

## **IAML's new logo**

IAML's new logo was designed by Anja Waldmann, a young designer from Weimar in Germany. She was chosen in a small competition that included designers from Sweden, UK and USA.

At an early stage French and German Branch representatives were consulted about whether it would be appropriate for simplicity of design to omit the AIBM and IVMB acronyms that were in the old logo, and they gave their permission to do so. After several iterations the Board chose the logo that you will have seen on the website and here on the screen.

Some national branches have the old logo embedded in their own national logo with, in some cases, a degree of transformation, for example Italy while other national branches have their own logos that make no visual reference to the parent association.

The logo is available in various sizes and formats and we can supply these to any national branch that wants to use the new logo either to update its own logo or simply to display it alongside its own logo.

At present none of these logo files are directly available to anyone outside the Board and the Webteam. We intend however to make a small selection of common sizes and formats more openly available through the website with instructions for their use. These will make it clear that the logo must only be used in its unaltered state. It is not permitted to change any of the the colours, shapes, proportions or the embedded IAML text. This is to maintain — I hate to use this term — the brand image.

If your current national logo incorporates the old IAML logo there is no requirement for you to update it. The decision of whether or not to leave things entirely unchanged is entirely the business of the national branch.

Branches may also wish to display the new IAML logo alongside their own logo as the Czech Republic already does with the old one. We would encourage all national branches to display the new logo on their websites and publications to show more clearly that we are all part of the wider association.

Finally, please take especial note that the *only* thing that has changed is the logo itself. The full names and initials of the association in English, French and German all remain valid and unchanged.