



The new AWT logo more accurately positions the Association of Water Technologies in the marketplace – it demonstrates the breadth of AWT’s expertise and its leadership in the industry. The new logo more accurately reflects the goals and purpose of our Association. This dynamic new brand represents the organization and our members as we are—on the cutting edge of current technology. And it symbolizes the unique bond AWT has with you, our members, and the bonds that you have with one another.

The logo is an abstract representation of water molecules - a chain of molecules. It suggests motion and is a visual representation of the forward motion and thinking of AWT. In addition, the fact that the molecules are strung together represents AWT’s bond to the water industry, as well as our bond to our membership. The circles represent AWT’s relationship with our members.

The new logo has three distinctive qualities:

- **Uniqueness** – You won’t see anything like this logo in the marketplace. We use the water molecule, rather than the water drop, to set ourselves apart from other water organizations. The molecule reinforces the scientific skills of AWT members. While most logos are one symbol, the chain of molecules contributes to making us more unique.
- **Accurate Representation of the Organization** – This logo is a powerful representation of AWT – both the association and the members. The circles of the molecules and the hydrogen bonds represent the science related to AWT member’s work, but they also symbolize AWT’s connectivity to members -- large circle connected to smaller (member) circles. The horizontal design suggests movement and reinforces AWT “moving forward” and being on the cutting edge. Using a scientific symbol, the molecule aligns the science with the values of the professional & educational qualities of AWT. The logo illustrates the interaction, movement and unique bonding that occurs between the water molecules, much like the interface between AWT members. And, it reinforces the complexity of the field and the skills needed to be successful.
- **Imprint-ability** – This logo will leave a strong imprint in the minds of those we want to affect. Even if someone does not recognize the image as four water molecules, they will immediately associate it with science and more specifically, chemistry. In addition, the light to dark contrast between the image and the letters is striking to the eye and more likely to be remembered.

The new AWT logo is aligned with the goals and purpose of the Association of Water Technologies – to guide our members to success by accomplishing together what we cannot accomplish alone.