

Press Release

ICDL GCC Foundation launches new branding identity

The new branding affects ICDL candidates, Accredited Centres and Courseware providers in the Gulf

May 18, 2008



New ICDL Certificate



New ICDL Program Logo



New ICDL GCC Foundation Logo

ICDL GCC Foundation, the governing body and certification authority of the International Computer Driving Licence (ICDL) program in the Gulf States, has launched its new corporate identity in line with ECDL Foundation's decision to consolidate its global corporate identity and unify its digital literacy programs around the world. The announcement of the rebranding comes after two years of study and preparation to integrate the implementation of ICDL in the region with the ECDL brand. This measure refreshes the ECDL/ICDL brand and allows the ECDL Foundation to unify its brands which will facilitate better brand recognition and reinforce the mobility of the certifications for Candidates.

The European Computer Driving Licence (ECDL) is an internationally recognized qualification that enables a candidate to demonstrate competence in the use of computer and Internet. The International Computer Driving License is synonym to European Computer Driving License but known outside Europe as ICDL. The syllabus of the ECDL/ICDL program is designed to deliver essential IT skills for those who wish to improve their current job performance and/or their career prospects. The ECDL Foundation, the not-for-profit organization who launched the program in 1997 will unify ECDL and ICDL into a single brand identity.

"Since the establishment of ECDL Foundation's presence in the region, the Gulf countries have been instrumental to the consistent growth in the enrolment in the ICDL program. The unified of the ECDL and ICDL brands is an important step in strengthening our global recognition by integrating ICDL's local expertise particularly in the GCC region with the global experience of ECDL Foundation. This will mean that all ICDL candidates in the Gulf will greatly benefit under a globally recognised certification authority," said Jamil Ezzo, Director General, ICDL GCC Foundation.

The design of the new brand identity consists of a combination of a hi-tech logo, blue and grey colours and text reflecting the ICDL brand and the GCC region. The new branding identity will impact the 1,800 ICDL Accredited Training and Testing Centres as well as 12 Approved Courseware Providers in the Gulf region. The changeover will be rolled out immediately and move into a transition period to end on August 31st 2008 whereby all communication material, certificates, and displays of approval logo by centres and providers will changeover to the new branding identity to ensure consistency with the rest of the world.

Since the launch of ICDL in the region by UNESCO in 2001, the program has gained increasing support from policymakers and overwhelming endorsements from government organizations and academic institutions throughout the GCC with overall enrolments exceeding the 600,000 mark and 113,000 enrolments last year alone.

The ICDL certificate will have a new look to comply with the ICDL unified global standard. Massive campaigns will be carried out to make ministries, educational organizations, corporate and candidates aware of the new corporate and certificate rebranding. The rebranding will not effect the validity of the certificates already issued with the old logo. Candidates who have completed their ICDL certification previous to the changeover and prefer the new certificate look can exchange their certificate with the new one for a nominal fee.

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