

A SOLID BRAND STANDS TALL AGAINST THE ELEMENTS

PROJECT COMPONENTS

- Brand Guidelines
- Brand Strategy
- Brand Workshop
- Content Strategy
- Organization Renaming
- Persona Development

OPPORTUNITY

After more than 70 collective years serving the corrosion prevention and coatings industry, NACE International and SSPC (The Society for Protective Coatings) joined forces. This merger meant NACE and SSPC would be able to offer more value to their members, with a unified set of standards and certifications, greater access to resources, and an expanded worldwide network.

But while NACE and SSPC worked toward a common mission, they served distinct audiences. Could the new organization find a single brand identity that resonated with more than 54,000 active members in 130 countries and reflected its value to the industry? That's where Yes& came in.

INSIGHT

We started by doing a deep dive, getting to know members, competitors, and the strengths of the individual brands of NACE and SSPC. Our goal was an audience-centric brand that connected with the diverse membership and communicated a distinctive value.

SOLUTION

Introducing AMPP: The Association for Materials Protection and Performance. The AMPP brand is designed to be emblematic of

protection, strength, innovation, and energy on a global scale. Our work—which included a brand strategy, visual identity, and launch campaign—met with an enthusiastic response from the new organization's transition team, board, and members.

AMPP now has an established foundation to advance the corrosion prevention and coatings industries through member and workforce education, technological innovation, and global standardization. Best of all, corrosion industry professionals are standing behind their new brand, together.

THE '&'

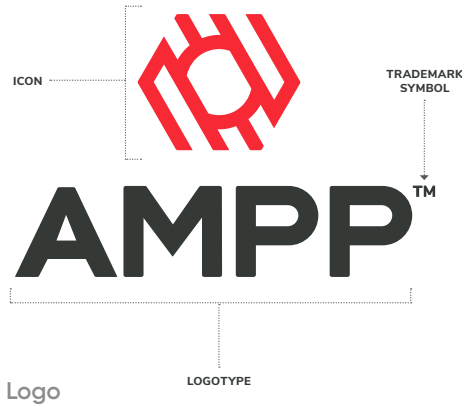
Two segmented but complementary brand launch campaigns—one for members and the other for industry—proved how well it worked across multiple channels, creating more awareness and engagement.

RESULTS

The naming, branding, and launch campaign established a foundation to advance the corrosion prevention and coatings industries through member and workforce education, technological innovation, and global standardization. Most importantly, industry professionals are standing behind their new brand, together.



A SOLID BRAND STANDS TALL AGAINST THE ELEMENTS (continued)



Nunito Sans
Light / Regular / SemiBold / Bold / Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

We exist to protect people, assets, and the environment in communities around the world, member-by-member. We are driven, focused, and strong. We care. We protect our members by providing the best resources, standards, and training. We protect the materials protection and performance industries as the leading authority, innovating and advocating to protect global infrastructure integrity from corrosion.

PROTECTION • GLOBAL • STRENGTH • CONNECTOR

Stylescape

THE FUTURE OF CORROSION PREVENTION

Meet AMPP

AMPP™

THE FUTURE OF CORROSION PREVENTION

Meet AMPP

Digital Ads

THE FUTURE OF CORROSION PREVENTION

Introducing AMPP, the Association for Materials Protection and Performance. After more than 70 years, NACE International and SSPC have united as the global authority for corrosion prevention knowledge. We are shaping the future of materials protection and performance and leading the way for the industries we represent, applying the rigorous industry AMPP members protect people and places around the world from corrosion, and together we are building a safer, protection, and green world.

AMPP™
Learn more about AMPP: www.ampp.org

Print Ads