



ICIT

2024

ICIT Logo Redesign Initiative

Case Study

Brand Identity • Logo Design



ICIT

Problem

The Institute for Critical Infrastructure Technology's previous logo lacked a clear visual identity.

Logo used since 2014: **ICIT** | Institute for Critical
Infrastructure Technology

Opportunity

ICIT was approaching its 10-year anniversary which presented the right timing for a logo redesign that represented its identity and created increased brand recognition in the critical infrastructure, policy, and government technology communities that the organization serves.





ICIT

Our Process

The team at ICIT launched an aggressively extensive six-month development process to ensure the new logo would reflect the Institute's mission, identity and values while appealing to its core audience. This process consisted of eight phases:

1. Define Purpose & Objectives
2. Research & Analysis
3. Creative Brief, Budget & Timeline
4. Brainstorming & Conceptualization
5. Design & Refinement
6. Testing & Validation
7. Finalization
8. Launch Strategy



Step 1: Define Purpose & Objectives

Why Redesign? The logo was dated and lacked a recognizable brand identity. A new, visually stunning logo would help to represent the next phase of the organization's committed expansion and refocus in protecting critical infrastructures that provide for peoples' most foundational needs.

Goals: Our primary goal was to create a logo that would modernize our brand image, appealing to target audiences, and represent the shift in our organizational focus. Additionally, it was also deemed essential to establish a logo with the ability to create subset secondary logo designs that maintained that identity while supporting additional centers, coalitions and task forces.



Step 2: Research & Analysis

Market Research: We analyzed over 200 logos across three distinct groups that we identified as having similar identities, brand values, and personalities. This research helped us identify key considerations, gather inspiration, and pinpoint important trends to differentiate our brand while validating the broader need for the redesign. The groups we studied included:

1. Established and Relevant Government Agencies
2. Educational Institutions
3. Nonprofit/NGO Competitors

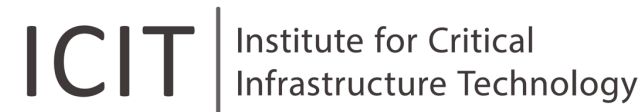


Step 2: Research & Analysis (Continued)

Naming Convention: Another essential update as part of this rebrand initiative was to better define ICIT's naming convention, which had been historically referred to as ICIT (Institute for Critical Infrastructure Technology). Two more common considerations were weighed with the most practical option - Institute for Critical Infrastructure Technology (ICIT) – being chosen for the rebrand.

Original Naming Convention:

- ICIT (Institute for Critical Infrastructure Technology)



Strategic Alternatives:

- Institute for Critical Infrastructure Technology (ICIT)
- ICIT – Institute for Critical Infrastructure Technology

Relative Examples:

- The Society for Professional Journalists (SPJ)
- NACHA – The Electronic Payments Association



Step 2: Research & Analysis (Continued)

Key Inspirations: From elaborate crests with intricate meanings, to minimalist designs, many factors and inspirations were considered when evaluating more than 200 logos (and their variants when applicable).

Example Government Logos:



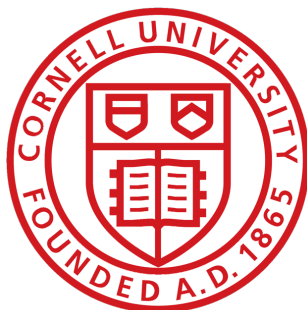
U.S. Department of Defense



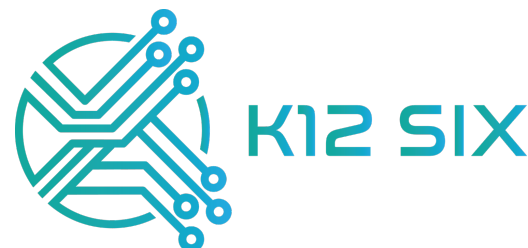
Step 2: Research & Analysis (Continued)

Key Inspirations: From elaborate crests with intricate meanings, to minimalist designs, many factors and inspirations were considered when evaluating more than 200 logos (and their variants when applicable).

Example Education Logos:



Example Nonprofit/NGO Competitor Logos:



Step 2: Research & Analysis (Continued)

Secondary Logo Considerations: We also did extensive research into ways we could create a clean, brand consistent secondary logo design that maintained our identity while supporting additional centers, coalitions and task forces, etc. The following nonprofit and agency logos served as a base for inspiration:

CISA



SPJ



NACHA



United Nations



Step 3: Creative Brief, Budget & Timeline

In developing our creative brief, ICIT conducted an in-depth analysis of key factors, including our brand's mission, values, target audience, and objectives for the redesign. We carefully defined essential design specifications, such as preliminary elements to include or avoid, preferred colors, fonts, symbols, and overarching themes. Additionally, we set a clear, realistic timeline (four months) and established a focused budget to ensure the project stayed on track and aligned with our goals and resources.

Step 4: Brainstorming & Conceptualization

During this phase, ICIT identified eight potential visual themes for exploration. Working within a limited budget, we strategically utilized generative AI tools for early conceptualization, allowing us to visualize over 90 potential logo designs. This approach enabled us to efficiently narrow down the options to a few strong concepts that best aligned with our brand's identity.



Step 5: Design and Refinement

From there, our team worked to create more detailed and defined concepts for consideration, sharing these designs with key stakeholders for feedback to make necessary revisions. This phase also continued to focus on more refined details for typography, color balance, and scalability.

Examples of other concept logo considerations during this phase:



Institute for Critical
Infrastructure Technology



**Institute for Critical
Infrastructure Technology**



Step 6: Testing & Validation

As we approached the end of this project, we conducted six separate focus groups consisting of seven individuals per group, ranging from government technology leaders, industry executives, nonprofit/NGO leaders, and marketing/creative design experts.

These individuals provided us a weighted average scoring system that allowed us to determine which logos had the most impact on audience sentiment and perception of the brand.

We took the top three finalist logo considerations and continued to test them against different use case scenarios – including color variations – to ensure they could maintain impact. This concluded with a final focus group review comprised of 10 returning members of the six original focus groups. These members were picked at random to maintain testing integrity.



Step 7: Finalization

At this stage, the final logo was selected, approved by stakeholders, and production files were fully rendered for various formats, color variations and medium/platform uses.

Final Logo and the Meaning Behind Each Element

A noble eagle vigilantly perched over a bridge (a symbol of critical infrastructure) keeps a watchful eye towards the future and represents ICIT's mission of safeguarding our infrastructure while fostering innovation.

Nestled between the protective wingspan of the eagle are 16 stars in the night sky, representing the 16 critical infrastructure sectors ICIT works to protect.

Red, White and Blue colors reflect the same ones used in the official flag of the United States.

The number of red and white stripes subtly reference the element Silicon, which is No. 14 on the Periodic Table. This is a hidden nod to Silicon Valley, widely regarded as the birthplace of modern technology and innovation.



The logo's overall design embraces a traditional crest style, aligning it with the visual identity often associated with government and educational institutions. This classic approach not only conveys a sense of authority and credibility but also reinforces the organization's commitment to upholding the values of knowledge, stability, and trust.

The logo features two distinct fonts: the font within the crest evokes an academic feel, symbolizing knowledge, while the primary font for 'ICIT' boldly reflects the organization's modern focus on technology and innovation.

Step 7: Finalization (Continued)

At this stage, the final logo was selected, approved by stakeholders, and production files were fully rendered for various formats, color variations and medium/platform uses.

Common Format Variations



ICIT

STACKED



CREST ONLY

Step 7.5: Finalization (Continued)

This new design also enabled us to create a closely related variant design that serves as a secondary logo mark, maintaining ICIT's core identity. This variant, and future iterations, will be used to support additional centers, coalitions, task forces, and other initiatives like the one below.

In this version, the eagle is brought into sharper focus, reflecting the specialized nature of these centers and groups. The design also includes three interconnected nodes, symbolizing the three fundamental aspects of critical infrastructure: physical, cyber, and human.



FCEB



Step 8: Launch Strategy

Our launch strategy consisted of an internal rollout, introducing the new logo to employees and stakeholders, followed by a public launch as part of ICIT's 10th Anniversary announcement, including a [press release](#), social media efforts, and other updates across all brand touchpoints.

We also developed a comprehensive logo usage brand guide that details how the logo, it's alternate formats, and sub-brand secondary variant should be used across different mediums.





Industry Recognition

As a true mark of excellence for design proficiency, ICIT was honored to receive a Gold International Marcom Award. The MarCom Awards are one of the world's largest creative competitions for marketing, communications, and digital media, attracting over 6,500 print and digital submissions annually from dozens of countries across the globe – only a third of which rank high enough to receive award designation.

Logo Usage Examples

The following pages highlight a collection of examples where the new logo and its brand elements have been applied across several events, reports and other mediums.





ICIT Briefing

The Future of Government
Data, AI Automation, and
Mission-Ready Modernization

April 22, 2025 | 8:00 AM - 11:00 AM EDT
The National Press Club | Washington, DC

[Speakers →](#)



[REQUEST INVITE](#)



ICIT Briefing The Center for FCEB Resilience

August 1, 2024 | 9:00 AM - 11:30AM EST
Capitol Visitors Center, Washington DC

Invitation Only Briefing



ICIT

ANNUAL GALA & BENEFIT

JANUARY 14, 2027
WATERGATE HOTEL, WASHINGTON, DC

12-Year Anniversary



Logo Usage in Event Promotional Graphics



Logo Usage at Onsite Event Briefings



**Logo Usage During Annual
ICIT Gala Photo Opp**



Inspiring New Designs



This new design allowed ICIT to expand its visual branding footprint to include all new award and challenge coin designs used for high-profile recognition of national cybersecurity and critical infrastructure leaders.



HAPPY
Fourth of July



ICIT

MEMORIAL DAY

REMEMBER ★ HONOR ★ SERVE

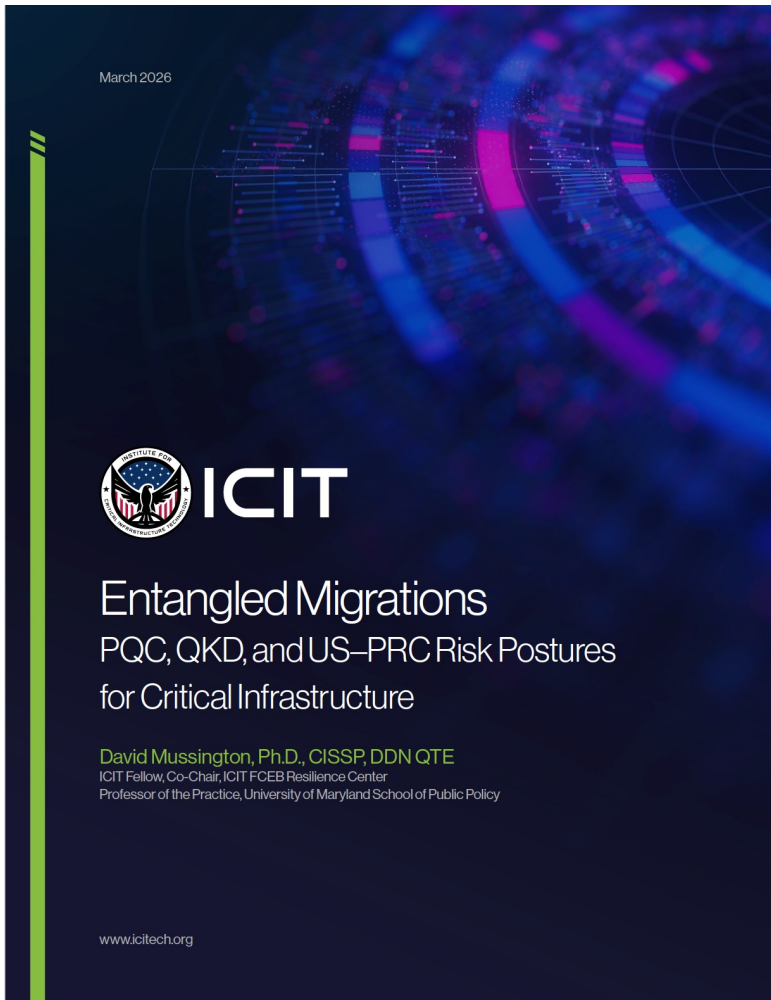


*Happy
Holidays*



ICIT

**Logo Usage in
Holiday Graphics**



Logo Usage in White Papers and Reports



Logo Usage Across Other Collateral



ICIT

About ICIT

The Institute for Critical Infrastructure Technology (ICIT) is a nonprofit, nonpartisan, 501(c)3 think tank with the mission of modernizing, securing, and making resilient critical infrastructure that provides for people's foundational needs. ICIT takes no institutional positions on policy matters. Rather than advocate, ICIT is dedicated to being a resource for the organizations and communities that share our mission.

Founded in late 2014, the Institute's work has earned the trust and respect of the nation's most influential institutions and serves a diverse community of technology, policy, and business leaders. By applying a people-centric lens to critical infrastructure research and decision making, our work ensures that modernization and security investments have a lasting, positive impact on society.

