

ISOM NEWS

ISOM Launches New Logo



The original ISOM logo (left) has served well for the past 30+ years. The new logo (right) is simplified, contemporary, and reflects the organization's vision moving forward.

The 3-dot molecular graphics replace the 'O', pointing left and right to signify forward movement and connection to the past. The colour green represents natural molecules and nature, and blue represents trust.

This graphic is also a variation of the familiar "connect/share" app symbol, which aligns with ISOM's mission of connecting orthomolecular organizations, medical professionals, and the public; and sharing educational resources designed to improve health outcomes.

Look for the new logo to appear in ISOM communications, on the website, and in other applications.