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Association Media & Publishing™

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Association Media & Publishing™ Debuts New Logo Logo, graphic identity reflects new and broader focus

(McLean, VA, November 30, 2009) —As the next step in their overall rebranding efforts, Association Media and Publishing is pleased to debut their new logo and graphic identity for the association.

"Our shift to a new brand and a new look symbolizes the strategic transformation under way within Association Media and Publishing. It also reflects the fact that, while our association has a long and proud heritage, we believe this logo captures our desire to include association professionals that work in all forms of media within our association," states Amy Lestition, CAE, executive director.

The new logo features a text solution to state Association Media & Publishing using a color palette of Rust, Green, Medium Blue, Cool Grey and Rich Black. The logo is primarily presented in a square, which has greater utility within various social media platforms.

Lestition notes, "We like that this will make you look a little closer, and think about what and who comprises our membership base."

Association Media and Publishing has undergone an extensive rebranding initiative over the past year. Working with The Coulter Companies, Eason Associates, Inc. and Hammock, Inc., the organization has launched a new name, with a new membership structure, publication names and a web site coming within the next few months.

"We are thrilled to play a part in the rebranding of Association Media & Publishing. As active members of the association we have experienced the evolution of the organization to one that is increasingly more relevant. The choice of this new mark is just one indication of the forward-thinking, visionary board and staff," stated Becky Eason, president of Eason Associates, Inc. Eason went on to say, "This logo was not the most obvious choice, but one that hopefully will represent the diversity and expansion in association publishing industry."

Association Media & Publishing (formerly SNAP) serves the needs of association publishers, communications professionals and the media they create. From blogs to magazines to wikis, Association Media & Publishing:

- Leads innovative approaches in community building, as shown by our use of social media, webinars and in-person learning opportunities;
- Hosts the preeminent recognition of industry and individual best practices via our Excel Awards and publications review program; and,
- Provides career advancement via an online career center, networking opportunities and lifelong learning experiences.

For more information, please visit www.associationmediaandpublishing.org.