



FOR IMMEDIATE RELEASE

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## GISCI Has a New Logo and Soon, a New Look

The GIS Certification Institute (GISCI), a non-profit organization that promotes the advancement of proficient GIS professionals through its international GISP® (Certified GIS Professional) certification program, is launching a new primary logo family and additional logos for two newly initiated programs. The rebranding includes a reimagining of the primary GISCI logo family with special logos for the GISP-R (Retired) and, GISCI Endorsing Organization designations. While the logos represent a fresh look, the GISCI will retain its current style guide, allowing for familiarity for GISPs and continuity from the previous logos to the new logos.

“The new logo represents an evolution” said Lis DeGironimo, GISCI Board Member and logo designer, “representing how the GISCI continues to grow and progress.”

While the logo may be new, the essence of what GISCI represents remains the same. A roll out of the new logo will occur in the new year with an update of the GISCI website to follow. In addition, a new GISP store will be set up to allow GISPs to purchase logoed merchandise to show off their accomplishment. GISPs will also be able to download a signature logo to put in their signature block.

“I am really excited about the change,” Tony Spicci GISCI Executive Director added. “Usually, organizations rebrand when they head in a different direction. We are still on the same path; we have just upgraded how we are getting there.”

Expect to see the new logo rolled out in the next few weeks with a new website in the second quarter.



ENDORSING



GISP-R



GISP

**About GISCI** The GIS Certification Institute (GISCI) is a non-profit organization that promotes the advancement of proficient GIS professionals through its international GISP® (Certified GIS Professional) certification program. The Institute fosters rigorous professional and ethical standards, community engagement, and professional mentoring within the GIS industry. GISCI’s member organizations include

the American Association of Geographers (AAG), National States Geographic Information Council (NSGIC), University Consortium for Geographic Information Science (UCGIS), and the Urban and Regional Information Systems Association (URISA).

More information about the GISCI is available at [www.gisci.org](http://www.gisci.org)

**Media Contact:**

Tony Spicci, GISP CGMP

Executive Director – GIS Certification Institute

847.824.7768 [tspicci@gisci.org](mailto:tspicci@gisci.org)