

MESSAGE FROM THE EXECUTIVE DIRECTOR

Logos reflect the meaning of an organization. As that meaning grows and changes, logos are adapted.

David states correctly: "Around the world your Society is known and recognized, mainly and simply, as 'SMPTE,' a provider of important information, standards, and services to those of us interested and involved in the arts and sciences of motion imaging. SMPTE is respected as an inclusive, rather than exclusive, organization whose horizons and interests encompass the whole range of current motion imaging technologies and practices."

He continues: "As you know, all those who are interested in, or contribute to, the arts and sciences of motion imaging, in any capacity associated with any technology, are welcome in our Society. Yet the long form of our name seemed to restrict membership to a limited and somewhat elitist group. Over time this disparity has led to the initials SMPTE having established a reputation,

life, and character of their own. The new logo, then, mirrors that reality. The circle represents the worldwide relevance of the Society and when combined with the horizontal band and lettering, form an authoritative 'stamp' or 'brand' representing our standards and information activities. The central band also pays homage to our roots in film and present involvement in pixels and acknowledges the wide range of techniques and technologies in between."

Shown below are some of the applications of the new logo.



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