



NCSEA

National Council of Structural Engineers Associations

NCSEA COMMUNICATIONS

Branding Update



NCSEA

National Council of Structural Engineers Associations

THE LOGO CONVERSATION: YOUR GUIDANCE

2025 REBRAND QUESTION

- Should NCSEA change its logo/branding?
- Surveyed SEAs and heard directly from members
- Your feedback: no, this is not a priority right now
- Opinions vary — some like the current logo, others are indifferent

WHERE THINGS STAND

- Rebrand project has been **put on hold** in response to SEA feedback
- Our role is to **support you** — not to set a direction for you
- We will continue to monitor interest and adjust if priorities and needs change

YOUR SEA'S IDENTITY — AND NCSEA'S

NCSEA and SEA branding are independent — you decide what works for yours.

THE NCSEA LOGO

NCSEA's brand choices do not cascade down to SEAs (unless you choose to use it)

The NCSEA arch reflects common SEA logos, not the other way around



YOUR LOGO

SEAs can choose to use the standard template, a modified version, or a fully independent design

Several SEAs already use logos that differ from the standard template

REQUEST: HELP KEEP OUR LOGO LIBRARIES CURRENT

1

IF YOU'VE UPDATED YOUR LOGO

If your organization has updated its logo recently — even a minor tweak — or if you use an alternative design, please send the current file to NCSEA.

2

IF YOU USE THE STANDARD TEMPLATE

If your logo file has degraded or you need a different file format, reach out and we'll send you a clean copy of the original.



KSTANEK@NCSEA.COM

WE SEE ABOVE & BEYOND.TM

NCSEA's Campaign for the Structural Engineering Profession

weseeaboveandbeyond.com

WHAT IS *WE SEE ABOVE & BEYOND* ?

OUR GOALS

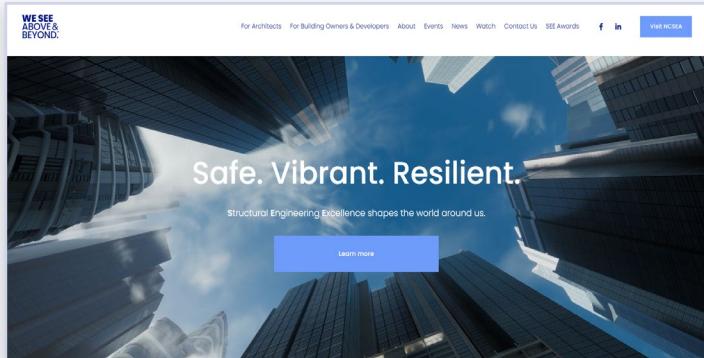
- Increase the perceived value of structural engineers so we are **engaged earlier, consulted more, and compensated accordingly.**
- Strengthen the pipeline of **new talent** into the structural engineering profession.

WHO WE REACH

- Architects
- Building owners
- Property developers
- Other AEC professionals

HOW WE DO IT

- Website content & articles
- Targeted advertising
- Conference presentations
- Practical tools & resources



We SEE runs content at WeSEEAboveandBeyond.com and partners with key AEC publications and platforms.

WE SEE IN ACTION

AIA25

Conference on Architecture & Design

BOSTON

JUNE 4-7

From vision to reality.

Licensed structural engineers help turn ambitious ideas into safe, buildable structures.



CONSTRUCTIONDIVE Deep Dive Opinion Library Events Press Releases Topics

The need for speed can lead to problems on projects, engineers say

The push to accelerate construction and a lack of maintenance on existing infrastructure and buildings are top concerns for structural engineers, a new survey found.

Published Sept. 5, 2024

By Jen A. Miller



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SMARTER INVESTMENTS.**

DISCOVER HOW STRUCTURAL ENGINEERS ADD VALUE →

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Structural Insight for Architects

weseeaboveandbeyond.com

Why Building Owners and Developers Ask for Structural Engineers



WE SEE ABOVE & BEYOND.™

Structural Engineers SEE Above & Beyond to create safe, vibrant, and resilient communities.



WE SEE ABOVE & BEYOND.

Decisions Behind Better Buildings



weseeaboveandbeyond.com

Rethink Resilience

[Read More →](#)

WE SEE ABOVE & BEYOND.



Left stranded after the Fern Hollow Bridge collapsed in January 2022 in Pittsburgh, Pennsylvania. The collapse of the bridge is a stark reminder of the country's poor state of infrastructure maintenance, a report from the National Transportation Safety Board said.

WHAT WE'VE BUILT

AWARENESS IN THE AEC MARKET

- Paid advertising
- Social media
- Conference presentations

AN AUDIENCE WE CAN BUILD ON

- Architects
- Building owners & managers
- Property developers

A WEBSITE & CONTENT

- WeSEEAboveandBeyond.com
- Article hubs

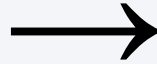
INDUSTRY PRESENCE

- Credibility in key AEC platforms

THE NEXT STEP: FROM AWARENESS TO RESOURCE

WHERE WE'VE BEEN

- Awareness-first campaign
- Broad advertising reach
- Brand visibility in the AEC market
- Foundational website content



WHERE WE'RE GOING

- A trusted, **go-to resource** for AEC professionals
- Deep, **practical content** that architects, building owners, and developers want to bookmark and return to
- Advertising that drives people to **useable (and sharable) content**
- A **library** of evergreen and timely content that SEs can share with their own clients when questions arise

WHAT'S COMING: NEW CONTENT, REAL INSIGHTS

WORK GROUPS

Content Creators

Writing and collaborating on practical articles, guides, and presentations drawn from SE expertise

Andrew Podojil, Bassem Almuti, Chad Mitchell, Ed Quesenberry, Katherine Anne Rivera

Reviewers

Ensuring technical accuracy and real-world credibility

Dani Friedland, Julian Lineham, Tim Patterson

SEA Outreach Coordinators

Connecting national content to local SEAs

Chad Mitchell, Chris Snider, Ed Quesenberry, Kelsey Parolini

FIRST WAVE TOPICS INCLUDE:

- When to engage a structural engineer
- What architects gain from early structural collaboration
- What building owners should expect from an SE
- Common reasons structural redesigns happen
- How structural engineers contribute to resilient and low-carbon projects
- Why structural engineering is a compelling career, and how to attract the next generation of talent

Future plans could include a “Find a Structural Engineer” directory — connecting SEs with clients who need them.

Structural insights for better buildings

Good structures start with good bones. Structural engineers design the systems that keep buildings safe, resilient, and built to last.

For Architects

Resources to help you engage structural engineers at the right moment and get the most out of that collaboration.

[Explore](#)

For Building Owners & Developers

Practical guidance on how structural engineering decisions affect your budget, schedule, and long-term asset performance.

[Explore](#)

For Homeowners

Not sure if your project needs a structural engineer? Start here.

[Explore](#)

YOUR INVOLVEMENT MAKES THIS WORK.

We SEE is strongest when the profession stands behind it.

- Help amplify content locally through your SEA or your own channels
- Connect your members and peers to We SEE resources
- Share an example of a successful project in your area — we're collecting real stories for upcoming content



Visit us online
weseeaboveandbeyond.com



Follow, like & share on LinkedIn
[company/we-see-above-beyond](https://www.linkedin.com/company/we-see-above-beyond)

REACH OUT

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BEYOND.™