

New IGS Logo FAQs

Why has the IGS refreshed its logo?

The IGS was keen to update its existing logo to better represent the modern, professional organization it is. We also wanted to standardize the use and appearance of our logo across chapters, committees and more, to ensure branding consistency and unity throughout the organization and its activities.

When should I use the new logo?

Now! The new marque should be used on any new collateral created.

But I've got stationery and other materials with the old logo. Should I throw them away?

All IGS bodies including chapters, committees and task forces can continue to use up any physical collateral that carries the old logo such as stationery. However, once this has been exhausted the new logo must be used on any new orders.

What about our websites?

Digital assets such as chapter websites and other digital media should be updated with the relevant logos by **December 31, 2022**.

You've got tailored logos too. Tell me about those.

Yes! Alongside the new main logo, we have created logos for each chapter and every regional, technical and operational committee. This is to ensure unity of messaging across the IGS brand.

Where can I get the logos from?

Simply email IGS Secretariat Manager Elise Oatman at igssec@geosyntheticssociety.org with your image requests.

Where can I find more information about appropriate logo use?

Please refer to the new Logo Policy Document [here](#).

How much did all this cost?

Funding was within planned budgets for communications development.

I have a question that isn't covered here. Who can I contact?

Please email IGS Secretariat Manager Elise Oatman at igssec@geosyntheticssociety.org with any questions.