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THE INTERNATIONAL COLLEGE OF DENTISTS' Worldwide Centennial Celebration

100 YEARS OF THE COLLEGE 1920-2020

Centennial Campaign Communication Anchors

- Centennial Theme
- Branding Statement
- Logo

Centennial Theme

*"Celebrating the first
one hundred years"*

Recognizes the importance of **celebrating** the College's esteemed history while simultaneously and optimistically planning for our robust future .

Branding Statement

Honoring the World's Leading Dentists Since 1920TM

The ICD message that identifies the unique, global reputation of the College earned over the first 100 years and recognition of the preeminence of its members in the dental profession.

Rationale used in
selection of the
Branding Statement

Honoring the World's Leading Dentists Since 1920

Honoring

Honor or "having been honored" is universally, and across all demographic variances, the dominant reason for maintaining membership in the College. The verb form confirms an active, ongoing mission. In fact, an amazing 100 year-old reason d'être continuum.

*Honoring the **World's** Leading Dentists Since 1920*

World's

Promotes the global, international footprint/impact of the College. One of our most supportable and unique characteristics. Elevates ICD recognition and prestige beyond any regional or national association.

*Honoring the World's **Leading Dentists** Since 1920*

Stays true to the College's mission of recognizing preeminent dentists *“for outstanding professional achievement and meritorious service.”*

Leading Dentists

Reaction from patients focus group was extremely positive; "must be one of the best" [most frequent comment] vs. reference to membership in an honor society, which was confusing to the group. Delivers measurable, practical value for Fellows when patients see their provider as one of the world's leading dentists.

*Honoring the World's Leading Dentists **Since 1920***

Since 1920

Affirms the historical accuracy of the centennial theme, no need to constantly update or attest to comparative metrics. Promotes College venerability, stability and tradition.

The Centennial Logo

Core Logo



The Core Logo presents the celebratory centennial theme. The Full Logo (next slide) has in addition the College name and Branding Statement. Each format's use depends on the intended venue.



Full logo on white background



Full logo on black background

Cheers! The campaign begins with great branding options.





Other branding options

More branding options



We are engaging leading figures
across the world who will
acknowledge the milestone
College Centennial with
announcements, proclamations
and various other
demonstrations of support.



Join us in the global celebration of the first 100 years of the
International College of Dentists.

❖ The party of the century you *won't* want to miss!