



NALMCO unveils new streamlined logo

Seal of excellence represents quality and ethics in the lighting industry

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Des Moines, Iowa – The interNational Association of Lighting Management Companies unveiled today a new, streamlined logo that conveys the association’s commitment to high standards and technological advances in the lighting management industry.

“We decided to freshen up our logo because we wanted to make it clear that we stand for history, knowledge and professionalism,” said Alison Ryan, NALMCO executive director. “Now we have a distinct, identifiable logo that represents our reputation for fostering business relationships and delivering resources to industry professionals.”

The logo represents a seal of excellence linking NALMCO’s name with quality and ethics in the lighting industry. In addition, the logo’s modern design -- with its clean and simple lines -- shows NALMCO’s dedication to being on the cutting edge of innovation.

Founded in 1953, NALMCO is the largest organization in the lighting management industry and has worked to develop industry standards. Its Certified Lighting Management Consultant designation is the oldest nationally recognized program of its kind in the nation.

The association is comprised of nearly 150 member companies, representing thousands of individuals, who identify and implement millions of dollars in energy savings each year. Many members are small business owners. International member companies include General Electric, Osram SYLVANIA and Philips.

The new logo is intended to differentiate NALMCO from other professional associations in the lighting industry while retaining the blue and gray colors long associated with NALMCO’s

name. Accompanying the logo are the words, “The Standard for Lighting Management Quality Since 1953.”

In addition to being used on NALMCO’s Web site and letterhead, the logo will appear as a seal on NALMCO certifications.

“The new logo shows that certified NALMCO members are uniquely qualified to service, maintain, re-commission and re-light all types of facilities,” said Jim Frank, NALMCO board president and division manager for Facility Solutions Group, a national provider of lighting products and services.

NALMCO hired Echo-Factory, an advertising firm based in Rancho Cucamonga, Calif., to design the logo.

The new logo will gradually be phased in and will officially replace the previous NALMCO logo after January 1, 2011.

About NALMCO: The interNational Association of Lighting Management Companies has been the voice of the lighting industry since 1953. The association offers opportunities to members for networking, certification and referrals and provides a forum to facilitate new ideas and business opportunities within the lighting industry.

More information: www.nalmco.org

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