domestic and international subsidiaries of Heidelberg in North America were rebranded as Heidelberg Materials. Because of the significant size and complexity of the transition, Heidelberg Materials asked AOE to create lock screens using the new brand colors, fonts, icons and logo to display in its North America offices, providing employees with quick and simple answers to any questions or concerns they might have.



Informational Diagrams

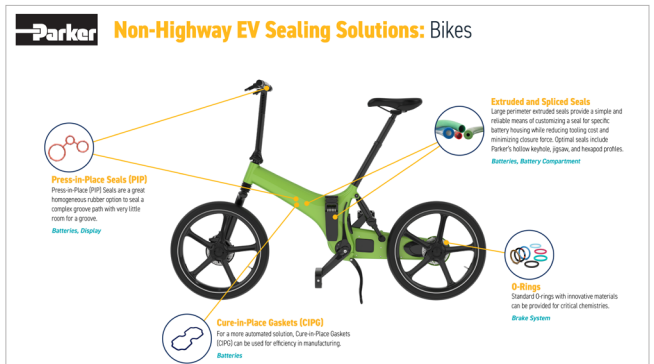
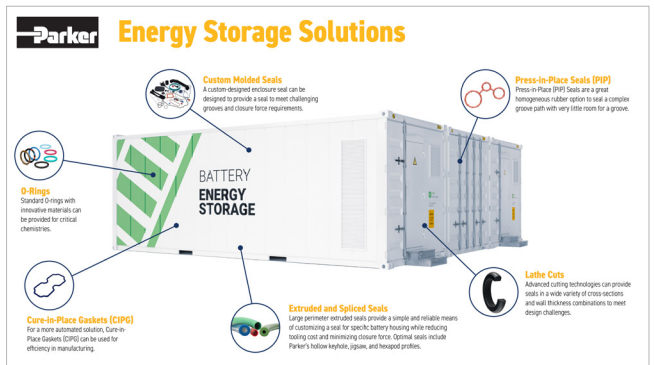
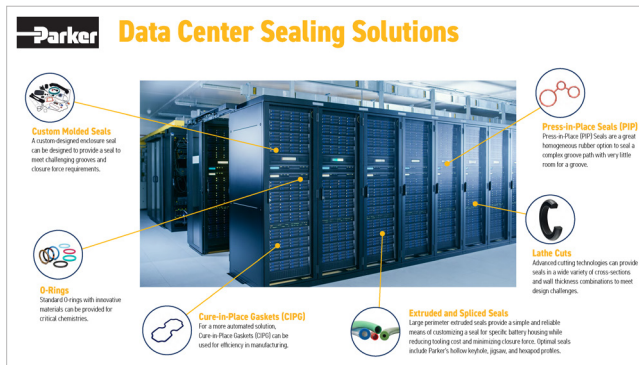
Showcasing Product Versatility

THE CLIENT

The Lord Division of Parker has nearly 100 years of experience in manufacturing and developing adhesives, coatings, thermal management materials, motion management devices and sensing technologies that significantly reduce risk and improve performance. Parker Lord serves numerous industries, including the electric vehicle (EV) industry.

PROJECT OVERVIEW

To promote their line of sealing products, Parker asked AOE to design a series of diagrams to showcase their versatility across a variety of applications, focusing primarily on non-highway EVs but also including data centers and large battery arrays. The diagrams are available as downloadable brochures on Parker's website.



Instagram Reels

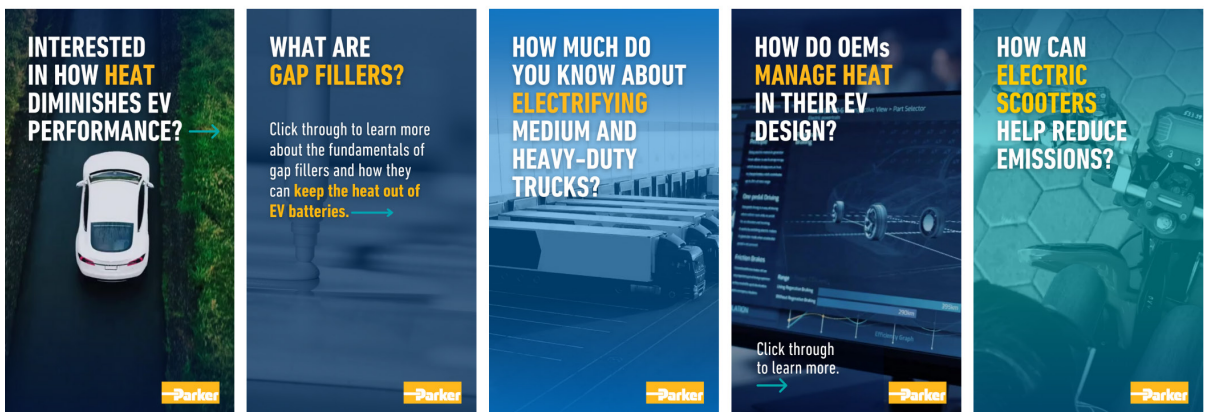
Testing a New Method of Reaching Audiences

THE CLIENT

The Lord Division of Parker has nearly 100 years of experience in manufacturing and developing adhesives, coatings, thermal management materials, motion management devices and sensing technologies that significantly reduce risk and improve performance. Parker Lord serves numerous industries, including the electric vehicle (EV) industry.

PROJECT OVERVIEW

As part of a campaign to educate their target audiences on EV technology and trends, Parker asked AOE to repurpose existing blogs into visually appealing Instagram Reels. Topics included how heat impacts batteries, how to extend the lifespan of EVs, forecasts for the future of EVs and other relevant subjects. Parker had also recently updated the brand colors for their individual divisions, which AOE used to help strengthen and reinforce the new visual identity for Parker's Thermal Management Solutions division along with custom animations. These Reels were part of Parker's "ElectricVehicle" Story on Instagram and had a combined 5,000+ views. AOE also created static versions of select Reels to be posted as carousels on Parker's Instagram account.



Infographics

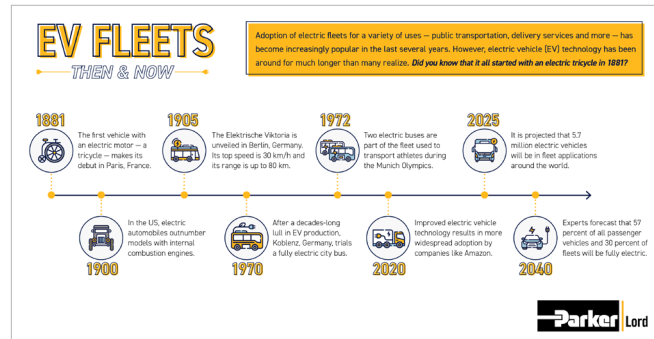
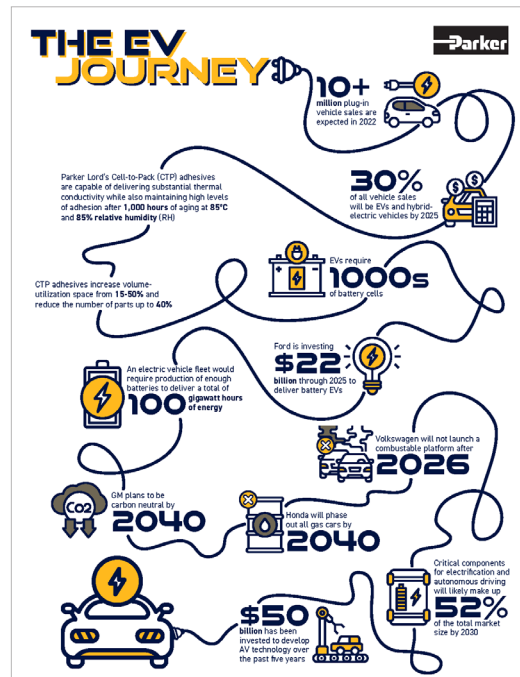
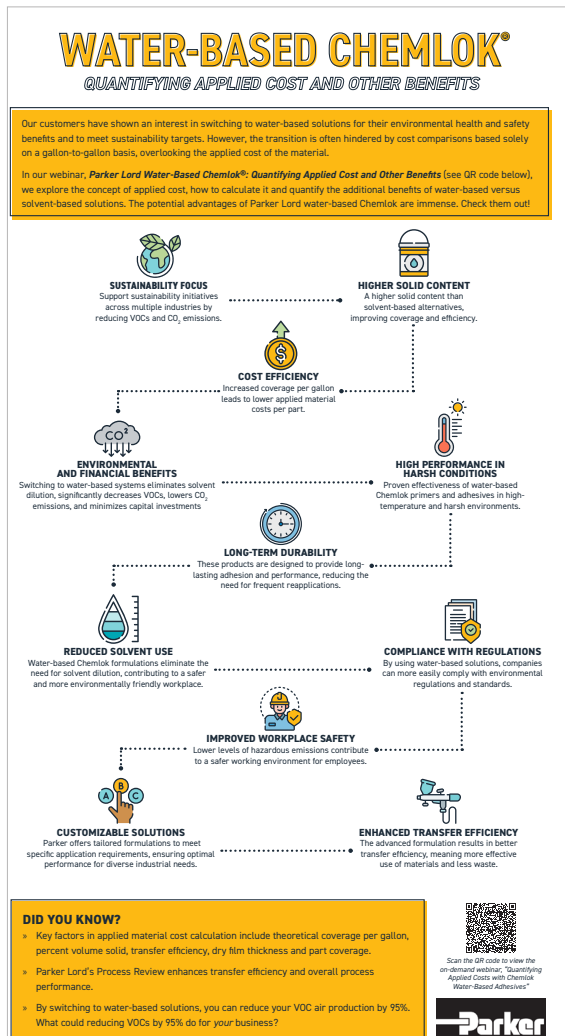
Turning Complex Topics into Easy-to-Understand Content

THE CLIENT

The Lord Division of Parker has nearly 100 years of experience in manufacturing and developing adhesives, coatings, thermal management materials, motion management devices and sensing technologies that significantly reduce risk and improve performance. Parker Lord serves numerous industries, including the electric vehicle (EV) industry.

PROJECT OVERVIEW

Parker often uses visuals to convey complex or detailed information to their target audiences in an easy-to-digest format, such as infographics. They frequently turn to AOE to design clean and visually appealing infographics on topics ranging from the past and future of electric vehicles (aimed at a general audience) to the benefits of one of their products (aimed at a particular segment of customers). These infographics are used in both print and digital settings, helping Parker spread their message with ease.



Event Promotional Items

Getting to Know a Company

THE CLIENT

Rieck Services is a mechanical contracting service company serving the southwest Ohio region. Rieck has operated in Dayton since 1892 and is committed to giving back to the community through sponsorships of local events and fundraisers.

PROJECT OVERVIEW

Each year, Rieck Services hosts a fishing event to encourage their customers to get to know the company and its team better. In 2024, several years after splitting into two separate entities, Rieck Services and Rieck Construction were once again combined under the Rieck Services title. The reunion of the two divisions was the focal point of the 2024 Trout Outing, and Rieck turned to AOE to update the design of the event’s postcard invitation and commemorative t-shirt.



Water Bottle Stickers

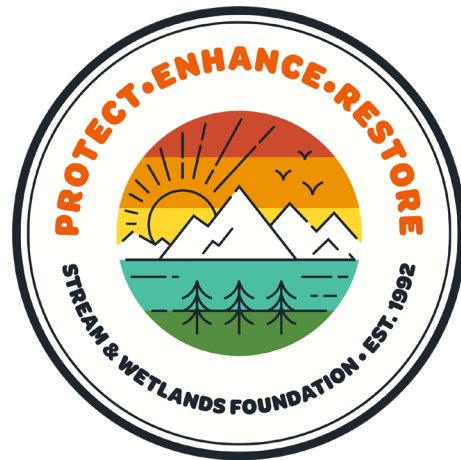
Giveaways for Events and Industry Partners

THE CLIENT

The Stream & Wetlands Foundation (SWF), a non-profit corporation established in 1992, is the largest provider of compensatory mitigation for impacts to aquatic resources authorized through state and federal regulatory programs. They are dedicated to providing turnkey, fixed cost, permittee responsible mitigation projects for applicants in areas not served by mitigation banks or In-Lieu Fee sponsors.

PROJECT OVERVIEW

To spread the word about their mission, SWF turned to AOE to produce water bottle stickers that could be distributed at industry events and given to partner organizations. Using the tagline featured on their website ("Protect. Enhance. Restore."), AOE produced designs that help SWF share their message in a colorful, eye-catching way.





RECAP

AOE's graphic design team has extensive experience working with organizations, associations and businesses of all sizes on the creation of marketing design materials, helping them share their message with their target audiences. From creative and fun graphics for event swag, such as t-shirts and stickers, to professional presentation templates and informational diagrams, your marketing materials often serve as an introduction to potential clients, members or partners. You can rely on AOE's designers to help you make a good first impression.

PUBLICATION DESIGN SERVICES

- Postcards and mailers
- Social media graphics
- Infographics
- PowerPoint presentations and templates
- Merchandise (stickers, t-shirt designs, etc.)

NEXT STEPS

Thank you for taking the time to browse our portfolio of marketing design projects. We appreciate the opportunity to share our work with you and look forward to answering any questions you may have about our offerings.

You can reach the AOE Team via email, our website or by phone:



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