

ACI gets a new look as it rebrands

Last year, the Arizona Correctional Industries™ (ACI) executive staff met to evaluate the ACI brand. Many areas of the organization, its operations, customers and business partners were analyzed in an effort to determine the essential truth about ACI. We then asked “Does our logo and tagline represent our brand?” As a group, we answered “No.”

“Quality Products” does not completely explain how ACI helps its best customers; its business partners. It’s like an invitation to look at our catalog of products, like we’re Amazon or Sears, when it should be an invitation to ask, “Can ACI ...?”

Because this is what ACI is all about: Solutions! If it isn’t in the catalog, then we create it, to the customer’s specifications. Often we provide more than tangible products. It could be a temporary staff or supplemental labor force or a new production line or an entirely new training facility like the horse ranch. ACI can design a program to fulfill just about whatever a customer needs. These are not ready-made products, they are outside-the-box: **Innovative Solutions**, created by listening to customers, learning what they need. This, we agreed, better captures the ACI brand message.

We next looked at how we represent ourselves visually.



We agreed, that dressing up an old font (Elephant italic) with the new tagline, doesn’t scream “innovative” anything. From a new customers’ perspective it says, “They didn’t put a lot of

thought or effort into their logo. Is that the kind of effort I can expect?” And again, as a group, we agreed that we need a more polished look.

To come up with a new graphical representation of ACI, we decided to ask the entire ACI team, staff and inmates, to submit their ideas. We made it a competition, a companywide contest that gave us a chance to share our new brand message, get buy in of it, and solicit designs ideas. We outlined a few simple principles about logo design and asked for help illustrating our brand message.

We got more than 60 submissions with lots of interesting approaches, featuring the state flag sun rays, the state shape, native plants, funky fonts, keys and keystones, eagles and swirls....

After careful review by the management team, we all agreed on one that really captures the essence of ACI. Each element illustrates an important aspect of the brand:

We’ve got the Arizona state flag re-imagined as a gear, representing movement, part of a machine, an engine, industry, production, labor, an integral part of the corrections department and the state’s economy.

This gear becomes part of the “i” in ACI and innovative solutions that we develop to meet customer’s needs in diverse industries

Another gear becomes the “C” in ACI, bearing in mind the driving mission to provide inmates with the job skills they need to lead creative, Productive Lives as part of the corrections process.

Pulling the components together creates an entirely new image: a new logo and tagline that better captures what ACI is really all about; in a fresh, new way.



Certificates of appreciation were presented to the team, made up of inmates and staff, who created the winning logo design: Cindy Deeringwater, Tom Brown, Lisa Quiroga, Gretchen Jones.