

ICDL GCC Foundation announces re-branding of corporate identity

Move comes in line with ECDL Foundation global unification of its digital literacy programs

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ICDL GCC Foundation, the governing body of the International Computer Driving License (ICDL) program in the Gulf States, has announced that it is re-branding its corporate identity in line with the European Computer Driving Licence Foundation's (ECDL-F) decision to globally re-brand its corporate identity and unify its digital literacy programs.



The core digital literacy program for ECDL-F is the European Computer Driving Licence (ECDL), the international standard in end-user computer skills certification. In countries outside Europe, the ECDL program is known as the International Computer Driving Licence (ICDL). Until now the ECDL and ICIDL digital literacy programs had separate and distinct branding. As global brands operating in more than 140 countries, there was a compelling case for unifying the ECDL/ICDL program under a single brand identity and ECDL-F has moved to address this need.

As a result, the ECDL-F will adopt a new corporate identity which will also be a single unifying brand identity for the ECDL/ICDL program. This measure will allow the ECDL-F to streamline and strengthen the ECDL and ICIDL brands internationally and create a cohesive identity for the ECDL-F and its licensees. It will also refresh the ECDL/ICDL brand and allow greater flexibility in the addition of other digital literacy programs such as the ICIDL Advanced and e-Citizen.

ECDL-F CEO, David Carpenter, said, "The ECDL/ICIDL digital literacy program is internationally recognised as the global standard for end-user computer skills. As brands operating in a constantly evolving global marketplace, it is vital that the ECDL and ICIDL remain unified as the globally accepted standard for digital literacy they are today. This measure is part of an overall strategy of continuous improvement of our marketing of the ECDL/ICIDL concept. In addition to strengthening the overall brand, the new logo allows for more flexibility as we continue to grow the suite of ECDL and ICIDL products."

Jamil Ezzo, Director General, ICIDL GCC Foundation, said, "The re-branding measure will see the competencies of ICIDL program in the GCC region merged with global best practices being formulated by the ECDL Foundation. The candidates in the GCC Countries will benefit from the unification as this will reinforce the mobility and the recognition of the certifications and thus their status according to international standards.

In the news

The re-branding will roll out during the second quarter of this year and it is expected to be completed by the end of June 2006. "There will be a 3 month transition period whereby all the ICDL content providers and ICDL accredited centres will adopt the new logo and the branding in order to ensure the consistency and reliability of the ICDL program around the world."The process will not affect the validity of certifications issued before the changeover.

"The ICDL has undoubtedly become the global standard for digital literacy in education and government. It is also well on its way to becoming the benchmark for basic computer skills in various fields such as health, telecom, banking, and the corporate sector. The re-branding exercise which we are undertaking will reflect the international focus and inclusive intent in which we provide the program," said Ezzo.