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## Letter From The President

# A SHARP NEW LOOK

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**THE DOUBLE COVER OF THIS EDITION OF *THE ACTUARY*** is a technique used at times by many prestigious magazines to call out an issue of particular interest. For us, this is our way of announcing a brand new look to the face of the Society of Actuaries (SOA) in the public eye. Branding is very important to encapsulating the entire package of values and principles that constitutes the SOA as an organization. The SOA staff, together with branding consultants, put a lot of thought and research into the brand refresh, and the Marketing Executive Committee and Board gave their careful deliberation and input and approved the new brand. We are very excited about the end result and hope you share in our enthusiasm.

### WHO ARE WE?

Now that the magazine announcing the new SOA brand has your attention, I would like to share with you the reasons why this isn't just about an updated logo. This brand refresh reflects the essence of the SOA—a leading provider of globally recognized credentials establishing actuaries as business leaders who measure and manage risk to support financial security for individuals, employers, organizations and the public. You'll see the new look throughout this magazine, on *SOA.org*, at the 2015 SOA Annual Meeting & Exhibit and in our communications to you.

With roots back to 1889, the modern SOA was formed in 1949 by the merger of the Actuarial Society of America and the American Institute of Actuaries. This new association had around 1,000 members and four employees. Today, the SOA has more than 26,000 members in 78 countries and 36,000 candidates in 89 countries. The SOA's heritage is a source of pride for all who are members.

This brand refresh is a symbol of that pride. The credentials we've earned are more than letters after our names. They are the reason we are trusted and respected around the world by those who use actuarial services.

### WHY CHANGE THE BRAND?

While the SOA is well-known and highly-respected, we lacked a strong, highly recognizable appearance of our "brand;" that is, our logo, the colors we use in our materials and the overall appearance of our publications. Looking at a set of logos and brands of other organizations, including those of other actuarial organizations, the SOA's brand simply didn't stand out in ways reflecting the SOA's role in the profession. Modern technology applications were not kind to our logo whether rendered in mobile applications, Web-based communications or even presentations.

The clean aesthetics of the new logo, the infinity shield, will serve us well in the digital age where logos are reduced to the screen size of an Apple Watch. As we bring our professional designations, research and our continuing education programs to a global audience, we need a strong, recognizable logo representing our brand that reflects our principles, history and identity while keeping pace with technology.

Making necessary changes to our logo and our overall brand appearance is not, by the way, unique to the SOA. We've all seen many other organizations, including those for which we work, do the same. In recent years, a number of our sister actuarial organizations have updated their logos to reflect their unique histories and identities. In a world crowded with brands, it's vital that we create a visual identity that is immediately recognizable to those who seek out, or are stakeholders of, the SOA.

Of course, members are very familiar with the SOA's intricate seal (rosette with the shield, eagle and maple leaf), which we have often used as a logo in the past. We will continue to use the seal on official and formal documents, such as our certificates of membership, and we will feature the new logo and look on organizational materials and in media channels.

**INFINITY:** Communicates how we are continually evolving to provide forward-thinking research, education and opportunities for our community and the professionals within it.

**SHIELD:** Represents a fortified foundation, bound by a set of principles that advances the interests of our profession and cultivates outstanding, trusted professionals.

The color selected for the Society of Actuaries Signature reflects the vitality and positive outlook of the company. It also communicates the main brand pillar of trust.

The color blue is also perceived as dependable, fiscally responsible and secure. Strongly associated with the sky and sea, blue is serene and universally well-liked. Blue is an especially popular color with financial institutions, as its message of stability inspires trust.



## SOCIETY OF ACTUARIES

The negative space within the center of the symbol was inspired by and is representative of the shield found within the revered Society of Actuaries seal. The symbol's infinitely undulating appearance was inspired by the Penrose Triangle, or an impossible triangle—a known and loved logic problem. The modern, multidimensional appearance represents the size, reach, strength, standards and authority of the organization.

### WHAT DOES THE NEW BRAND COMMUNICATE?

The essence of the SOA's brand is "trusted." We are trusted to advance knowledge through actuarial research. We are trusted to nurture and educate our candidates, providing them with the highest quality actuarial credentials. We are trusted to connect, develop and advance the interests of our members around the globe. We are trusted to serve in key risk management roles in a growing number of organizations and industries. We're trusted to promote financial stability and well-being in an increasingly complex world.

The new infinity shield logo reflects the SOA's unbounded potential. The shield, taken from the SOA seal and a nod to the mathematical symbol  $\infty$  infinity, represents our rich history, professional standards and principles, and our charge to manage risk to support the financial security for our stakeholders. The logo is blue, a color of trust. This may seem a bit poetic and it is not intended to be—according to our extensive market research, blue places us in the category of trusted financial services along with other actuarial organizations and actuarial employers.

The appearance of our brand is changing, and our principles endure as we serve the public, advance the profession, credential and educate actuaries, and build strong actuarial communities. I hope you will agree that this new brand does a good job symbolizing the SOA and what it means to me and to you as a member. If you're interested in learning more about the SOA's new look, visit [SOA.org/Brand](http://SOA.org/Brand). **A**

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