



## **Global Tones: The Story Behind the SOCS Rebranding**

*As we approach our 20th Anniversary at the Skin of Color Society, we are thrilled to introduce a modernized visual representation of SOCS to help usher in our future as a global authority on skin of color dermatology—working around the world in the name of diversity in dermatology, excellence in patient care and health equity for patients of color.*

*This new logo was meticulously designed to celebrate and recognize the remarkable growth, expansion, and ongoing evolution of SOCS as a global organization.*

*We are proud to introduce “Global Tones,” our new, future-facing iconography, typography and color palette embodying multiple layers of meaning and symbolism.*

*Within a synchronistically balanced, fluid and cohesive iconography, we can subtly discern our acronym “SOCS” representing our organization while the whole, greater than the sum of its parts, suggests a globe reflecting the global nature of SOCS as a world leader in skin of color dermatology. Even the angle of the icon sits at the same angle as the earth sits on its axis: 23.5 degrees.*

*On a deeper level, “Global Tones” represents humanity, brought to life through many different skin tones, intertwined to create a synergistic whole: each section is distinct and yet interconnected and interdependent with the others to make the entirety work—exactly like the family of humankind all around the world.*

*Font colors were carefully chosen as well. To accent our beautiful palette celebrating skin of all colors, we selected a warm, appealing hue of orange that we call “Ripe Papaya” to pay homage to our roots as an organization and to represent the life-giving energy of the work we do.*

*Interestingly, following several iterations, we discovered this design worked best with the widest range of skin tones incorporated directly into the design.*

*In the artfully crafted typography, we chose to highlight the word color as an important part of our identity. And we were intentional in having Society span the full width the words, skin of color. It reflects a double meaning: we work together as a professional society through SOCS and we work within society in the larger sense to change the landscape for people of every color, including aspiring and practicing dermatologists, medical colleagues, patients and the public at-large.*