



# The ICD logo; the background story

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## The evaluation process

The assignment to evaluate and recommend a universal logo for the International College of Dentists was given to the Editors Task Force, composed of editor representatives from eleven Sections of the College. The Editors Task Force was considered the ideal group to evaluate the technical demands as well as the individual impact of graphic symbols in print and electronic media. The committee carefully evaluated all of the options in arriving at their very strong recommendation to the Council. Committee members considered candidate logos that had been evaluated by dental and non-dental focus groups, examined for potential trademark conflicts and subjected to logo design guidelines. In principle the guidelines recognized that today both professional and commercial logos need to be easily recognizable, memorable and meaningful without the need to search for hidden meanings or messages. Specifically regarding the College logo, it was further determined that the logo should include the College colors of gold and green, feature a global icon and graphics that present a modern design while still projecting the tradition of the College.

## Description of the logo

The logo is dominated by universally recognized ICD letters in gold, stone-chiseled and incorporating a 3-D beveling such that the letters appear to rise boldly off the background projecting a strength of character and permanence while the gentle rounding contributes to a subtle mix of modern and tradition.

A truly international character of the College is represented in the College-green global icon which is also the universal color of health and ecology. By design, this view of the globe does not favor any country or hemisphere as the College is considered a one-world organization. The globe is further divided by offset longitudinal lines suggesting rotation and vibrancy further implying that the College is not a stagnant organization but constantly in motion, embracing deserving new members throughout the world while also welcoming new ideas.

A starburst of light emerges from the globe symbolic of the ICD illuminating our planet with philanthropic, educational and humanitarian programs.

## A note about the Key



The College Key is the most recognizable symbol of our organization among Fellows. It is constitutionally protected and will not be replaced or diminished in any way. However, it doesn't meet the criteria for a universal logo. The Key will continue to be the most honored emblem reminiscent of our values and traditions and will in perpetuity appear on our certificates, hang from our gold and green ribbons and displayed in all its familiar venues.