**IALA IMC MEETING**

**October 13th to 15th, 2015**

**Incheon, Korea**

**4. IALA General Secretary update**

g. Visual image-project

In the perspective of a change of status for IALA in a near future, a project has been launched this year with a Branding company, Carré Noire, in order to modernize IALA’s image. The branding strategy is:

- to find a corporate identity

- to determine a new look and feel, more internationally oriented

- To adopt a new logo & graphic guidelines for all the various publications.

Next year, the second phase will consist in:

- the harmonization of the premises to fit with the new visual territory (new furniture & interior layout)

- A complete redesign of the IALA website together with new digital guidelines.

The rebranding process will help IALA to be well-positioned globally as a reliable International Organization.

The SG will brief more in detail at the meeting.