



International Association of Business Communicators

FOR IMMEDIATE RELEASE

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IABC launches a new look

The International Association of Business Communicators (IABC) unveiled a new logo on the eve of the annual IABC World Conference held in San Francisco later this month, replacing their branding that had endured since the founding of the organization 45 years ago.

The new logo represents the “globe” that is IABC, with the openness of the letters running over the edges of the circle representing IABC’s core values of transparency, connection and community.

“The updated look reflects today’s strategic positioning of IABC as well as being the new face of the organization,” said Russell Grossman ABC, FRSA, International Chair of IABC.

“It is based on a significant program of research and consultation, undertaken by an international brand taskforce. The result is a very flexible brand that communicates our unique international proposition to our members, to the global communication profession, and to the businesses and organizations we serve”.

The project began over two years ago, led by an international group of volunteers. In partnership with Arcas Advertising, a Canadian agency that specializes in branding, advertising, identity, communications and digital services, the team has crafted an approach that is open, accessible and professional.

“The Brand Taskforce’s research validated IABC’s diversity and international presence as a key differentiator for the association,” said Grossman. “We have not only created a new logo here, but affirmed IABC’s approach: to identify, share and apply best practice in a world where communications is increasingly a force for good in business and society.”

The new brand will be officially launched at IABC’s World Conference (www.wc.iabc.com), to be held June 14-17 at the Marriott Marquis Hotel in San Francisco. Changeover to the new brand across IABC’s global network of chapters will take place over the coming months.

More information about the new brand is available at: <https://www.iabc.com/membership/about-iabcs-brand/>

About IABC

The International Association of Business Communicators (IABC) enables a global network of communicators working in diverse industries and disciplines to identify, share, and apply the world’s best communication practices. IABC is recognized as the professional association of choice for communicators who aspire to excel in their chosen fields. For more information, visit www.iabc.com.

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