

the design channel, llc

## news release

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For Immediate Release

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### **Medical Education Association Awards Identity Project to Agency**

#### *The Design Channel selected to design logo for AACOM annual conference*

WASHINGTON, DC, August 6, 2013—The American Association of Colleges of Osteopathic Medicine (AACOM) has selected The Design Channel to develop a logo for its annual conference, announced David Franek, TDC president and creative director. The association's upcoming conference, scheduled for April 2-5, 2014, will take place in Washington, D.C.

"Developing a unique brand identity for a conference is a challenge that we enjoy," Franek said. "Because it represents a once-a-year event and isn't seen continually, the conference logo has to make a strong impression immediately. We believe we can provide AACOM with a logo that will be impactful every year and will help serve as an anchor for other branding elements associated with the conference."

The conference attracts faculty, administrators and students of colleges of osteopathic medicine across the country. Each year's event has featured a unique theme that conveys the content of the keynote events, seminars, and exhibits; going forward, these themes will be incorporated graphically into the new logo developed by TDC.

AACOM is a non-profit organization based in Chevy Chase, Maryland that supports colleges of osteopathic medicine across the U.S. and serves as a unifying voice for osteopathic medical education. The association fosters collaboration among its member institutions and is active in advocacy at the federal government level. It also provides centralized services to its members, including data collection and analysis and operation of the online application service (AACOMAS) for prospective students applying to osteopathic medical schools. There are currently 29 accredited institutions in the U.S. that grant Doctor of Osteopathic Medicine (DO) degrees and are members of AACOM.

With offices in Washington, DC and Baltimore, Maryland, The Design Channel provides a full range of integrated marketing services, including branding, marketing communications and advertising, and broadcast and interactive media.

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