



## History of the Interface Logo

Prior to 1987, the Interface had a series of three interlocking circles ... like a Venn diagram. The common interpretation was that one circle represented statistics, one represented computer science and the last numerical methods which historically were supposed to be the roots of statistical computing and, hence, of Interface. The circles were rather stodgy and did not have a lot of visual appeal. Around this time Interface was being incorporated and the Carnegie-Mellon logo, which was a tilted square with Carnegie-Mellon University written over it, was introduced. The basic idea of the Carnegie-Mellon logo appealed, but it was desired to retain the theme of three and have a more dynamic character to it. It was also reasoned that the real components were statistics, computer science, and applications because more and more, Interface was about new methodology, not conversion of standard statistics to computer packages. Consequently, numerical methods had a diminished role. The Triangle, designed by Ed Wegman, is meant to represent the three elements, not necessarily in equal proportions. The sweep to the upper right from lower left was meant to put several diagonals into the image to give a dynamic ... a common trick in design. The overwriting of Interface was borrowed from Carnegie-Mellon, a feature Ed liked.

From 1988 to 1992, the triangle logo was used more or less intact. Beginning in 1993, Mike Tarter's meeting in San Diego embellished the logo with local color by adding palm trees. The idea of enhancing the basic logo with something of local significance was appealing and was encouraged. In 1994, the meeting was run by John Sall and the graphic artists at SAS used overlapping triangles because the meeting was held in Research Triangle Park, NC. In 1995 the meeting was held in Pittsburgh and the triangle was superimposed on the outline of the state of Pennsylvania. For the 1996 meeting held in Australia, the logo had a Koala bear hanging off the triangle. For 1997 held in Houston, the logo had a triangle superimposed on the state of Texas with a star locating Houston. The logo for 1998 had a triangle superimposed on the Minnesota state outline.

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