

# ASSOCIATED GENERAL CONTRACTORS OF GEORGIA, INC.

## Name Change and New Corporate Logo *Frequently Asked Questions*



- **What is the new formal name of our association?** In May 2012, after a unanimous vote by Chapter members to adopt a reconstituted set of Bylaws, “Georgia Branch, Associated General Contractors of America, Inc.” changed its name to “Associated General Contractors of Georgia, Inc.” For branding and marketing purposes, you will see the name shortened to “AGC Georgia.”
- **What prompted this name change?** The chapter’s new name is one of many changes embraced by our Bylaws Task Force and Board of Directors after extensive due diligence and consideration. The reconstituted Bylaws better reflect how the Chapter currently operates and positions us for future growth. As for the name change itself, over the years, concern had grown that the term “branch” left many asking “where the other branches or affiliates in Georgia were located?” and truly didn’t reflect the fact we are a statewide organization.
- **What are the reasons for choosing this new name?** This name is selected for its simplicity and to show a clear allegiance to the national AGC organization. It is also purposefully structured to mirror and show unity with many other AGC of America statewide Chapters.
- **Has the Chapter’s corporate logo changed to match the new name?** Yes, please see AGC Georgia’s new corporate logo placed at the top of this document. Please note this particular version of our logo with the tagline “Your Construction Industry Partner” is for Chapter use only. Variations of this logo reflecting the three primary membership categories (general contractor, specialty contractor, and supplier/service provider) are available for member firms to use in promoting their membership in AGC Georgia. Any members who proudly displayed the previous “Georgia Branch, AGC” logo are requested to stop using that logo immediately. Please replace any reference to the previous logo with the new logo on your firm’s website, stationary, business cards, jobsite signs, vehicles, etc.
- **In the Chapter’s new logo, what is meant by “Your Construction Industry Partner”?** This message communicates AGC Georgia is proud to serve as a valuable resource/partner to firms in the commercial construction industry or those requiring our assistance or who have business dealings with the construction industry. For our members specifically, we are a frontline partner in advocating for their legislative and policy needs, training and developing their workforce, connecting them with other industry leaders, insuring safe jobsites, and helping them stay on top of best industry practices.
- **When can members use the new logo to promote their AGC Georgia membership?** IMMEDIATELY. Members are encouraged to use the appropriate version of the new AGC Georgia logo—please keep in mind there are different logos for general contractor members, specialty contractor members and supplier/service provider members. Representatives of member firms can email Alyson Abercrombie, AGC Georgia’s Director of Marketing and Communications at [abercrombie@agcga.org](mailto:abercrombie@agcga.org) or call her at 678.298.4106 to receive the correct logo artwork in either jpg or vector format. Full details will be provided at the time of request. *AGC Georgia members are restricted from using the AGC logo to imply the association’s approval, support or endorsement of products or services.*
- **If a member joined the Chapter prior to this name change, do they need to take special action?** No, all members will continue to experience a seamless delivery of all services and programs. In the coming months, members can expect Chapter staff to provide them with updated promotional pieces to showcase their affiliation with AGC Georgia and help educate the marketplace about our new name and logo, i.e. new membership plaques, decals for jobsite signs and office entryways, and hard hat stickers, etc.
- **Can members use both the AGC of America logo and the new AGC Georgia logo in marketing materials?** Yes, all AGC Georgia members are encouraged to use both their membership category’s respective AGC Georgia and AGC of America logos in promoting their membership in the association.
- **How is AGC Georgia communicating the name change to the marketplace to ensure buyers of commercial construction services still associate the top contractors and supplier/service providers with the same organization previously known as Georgia Branch, AGC?** A press release announcing the new name change and logo was sent to industry publications, partner associations, and firms and groups in the Chapter’s database. We also encourage our members to help educate their customers and others they work with about our new name and logo.