

## BDIZ EDI has an updated CI

# Our new outfit

In mid-2023, the BDIZ EDI set out to modernise its logo, which has been around for more than 30 years. Read this article to find out how we went about it.



## Bundesverband der implantologisch tätigen Zahnärzte in Europa e.V.

European Association of Dental Implantologists



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The BDIZ EDI logo has a high recognition value far beyond the borders of Germany and even Europe. The aim was therefore to refresh rather than replace the most prominent elements of the corporate identity (CI), making it look fresh and contemporary. The BDIZ EDI corporate design team was unanimous on this issue. It consisted of the following people: Christian Berger, who had been instrumental in creating the original logo and who contributed his dental expertise; Anita Wuttke, press and public relations officer; Carolin Neubauer, graphic designer; and Helga Karanikas, who works with the BDIZ EDI "brand" at our office.

### Changes

The distinctive wreath of stars has been refreshed but not replaced. The stylised tooth in the logo has been replaced by an

implant. The most significant change is to the lettering, which had been criticised, often quite vociferously, because the "old" lettering got blurred to the point of illegibility if the logo was rendered at a smaller size, whether online or in print.

### Rationale

"I believe that a CI should be understood as a framework. It should help ensure that a particular object or document can be associated with a particular organisation", said graphic designer Carolin Neubauer from St Augustin near Bonn, explaining the philosophy behind the change. The corporate design is not only about the logo, but also about the recognition value on letterheads,



certificates, press releases, contracts, publications such as the implant brochure, guidelines, the implant passport, the BDIZ EDI table, exhibition walls and of course *BDIZ EDI konkret* and *EDI Journal*.

Members can order the logo free of charge from the BDIZ EDI shop on our website for use on their practice website or for their practice sign from the BDIZ EDI online shop. The BDIZ EDI is currently relaunching its website. The new logo is available in an English and a German version. The difference is in the lettering.

It is particularly important to the Board that the BDIZ EDI keeps its brand promise: Implantology and more—that means providing the full range of services for dentists working in oral implantology. Political intervention, legal sup-

port and if necessary legal action, support with dental billing issues, high-quality implantology training, participation in the Consensus Conference on Implantology and in the guideline work of the professional associations, development of our own guidelines, patient communication online and via brochures, the awarding of the formal title "Focus of Professional Activity: Oral Implantology" and much more.

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