

# The CSA Has a New Emblem!

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Many of us in the CSA have great affection for our original 1948 seal (below). It has a classic style with laurel leaves, the California bear, and a traditional monogram that puts the large “A” in the center of the seal.



As we have moved into the 21st century though, the CSA's Committee on Professional and Public Communications (CPPC) realized that we have important new public relations work to do. We need to improve our outreach to patients, physicians in other specialties, hospital administrators, and legislators—all of them people who need to understand how important anesthesiologists are during the most critical times in a patient's life.

The CPPC and the Board of Directors agreed that we need to undertake what's known as “rebranding”: the work of redefining the CSA's image so we can communicate better with our target audiences. The new brand ideally would be contemporary but honor our traditions, and incorporate medical imagery too.

We worked with a Southern California advertising agency to come up with new designs to present to the Board of Directors. We considered several options: some more traditional, others more abstract. We looked at color palettes and fonts. Last, we considered many choices of taglines to express in just a few words what we want people to remember about anesthesiologists.

Realizing that we would never reach 100 percent consensus, we ultimately decided on an updated version of a traditional circular seal. We also developed a tagline—something the CSA did not have before—which we hope will resonate with anesthesiologists and members of the medical community as well as the public.

Over the coming months, you'll see the logo and tagline unveiled and rolled out on letterheads, the *Bulletin*, the website—wherever the CSA name appears. We'll keep you in the loop at every step as our public relations campaign continues to develop, and look forward to hearing your ideas for future initiatives.