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FOR IMMEDIATE RELEASE

LAUNCH OF NEW TOP NETWORK LOGO

ToP Network Gets a New Look for 2011

Introducing the newest member of the ToP Network team! At the top of this page you will see the new logo for our organization. The design represents the method--the building blocks of the focused conversation. It plays on shapes (squares, triangles, dimensional) but with new, contemporary ideas. It reflects the process of... "What do you see? feel? information? decision?" and enhanced understanding and transparency. The typeface is informed by the ICA logo.

Brand Promise

The logo is a visible expression of our brand. It is a graphic mark or emblem to aid and promote instant public recognition. It is just one piece of our brand development.

ToP Network's brand promise is to provide a supportive community to practice, innovate and evolve ToP methods to deepen individual and collective capacity. This promise was developed by ToP Network members and leaders during our virtual mid-year retreat held in August 2010. Just prior to that retreat our name evolved to *ToP Network* to be more welcoming and inclusive of all members. These events and outcomes were the launching pad for the first steps of a new distinct yet related brand identity.

Groupsite

Jpgs, vector art and color formulas will be posted in the Groupsite file cabinet > All TTN Files > ToP Network Branding. The Groupsite banner will be updated prior to the 2011 Conference.

Process

A brief review of this branding and logo design process:

1. TTN changed its name to ToP Network
2. Leadership approved design budget
3. Members provided branding insights about our past, present and future
4. Leadership Team power-ranked brand promise statements in September
5. All brand strategy info was turned over to *Feed the Dog Creative*, Minneapolis
6. Proofs and reviews in November and December
7. Final poll and decision December 29, 2010

Multi-Phased Project

- Phase 1:** Brand strategy development **COMPLETED AUG 2010**
Phase 2: Logo creation, Groupsite banner, e-stationery and initial launch **COMPLETE JAN 2011**
Phase 3: Communication plan (including all locations to update/post/use the logo, usage guidelines) **TO DO IN 2011**
Phase 4: Brand system development **TBD**

Phases 3 and 4 will transition into committee work next year and beyond with the Executive Team and Leadership Team as primary decision-makers.

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Horizontal



Vertical



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If you would like more information on this topic, please contact Kim Behrens or Sheila LeGeros, co-chair or any member of the Leadership Team.

Thank you!