

## LEAD ARTICLE

## New Logo for Indian Association of Endocrine Surgeons

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As our previous logo did not include any of the four endocrine organs that we usually operate upon, it was decided to design and adopt a new logo.

The logos of other Endocrine Surgery associations were examined including those of:

1. International Association of Endocrine Surgeons,



2. Asian Association of Endocrine Surgeons,



3. American Association of Endocrine Surgeons,



4. European Society of Endocrine Surgeons, ESES,



5. Australian and New Zealand Endocrine Surgeons



6. L'Association Francophone de Chirurgie Endocrinienne, AFCE,



7. British Association of Endocrine & Thyroid Surgeons,



8. Korean Association of Thyroid & Endocrine Surgeons

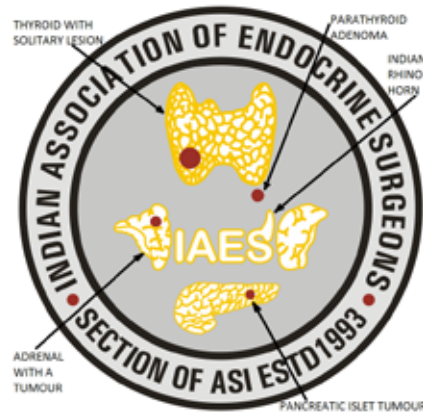


It is a matter of pride for us that the Indian rhinoceros (*Rhinoceros Unicornis*) is the international mascot of endocrine surgery as related by Prof. Ian Gough, FRACS, from a presentation in 2002. The story behind this relates to the discovery of the parathyroid glands. On 24th May 1834, the Zoological Society of London purchased its first Great Indian Rhinoceros, *Rhinoceros Unicornis*; the commoner African Rhinoceros has two horns. It duly arrived at the Zoo and was a great attraction until it died 15 years later on 19th November 1849 with rib fractures following a fall. The Conservator of the Hunterian Museum of the Royal College of Surgeons at the time was Richard Owen and he was offered the carcass, upon which he subsequently performed a post-mortem. He read a paper about it to the Zoological Society of London and this was subsequently published in their Transactions. It is this paper that the first ever description of the parathyroid glands appeared described as follows: "a small compact yellow glandular body was attached to the thyroid at the point where the veins emerge". The parathyroids were, in fact, the last ever mammalian organ visible to the naked eye to be discovered. Their importance to endocrine surgeons worldwide has led to the Indian Rhinoceros becoming the international mascot of endocrine surgery.<sup>1</sup>

Hence our new logo had to include

1. The single horn of the Indian rhinoceros,
2. The four endocrine organs that we usually operate upon, i.e. Thyroid, Parathyroid, Adrenals, Pancreas

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3. The lesions in these organs for which we operate on them

This was the basis on which this new logo was designed and adopted by us. With 440 members we are probably the second largest association of Endocrine Surgeons in the world next only to the 520 member strong International Association of Endocrine Surgeons. Our members are also conducting super-specialty Endocrine surgery training in three institutions across India. These courses lead to medical council recognized MCh degree from medical university. With two annual national meetings, many other meetings and workshops our dynamism needed a modern

branding. This new logo has been admired world over and is a source of pride for us. It projects our services and wide coverage of endocrine surgery. Our association ties with the new logo and in three colours have further enhanced our brand image.

#### Reference:

1. <http://www.iaes-endocrine-surgeons.com/rhinoceros.html>