



American Welding Society

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FOR IMMEDIATE RELEASE

American Welding Society Unveils New Logo and Tagline

MIAMI, Fla., July 22, 2014 – The American Welding Society (AWS) has a new look. The non-profit organization dedicated to advancing the science of welding, has unveiled a new logo and tagline – “Inspiring the World Forward” - as part of the first phase of re-branding for the organization.

The new logo reflects a contemporary interpretation of the established AWS diamond insignia with modernized font and beveled metal elements. Meanwhile the tagline, “Inspiring the World Forward” focuses on AWS’s goal to enhance the industry’s stability, strength and future.”

“Our new logo and tagline reflects a new era for the Society as it represents a more contemporary style propelling us into the future, while still maintaining a link to our rich history with our iconic diamond,” said Lorena Cora, marketing director, American Welding Society.

As part of a comprehensive re-branding effort, the new logo and tagline will assist the service driven organization in communicating about the future of welding as a high-tech, highly-skilled industry.

The new brand identity will be rolled out slowly and introduced in all of the American Welding Society's communications and marketing materials. A new AWS website will also be unveiled later this year, marking the second phase of the organization's rebranding strategy.

About AWS

The American Welding Society (AWS) was founded in 1919 as a multifaceted, nonprofit organization with a mission to advance the science, technology and application of welding and allied joining and cutting process worldwide, including brazing, soldering, and thermal spraying. Headquartered in Miami, Florida, and led by a volunteer organization of officers and directors, AWS serves nearly 70,000 members worldwide and is composed of 22 Districts with 250 Sections and student chapters. For more information, visit the society's website at <http://www.aws.org> and click on "Pressroom."

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