RSNA®
Radiological Society of North America

820 Jorie Blvd
Oak Brook, IL 60523
TEL 1-630-571-2670
FAX 1-630-571-7837
RSNA.org

NEWS

RSNA Press Release

Radiological Society of North America Unveils New Look

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Media Contacts:

RSNA Media Relations: (630) 590-7762

Linda Brooks
1-630-590-7738
lbrooks@rsna.org

OAK BROOK, Ill. (March 8, 2010) — The Radiological Society of North America (RSNA) today unveiled a redesigned logo, conceived to join past, present and future and to unify the Society's products and services under one umbrella.

"As medical imaging evolves, we believe it is appropriate for RSNA to evolve also—so we have updated our look," said RSNA Chairman of the Board, George S. Bisset III, M.D.

The new RSNA logo features a unique font, symbolizing the strength and historical foundation of the Society, as it approaches the 100th anniversary of its founding. A triangle accent mark and radiant line reflect illumination by and hopes for medical imaging. The upward movement of the line reflects the Society's dynamic leadership in advancing the science and technology of radiology and shaping the future of the specialty.

The new logo is the culmination of an effort to understand peoples' perceptions of RSNA. The Society regularly reaches out to its members and meeting attendees to find out what they think of its products and services, which include *Radiology, RadioGraphics, RSNA News,* the scientific assembly and annual meeting, online education resources and informatics technology.

In 2008, RSNA asked members, nonmembers, volunteers, leaders, North Americans and international colleagues to share their thoughts about RSNA.

The survey revealed that members of the radiology community view RSNA as a trustworthy, cutting-edge, collaborative and visionary organization and see the Society as global in its scope, scale and connections.

"We found that people associate RSNA with high quality, innovation and dedication to its mission of research and education," Dr. Bisset said. "They value the opportunities RSNA offers for professional development and networking at all levels and in all subspecialties of radiology."

Members touted RSNA for keeping up with technologic innovation and scientific advances

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and for advancing radiologic science, technology and clinical care through education, collaboration and leadership.

The research also disclosed that, while many people understand, use and appreciate various RSNA products and services, they don't always associate them with RSNA or relate them to one another. Therefore, the Society has united all its products and services in a robust, consistent structure with the refreshed logo, forming an "RSNA family" of products and services.

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RSNA (*RSNA.org*) is an association of more than 44,000 radiologists, radiation oncologists, medical physicists and related scientists committed to excellence in patient care through education and research.

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