

AACOM

Situation The American Association of Colleges of Osteopathic Medicine (AACOM) provides a unified voice and extensive support for osteopathic medical schools, faculty, and students around the country. The association, based in Chevy Chase, Maryland, works to foster collaboration and innovation among its member colleges in education, research, and service, as well as develop initiatives to promote and raise awareness of osteopathic medical education and osteopathic medicine.

AACOM hosts an annual conference and had been utilizing a different logo, and look and feel, in its marketing and communication materials for each year's event. To enhance the presentation of its collateral materials for the 2014 meeting and establish an identity that could effectively brand the event going forward, AACOM enlisted the services of TDC.

Solution TDC created a distinctive logo that will serve as the official identity of the conference for years to come. It featured a series of multicolored, loosely concentric circles (mirroring the "O" in "Osteopathic") contained within a larger circle. The logo was integrated into a flexible lock-up with the conference name (and location and date of the event). In future years, AACOM will only need to update the location and date of the event.

In addition, TDC developed a new, inviting look and feel for a wide range of materials used to promote the 2014 conference and assist guests during the event. These included a program guide, registration forms, name badges, on-site signage, presentation screen animations, as well as a program and presentation template for the conference's awards banquet.

Result AACOM has been extremely pleased with the upgrade in its conference communications materials since our engagement. It reported a number of favorable comments on its new logo and materials among conference attendees, and is looking to continue its relationship with TDC for additional marketing communications support moving forward.

- annual conference identity
- branding toolkit

Research Modes Used:

- Stakeholder Interviews
- Desk Research



2014

AACOM ANNUAL CONFERENCE
WASHINGTON, DC APRIL 2-5



2014

AACOM ANNUAL CONFERENCE
WASHINGTON, DC APRIL 2-5

OSTEOPATHIC MEDICAL EDUCATION:
KEYS TO SUCCESS



2014

AACOM ANNUAL CONFERENCE
WASHINGTON, DC APRIL 2-5

OSTEOPATHIC MEDICAL EDUCATION:
KEYS TO SUCCESS



Lock and Feel Direction

Rationale

This logo option doesn't try to symbolize anything specific. Instead, it is designed to express a sense of excitement, optimism and ideas. We know from experience that sometimes it can be more effective to have a logo that is abstract (but unique) than to try to incorporate all the concepts associated with its purpose.

Typography

Adobe Jenson Pro - Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

Adobe Jenson Pro - Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

Adobe Jenson Pro - Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

Trade Gothic - Medium
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz0123456789

Color Palette



SPECIAL THANKS

Please join us in recognizing and thanking these generous supporters of the 2014 AACOM Annual Conference and Osteopathic Medical Education:



Diamond Sustaining Sponsor
Capitol Steps Performance



SEE YOU IN
FORT LAUDERDALE
APRIL 22-25

EXHIBIT HALL EVENTS

WEDNESDAY
5:45 – 6:45 PM
Grand Opening Reception

THURSDAY
7:30 – 8:00 AM
Continental Breakfast

10:45 – 11:00 AM
Refreshment Break

3:15 – 3:45 PM
Refreshment Break and
Prize Drawing sponsored by **COMBANK**

FRIDAY
7:30 – 8:00 AM
Continental Breakfast

10:45 – 11:15 AM
Refreshment Break and
Last Chance to View Exhibits

9:45 – 10:45 AM
Accelerating Medical Careers

11:00 AM – 12:00 PM
DUAL PRESENTATIONS

- Teaching Emotional Intelligence to Medical Students
- Video Reviews of Clinical Encounters

4:30 – 5:45 PM
KEYNOTE ADDRESS
The Patient-Centered Medical Home

Paul Grundy, MD, MPH
Global Director of IBM Healthcare Transformation, IBM Corporation

- attendee badge
- presentation screen animation
- conference app

