



2004

Marketing Analysis

Marketing Strategy

Marketing Plan

Identity Guidelines

Prepared by Nuance Marketing Group

03/04

Marketing Analysis

Background

American Board of Industrial Hygiene

The American Board of Industrial Hygiene (ABIH®), a not-for-profit corporation, exist to improve the practice and educational standards of the profession of industrial hygiene.

“Industrial hygiene” is the science and practice devoted to the anticipation, recognition, evaluation and control of those environmental factors and stresses arising in or from the workplace that may cause sickness, impaired health and well-being, or significant discomfort among workers and may also impact the general community.

The activities presently engaged in for carrying out this purpose are:

1. offering certification examinations to industrial hygienists with the required educational background and professional industrial hygiene experience
2. acknowledging individuals who successfully complete the examination by issuing a certificate
3. requiring Diplomates to maintain their certification by submitting evidence of continued professional development
4. maintaining records and publishing a roster of certificate holders for the profession and the public

The ABIH certification programs, Certified Industrial Hygienist (CIH) and Certified Associate Industrial Hygienist (CAIH), are accredited by the Council of Engineering and Scientific Specialty Boards and have certified more than 8769 professionals through December 2003¹.

Vision²

To improve the occupational and environmental health of workers and the public.

Mission²

To develop, administer and promote the highest quality occupational and environmental health certification systems.

Values²

The American Board of Industrial Hygiene will, in all we do:

1. Enhance the Well Being of People
2. Follow the IH Canons of Ethical Conduct
3. Communicate Openly
4. Strive for Excellence

Goals²

1. Monitor the need to update the current ABIH examinations and/or create new certification(s)
2. Collaborate with organizations outside the US in developing comparable certification systems
3. Expand developmental opportunities for prospective applicants and OEH practitioners
4. Optimize our assets
5. Provide exemplary service to applicants, Diplomates and other stakeholders
6. Support the Code of Ethics for the Professional Practice of Industrial Hygiene
7. Communicate internally and externally to enhance ABIH decisions, products and services
8. Build and use marketing strategies to enhance the value of ABIH certifications
9. Promote the CIH as a hallmark certification worldwide
10. Collaborate with allied organizations to advance the public's awareness of OEH professionals

ABIH Certifications: The CIH and CAIH³

Certification Process

Certification in the practice of industrial hygiene is a two-stage process. Candidates must first demonstrate that they meet the educational and experience requirements and then successfully complete a written examination. To qualify for admission to the ABIH examinations, applicants must be in the active practice of IH. All applicants are evaluated without regard to age, sex, race, religion, national origin, disability or marital status.

Academic Requirements: Degree

A bachelor's degree in biology, chemistry, engineering, physics or an ABET-accredited program in IH or safety from a college or university, acceptable to the board is required. The board will consider, and may accept, any other bachelor's degree with an acceptable math and science content. The social sciences are not considered to be qualifying sciences.

Academic Requirements: Coursework

Based on a six-year phase-in period, the board will require applicants to document completion of specific, basic IH courses. At least half of the required coursework must cover the broad subjects of toxicology, fundamentals of IH and measurements and controls. The remaining coursework may be in IH subjects that are narrower in scope (i.e., radiation, ergonomics, biohazards, heat stress, etc.). Academic courses, continuing education courses or a combination of both can be submitted.

Experience Requirements

Five years of full-time employment in the professional practice of IH acceptable to the board is required to be eligible for the CIH. Candidates must have spent more than 50 percent of their work time (more than 20 hours/week) in professional-level IH activities during each year claimed as practice. In addition, for the CIH, the experience must be "broad-scope."

For the CAIH, four years of acceptable professional-level experience is required. A CAIH candidate must have spent more than 25 percent of his/her total work time (more than 10 hours/week) in professional-level IH activities during each year claimed as practice.

The criteria used to determine if work experience is professional-level include independence of actions, depth of work requirements, levels of professional interactions and responsibility for work outcome. Technician or pre-professional experience is not creditable towards eligibility.

Experience equivalence may be credited for IH degrees from programs that are accredited by ABET.

References

A minimum of two professional references must be provided, including one from the applicant's immediate supervisor(s) covering the entire time period for which the applicant requests experience credit. When an applicant is/was a principal in a business, the board will accept references from major clients. An applicant's spouse or other relative, a person whom the applicant supervises or a member of the board may not act as a reference for an applicant.

The board also requests a reference from a CIH who is familiar with the applicant's IH work and can describe, from first-hand experience, the nature of the applicant's IH responsibilities. In the event that no CIH is available who is familiar with the applicant's IH work, the applicant may substitute a reference from an individual holding the Canadian Registered Occupational Hygienist certification or the United Kingdom Diploma of Professional Competence in Occupational Hygiene certification. Another alternative is to provide three

Marketing Analysis

Background

(Continued)

written work examples demonstrating a range of professional-level IH activities. The examples must span the time period being claimed and be identifiable as the applicant's own work.

Certification Examinations

The ABIH certification examinations are designed to test an individual's knowledge across the broad practice of IH. Questions may be expected in all technical rubrics (subareas) and also in the areas of management and ethics. The CIH and CAIH examinations each contain 250 questions.

The CIH examination requires a greater depth of knowledge than the CAIH, although both go into similar breadth of knowledge. Both are challenging examinations consistent with the rigor and quality of the ABIH certification programs.

Questions are selected based on subject area and according to the type of IH activity to which they relate. This selection is based on the Role Delineation/Task Analysis used to describe the professional practice of IH. The RDTAs for the certifications can be found at www.abih.org/Docs/CIH-RDTA.htm and www.abih.org/Docs/CAIH-RDTA.htm.

Certification Maintenance

The purpose of the Certification Maintenance Program is to help assure that CIHs and CAIHs maintain and continue to develop their knowledge and skills throughout their active careers. Both CIHs and CAIHs are required to recertify every five years by either submitting a worksheet showing that they have attained the required number of CM points or by taking and passing the appropriate examination. CM points can be obtained through a variety of activities, including active practice of IH, continuing education, teaching, publishing, attending professional meetings, presenting at professional meetings, writing exam questions and serving on technical committees, to name a few. In-depth information on certification maintenance is available on the ABIH Web site at www.abih.org/CM/.

Code of Ethics for the Practice of Industrial Hygiene⁴

These canons provide standards of ethical conduct for industrial hygienists as they practice their profession and exercise their primary mission, to protect the health and well-being of working people and the public from chemical, microbiological and physical health hazards present at, or emanating from, the workplace.

Canons of Ethical Conduct

Industrial Hygienists shall:

1. Practice their profession following recognized scientific principles with the realization that the lives, health and well-being of people may depend upon their professional judgment and that they are obligated to protect the health and well-being of people.
2. Counsel affected parties factually regarding potential health risks and precautions necessary to avoid adverse health effects.
3. Keep confidential personal and business information obtained during the exercise of industrial hygiene activities, except when required by law or overriding health and safety considerations.
4. Avoid circumstances where a compromise of professional judgment or conflict of interest may arise.
5. Perform services only in the areas of their competence.
6. Act responsibly to uphold the integrity of the profession.

Marketing Analysis

Current Assessment

Audience(s)

1. Professionals who identify themselves as Industrial Hygienists (IH) and/or spend more than 50% of their time in IH related responsibilities
2. Professionals who may or may not consider themselves an IH, but spend between 25% and 50% of their time in IH related responsibilities
3. Professionals who belong to American Industrial Hygiene Association (AIHA) or American Conference of Governmental Industrial Hygienists (ACGIH)
4. Professionals who work in one or more narrowly focused areas of IH
5. Professionals in the areas of Environmental Health & Safety
6. Existing CIHs (for recertification)
7. Employers of Industrial Hygienists
8. Allied associations and professions
9. Legislators and regulators
10. International occupational hygienists and other health associations
11. Higher and continuing education institutions
12. The general public
13. The media

Who is a CIH⁵

Gender

Male (80%), Female (20%)

Age

< 25 (<1%)	25–34 (8%)	35–44 (39%)
45–54 (40%)	55–64 (9%)	65+ (4%)

Highest Degree Held

BA/BS (25%)	MA/MS/MPH (61%)	PhD/DrPH/ScD (10%)
MD/DO (<1%)	JD (<1%)	Other (4%)

IH Practice Area

Acoustics (<1%)	Administration (8%)	Air Pollution (<1%)
Asbestos (<1%)	Comprehensive (71%)	Education (2%)
Engineering (1%)	Environment Mang (3%)	Equipment Sales (<1%)
Ergonomics (<1%)	Hazardous Waste (2%)	Health Physics (<1%)
Indoor Envirn Qual (2%)	Laboratory (2%)	Loss Control (<1%)
Occupation Med (<1%)	Safety (2%)	Toxicology (1%)
Other (3%)		

Field of Employment

Academic (6%)	Consultant (27%)	Government (17%)
Hospital/Health (2%)	Industry (37%)	Insurance (3%)
Labor (<1%)	Laboratory (1%)	Law (<1%)
Military (2%)	Research (2%)	Not Employed (<1%)
Other (3%)		

Certifications

CHP (6%)	CSP (73%)	DABT (2%)	DEE (2%)	PE (18%)
QEP (1%)	RN (1%)	ROH (11%)	RS (5%)	Other (13%)

Professional Associations

ACGIH (37%)	ACOEM (<1%)	ACS (7%)	AIHA (88%)	APHA (2%)
ASSE (25%)	A&WMA (4%)	NSC (4%)	Other (15%)	

Demography

In the U.S. 5887	Outside the U.S. 437
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Marketing Analysis

Current Assessment

(Continued)

Competitors

1. Board of Certified Safety Professionals (BCSP) issuing the Associate Safety Professional (ASP) and the Certified Safety Professional (CSP) certifications
2. Association of Professional Industrial Hygienists, Inc. (APIH) issuing the Registered Industrial Hygienist (RIH) or Registered Professional Industrial Hygienist (RPIH) certifications
3. Council on Certification of Health, Environmental and Safety Technologists (CCHST) issuing the Occupational Health and Safety Technologists (OHST), the Construction Health and Safety Technician (CHST) and the Safety Trained Supervisor in Construction (STS) certifications
4. The Institute of Professional Environmental Practice (IPEP) issuing the Qualified Environmental Professional (QEP) and the Environmental Professional Intern (EPI) certifications
5. The American Board for Occupational Health Nurses, Inc. (ABOHN) issuing the Occupational Health Nurse (OHN) certification
6. Other 3rd party accredited associations
7. Non-legitimate certification entities in specialty areas
8. Academic “certification” programs

Expectations

Of ABIH

1. The application/exam process is straightforward
2. The evaluation/certification process is fair – with equal treatment to all candidates
3. High standards in credentialing are maintained through accreditation
4. Promote awareness that CIH and CAIH are credible certification credentials
5. Accountability to 3rd party Accreditation Boards maintained (ie. International Standards Organization (ISO), American National Standards Institute (ANSI), Council of Engineering and Scientific Specialty Boards (CESB), etc.)

Of CIH/CAIH

1. Comply with the Code of Ethics
2. Behave responsibly
3. Know individual’s limitations
4. Conscientious
5. Thorough
6. Judgement based on facts, knowledge and research
7. Bring authority, integrity and respect to their job

1. Know that the person your hiring is qualified, with a level of expertise
2. Verify credentials when hiring

Of Employers/Customers

Marketing Analysis

Current Assessment

(Continued)

Strengths⁶

1. High visibility within the industry.
2. Strong credibility, widely respected.
3. CIH perceived as the ultimate credential, or at the very least, prestigious, rigorous and broad in scope.
4. Committed staff.
5. Committed volunteers with a broad base of knowledge regarding the EHS market.
6. Generally good relationships with other organizations.
7. Generally good level of support within organization/industry.
8. Adequate financial resources for a few basic initiatives.

Limitations⁶

1. Employers/customers often don't understand exactly what CIH encompasses.
2. Perceived as very technical, scientific; CIHs are labeled "elitists" or "eggheads".
3. Staff has limited marketing experience and little time to implement marketing efforts.
4. Volunteers have limited marketing experience.
5. No active efforts to coordinate efforts with other organizations or build on synergies.
6. Typically, no outreach from other organizations.
7. No established media contacts, low visibility.
8. Overall resources are limited due to relatively low income generated by program.
9. No active involvement in legislation.

Opportunities⁶

1. **ISO standards** – Creation of standards for the OHSE industry opens up opportunities for CIHs to be designated as qualified service providers.
2. **Globalization of OHSE industry** – As corporations become more global and the OHSE profession matures in other countries, demand for credentials may grow outside of the U.S.
3. **Untapped market of professionals who meet CIH requirements who have not applied** – Nearly half of all AIHA members do NOT hold CIH. Because of their affiliation with AIHA, this group can be readily identified and located.
4. **Untapped market of professionals who do NOT meet current CIH requirements but might be eligible if these requirements were modified** – If eligibility requirements are revised in the future, this would expand the candidate base among IH practitioners as well as other professionals within OHSE industry.
5. **"Greening" efforts** – "Greening" initiatives may increase demand for qualified professionals and provide opportunities to highlight role of CIHs in this process.
6. **High visibility events or issues that draw attention to the OHSE professionals and the industry** – The heightened publicity surrounding these events (e.g. anthrax scare, establishment of Department of Homeland Security, mold concerns) can be leveraged to highlight the role of the profession and the importance of credentialed professionals.

Marketing Analysis

Current Assessment

(Continued)

Threats⁶

1. **BCSP ultimately may create an IH credential** – If the credential is less rigorous than the CIH, it may attract a large number of candidates, particularly those who do not have a strong IH background.
2. **Large number of credentials in the OEHS industry** – The flooded market may lead to overall devaluation of high quality credentials, such as CIH. It also leads to confusion among employers, public and candidates as to which credential is the “right one” for their needs. In addition, candidates, certificants and employers are reluctant to devote the time and money necessary to obtain and maintain multiple credentials.
3. **Reduction in the number of professionals practicing IH full-time (i.e., 50% of time or more)** – Employers are seeking individuals who can wear “multiple hats” (i.e., safety, IH and environmental) and job descriptions are changing to reflect this focus. It may become harder for candidates/certificants to maintain the level of IH activity required for certification.
4. **Increasing prominence of CSP within the industry** – The number of CSPs is growing and employers tend to view CSPs as better suited than CIHs to the generalist positions they are seeking to fill.
5. **CSPs are viewed as more pragmatic than CIHs** – CIHs tend to be seen as scientists and “eggheads” rather than pragmatic, business-oriented professionals.

Marketing Efforts

1. Website
2. Phone/Email correspondence
3. Candidate Handbook
4. Annual Report
5. CIH Seal/Stamp/Certificate
6. Articles in “the Synergist” and other trade journals
7. Presence at association meetings/conferences (AIHA, ASSE, ACGIH)
8. Trade show presence/exhibit
9. ABIH Diplomate Roster
10. ABIH Newsletter
11. Academy of Industrial Hygiene (AIH) Brochure “Why become a CIH?”

Marketing Budget – 2004

\$20,000

Marketing Strategy

Building the Brand

Core Values

When representing the ABIH/CIH/CAIH brand, always keep the following values in mind:

Dedication	ABIH's unyielding devotion to the industrial hygiene industry is exemplified through its commitment to promote and uphold the highest quality occupational and environmental health certification systems. Its allegiance is a benchmark that continues to raise personal and industry standards.
Honesty	Integrity, moral accountability and a strict adherence to an ethical code are intrinsic characteristics of the CIH/CAIH Diplomat. The fervent desire for judgement based on fact, knowledge and research is triumphed only by the essential prerequisite of truth.
Factuality	Methodology, analysis and resolution is founded on substantiated, authoritative and unequivocal evidence through deliberate educational and experiential processes. It is our belief that conclusions derived by any other approach are dubious.
Scrupulousness	CIH's/CAIH's believe that improvement is a daily responsibility and excellence an attainable goal. To that end, the zealous journey never ceases.

Design Values

The following design values direct conceptual thinking and define criteria for evaluating the correct usage of the ABIH brand:

Clarity	Hierarchy of information is clear. Designs clearly differentiate the ABIH/CIH/CAIH brand.
Simplicity	Designs are not complicated. Messages are focused. Layouts use space wisely and draw attention to the ABIH/CIH/CAIH identity.
Flexibility	Designs express the ABIH/CIH/CAIH brand consistently, yet creatively and distinctively.
Consistency	Communications are familial – with ties across internal and external audiences and to the brand.

Marketing Strategy

Building the Brand

(Continued)

Logo	Assessment	Dated, dull, colorless
	Considerations	Updated, crisp, clean, conservative, appealing
	Conclusion	New logo selected
Competency Bar	Current	N/A
	Assessment	Need to develop brand recognition/awareness
	Conclusion	TBD
Color	Current	Reflex Blue
	Assessment	Has recognition, no opinion either way
	Conclusion	Keep Reflex Blue
Typography	Current	Varied
	Assessment	N/A
	Conclusion	Franklin Gothic Family
Imagery	Current	None
	Assessment	Need to develop brand recognition/awareness
	Conclusion	
	ABIH/CIH/CAIH	Professional, service-oriented, show authority/ confidence, helpful, demonstrate concern for healthy and safe environment, intelligent, capable, business casual attire, caring, diligent, responsible, dedicated, conscientious, knowledgeable, thorough
	Customer	Professional, employer, manager, health/safety related worker, person in health/safety related “workplace” incident, “the general public”
	Environment	Professional, workplace, job related, health/safety related vulnerability, “the general community”

Marketing Plan

Building Awareness

Strategies⁶

1. Educate candidates regarding the value of the CIH vs. other credentials

- ▶ **Objective:** Increase potential candidates' awareness of the credential.
- ▶ **Objective:** Highlight the unique value and distinctive features associated with the credential.
- ▶ **Objective:** Enhance the candidates' perceptions of the value of the credential.
- ▶ **Objective:** Establish contact with academic program graduates early in their professional development.

2. Educate employers regarding the value of the CIH vs. other credentials

- ▶ **Objective:** Increase employers' awareness of the credential.
- ▶ **Objective:** Highlight the unique value and distinctive features associated with the credential.

3. Educate consumers/clients regarding the value of the CIH vs. other credentials

- ▶ **Objective:** Increase consumers'/clients' awareness of the credential.
- ▶ **Objective:** Increase perceived value of CIH vs. other credential.

4. Create image of CIH as pragmatic implementor vs. scientists or "eggheads"

- ▶ **Objective:** Encourage employers to view CIHs as "the manager's best friend."

5. Integrate CIHs into business/quality related standard-setting activities

- ▶ **Objective:** Involve CIHs in roles that are key to expanding recognition of the credential and its prominence of the credential and value.

6. Conduct ongoing market research with candidates, certificants, lapsed certificants, eligible non-candidates and stakeholders

- ▶ **Objective:** Understand needs and perceptions of various constituencies regarding certification.
- ▶ **Objective:** Identify gaps between what stakeholders perceive as important and what the current process offers.

Marketing Plan

Building Awareness

Strategies⁶

(Continued)

7. Develop closer relationship/alliances with related professional associations to address profession-wide concerns/promote profession

- **Objective:** To increase visibility of profession and hence build demand for the credential.

8. Use highly visible/reported incidents and topics to draw attention to the CIH credential

- **Objective:** To enhance the visibility and understanding of the credential in the public sector.

9. Create value for certificants through promotion of the credential and development of products and services

- **Objective:** Increase the perceived value of the credential.

10. Create value for employers

- **Objective:** Increase the perceived value of the credential.
- **Objective:** Increase the perceived value of the CIH credential.

¹ www.abih.org/Docs/cert-numbers.htm

² **ABIH 2002-2005 Strategic & Tactical Plan**, March 21, 2002

³ **Certification 101: The CIH and the CAIH**, *The Synergist*, 13:9, September 2002, pp. 12, 13, 39.

⁴ www.abih.org/Docs/Code-of-Ethics.htm

⁵ **ABIH Dues History Statistics – CIHs**, 03/16/99, Dues received between 11/10/98 and 03/05/99, (4,807 records processed)

⁶ **ABIH Marketing Plan for CIH Credential**, Knapp & Associates International, Inc., www.knappinternational.com, 11/02

Marketing Plan

Building Awareness

Marketing Materials

Branding/Identity Development

Target Audience: Internal & External

Strategy: Assess current Identity, develop Brand and Guidelines, create Marketing Strategy and Marketing Plan

Timeline: Immediate

Collateral Materials

Target Audience: Internal & External

Strategy: Reflect new brand (business cards, letterhead, envelopes, labels, etc.)

Timeline: Immediate

General Certification Brochure

Target Audience: External

Strategy: Brand recognition, inform and call to action

Timeline: Immediate

Pocket Folder

Target Audience: Internal & External

Strategy: Reflect new brand, recognition

Timeline: 2004

CIH Candidate Handbook

Target Audience: External

Strategy: Reflect new brand, recognition

Timeline: 2004

CAIH Candidate Handbook

Target Audience: External

Strategy: Reflect new brand, recognition

Timeline: 2004

Enhance Web site

Target Audience: Internal & External

Strategy: Brand recognition, inform and call to action

Timeline: 2004

Direct Advertising

Target Audience: Internal & External

Strategy: Brand recognition, inform and call to action

Timeline: 2004

Newsletter

Target Audience: Internal & External

Strategy: Brand recognition, inform and call to action

Timeline: 2004

Post Cards

Target Audience: Internal & External

Strategy: Brand recognition, inform and call to action

Timeline: 2004

ABIH Exhibit Display

Target Audience: External

Strategy: Brand recognition, inform and call to action

Timeline: 2004

Identity Guidelines



American Board of Industrial Hygiene places great value on how it's represented to the public. These guidelines have been produced to strengthen our identity and protect its value. Please follow these guidelines precisely. Changing any component dilutes the brand position and risks confusing the public.

Core Values

The following core values reflect the ABIH vision: **To improve the occupational and environmental health of workers and the public.** When representing our brand, always keep the following values in mind:

Dedication: ABIH's unyielding devotion to the industrial hygiene industry is exemplified through its commitment to promote and uphold the highest quality occupational and environmental health certification systems. Its allegiance is a benchmark that continues to raise personal and industry standards.

Honesty: Integrity, moral accountability and a strict adherence to an ethical code are intrinsic characteristics of the CIH Diplomate. The fervent desire for judgement based on fact, knowledge and research is triumphed only by the essential prerequisite of truth.

Factuality: Methodology, analysis and resolution is founded on substantiated, authoritative and unequivocal evidence through deliberate educational and experiential processes. It is our belief that conclusions derived by any other approach are dubious.

Scrupulousness: CIH's believe that improvement is a daily responsibility and excellence an attainable goal. To that end, the zealous journey never ceases.

Design Values

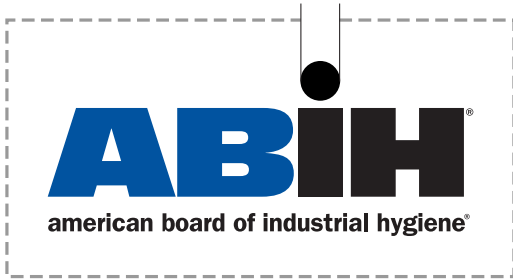
Use the following design values to direct conceptual thinking and define criteria for evaluating the correct usage of our brand:

Clarity: Hierarchy of information is clear. Designs clearly differentiate our brand.

Simplicity: Designs are not complicated. Messages are focused. Layouts use space wisely and draw attention to our identity.

Flexibility: Designs express the ABIH brand consistently, yet creatively and distinctively.

Consistency: Communications are familial – with ties across internal and external audiences and to the brand.



1½ inches

The Mark of Professionalism

The Logo

The ABIH logo is unique. It consists of two inseparable elements: the logotype and its descriptive. No existing typeface can accurately represent either element. Therefore, the ABIH logo must be reproduced using original art. Approved artwork is available by request to ABIH.

Because the ABIH logo is unique, it should never be altered or recreated for any reason. **Any modification to the logo weakens the ABIH brand and violates our trademark.**

Usage

Always maintain a staging area that is at least the height/width of the dot over the “i” (shown at left). The staging area may contain background colors, but no other graphic elements or typography may enter into its boundaries.

The logo should never be used as part of a sentence.

Whenever possible, the logo must appear in color. When necessary, the entire logo may appear in greyscale (as shown), black (as shown), or white (reversed out of a colored background). It should never appear as all blue, or in any other color combination.

Sizing

You may resize the logo, if necessary, providing you maintain the proper proportions.

The logo should never appear smaller than 1.5 inches.

Competency Bar

The competency bar is intended to build awareness of the high standards and level of expertise ABIH and CIHs poses. Its use is presented in combination with the logo and should appear on all communications, wherever the logo is present. It should never dominate, compete with or overpower the logo. Color and alignment are dependent on best representation. Typestyle should be in the Franklin Gothic family.



C:100 M:72 Y:0 K:6
R:23 G:30 B:165
Web: #003399

Franklin Gothic Book

Franklin Gothic Book Italic

Franklin Gothic Medium

Franklin Gothic Medium Italic

Franklin Gothic Demi

Franklin Gothic Demi Italic

Franklin Gothic Heavy

Franklin Gothic Heavy Italic

Color Usage

Reflex Blue (or its equivalent build) should always be the dominate color when used with ABIH's identity.

White is an integral part of the ABIH identity as well. When used effectively it provides a crisp, clean background which aids in legibility.

Typography

To further ensure that all ABIH communications have a uniform and consistent appearance, we should adhere to the preferred typeface to the greatest extent possible – Franklin Gothic.

As a rule, Franklin Gothic Medium, Demi or Heavy is used for **headlines** in literature and advertising. Franklin Gothic Book is easier to read for lengthy small-type text and should consequently be used for the **body copy** in literature and advertising.

Please follow these general guidelines:

- ▶ Upper and lower case is the preferred setting.
- ▶ Align type flush left and ragged right.
- ▶ The appropriate kerning for type is ≤ -3 .

Our goal is to maintain consistency across all mediums. While Franklin Gothic is the preferred typeface, differences in technology may make it necessary to provide an alternative typeface. Please contact the ABIH Brand Representative listed below for direction.

Imagery

The ABIH brand is distinctive, not only in design, but in total expression through imagery. The following provides guidance for developing communication where imagery not only provides visual interest, but strategically portrays our culture, services and the unique relationships between ABIH, Diplomates and their employers.

ABIH/CIH	Professional, service-oriented, show authority/confidence, helpful, demonstrate concern for healthy and safe environment, intelligent, capable, business casual attire, caring, diligent, responsible, dedicated, conscientious, knowledgeable, thorough
Customer	Professional, employer, manager, health/safety related worker, person in health/safety related "workplace" incident, "the general public"
Environment	Professional, workplace, job related, health/safety related vulnerability, "the general public"



Certifications

Certification is voluntary and difficult to attain. It involves meeting rigorous educational and experience requirements and demonstrating the advanced study and training required to pass the certification examination.

Certified Industrial Hygienist, CIH and accompanying logos are registered trademarks, and, although the title of CIH is awarded to those practitioners who have met the certification requirements, the CIH logo can only be used by ABIH.

Brand Identity Questions and Logo Requests

If you have questions regarding usage of the ABIH brand, need communication pieces approved or need to request an approved logo, please contact Brian Bibler at 816.220.0902 ext. 202 or brian@nuance-marketing.com