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Tagline logoart can be [downloaded here](#).

### Concrete Reinforcing Institute Reintroduces New Tagline

(SCHAUMBURG, IL – June 7, 2021) The Concrete and Reinforcing Steel Institute (CRSI) reintroduces its new tagline, “Safe and Sound: Steel Reinforced Concrete”. The new slogan was originally launched during the 2020 World of Concrete, only to be compromised by the COVID-19 pandemic a few weeks afterwards. The Institute felt that proceeding with the roll out was tone deaf to all that was quickly developing not only in the United States, but worldwide.

As the reopening of states continue, CRSI feels it’s time to continue the messaging behind the “Safe and Sound: Steel Reinforced Concrete” tagline. The phrase was selected among staff submissions for its personal and emotional appeal, a departure from the typical rugged phrasing. The pause allowed CRSI to tweak the slogan’s artwork for a cleaner, quicker read. Accompanying the relaunch is a landing page dedicated to the tagline’s messaging. Please visit [www.crsi.org/Resources/Safe-and-Sound](http://www.crsi.org/Resources/Safe-and-Sound) to view the page.

“The keywords focus on two key inherencies of steel reinforced concrete; resilience and durability,” explains Danielle Kleinhans, President and CEO.

The graphic treatment includes key markets for steel reinforced concrete construction which typically occupy mid- to high-rise structures, along with the transportation sector. A central element is the section of reinforcing steel, or “rebar”, that traverses the width of the graphic.

The tagline will be incorporated into CRSI materials in the coming weeks. The logo will be officially relaunched during the World of Concrete, June 8-10, 2021.

### ***About the Concrete Reinforcing Steel Institute***

Founded in 1924, the Concrete Reinforcing Steel Institute (CRSI) is a technical institute and Standards Developing Organization (SDO) that stands as the authoritative resource for steel reinforced concrete construction. Among the Nation's oldest trade associations, CRSI offers many industry-trusted technical publications, standards documents, design aids, reference materials and educational opportunities.

CRSI's members represent over 80% of the U.S. manufacturers, fabricators and placers of steel reinforcing bar and related products with over 600 locations in 49 states, and with over 15,000 employees. Members produce, fabricate and install approximately 9 million ton of reinforcing steel per year using scrap steel in efficient manufacturing operations. It is estimated that the industry impacts over 75,000 people in steel transportation and placement in North America.

The CRSI membership also includes professionals across the country who are involved in the research, design, and construction of steel reinforced concrete. CRSI staff comprises a nationwide region network of industry professionals.

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Four Color



Two Color



One Color

