

Discussion Topics

Logo Designs Ready to View Today

[Kim Behrens](#)

- Tue, Nov 16, 2010 4:02 PM

Leadership Team,

There are three ToP Network logo designs on Groupsite for you to view. A logo is a graphic mark or emblem commonly used by organizations to aid and promote instant public recognition. It is one piece of our brand development (remember the image of the tree?)

A brief review of this branding and logo design process is listed below.

1. TTN changed its name to ToP Network prior to the mid-year retreat
2. Approved design budget for logo, e-stationery, Groupsite banner
3. Members provided branding insights about our past, present and future at our mid-year retreat
4. Our brand promise was a key retreat outcome: "ToP Network provides a supportive community to practice, innovate and evolve ToP methods to deepen individual and collective capacity."
5. The Leadership Team power-ranked this statement in September
6. All relevant information was shared with and interpreted by Feed the Dog Creative, Minneapolis.

To View

- You must first log on to Groupsite before clicking links in this file

- [Option A Design and Application.pdf](#)
- [Option B Design and Application.pdf](#)
- [Option C Design and Application.pdf](#)

To Consider

- Read each design rationale for the reasons behind the design decisions (see upper left corner, p. 1, each PDF file)

To Reflect

- What surprises you? Concerns you?
- What about each option feels right? Creates dissonance?
- What would make an option better? Why?
- How does this differentiate ToP Network from other organizations?
- What does this tell you about the ToP Network?

To Decide

- What option(s) do we want to carry forward? Change a little or a lot? Eliminate?

Please share your responses with the rest of the Leadership via this discussion post.

Kind regards,
- Kim Behrens

Replies to this Topic

[Ester Mae Cox](#)

- Wed, Nov 17, 2010 4:55 AM

What surprised me? That I had so much reaction to these - and that my reaction is so different from those of the two people who have already expressed their feelings/choices.

What concerns you? Colors and shapes give meaning and express the organization. I so much want a logo that seems pleasing (not jarring in its elements). I want people to look at ALL the various renditions and start thinking about possibilities - it's way more complex than just "liking" the first page top-most logo - it has to be able to integrate with other things we use - it needs to be able to remain "sharp" with the plain black and white version. I think even having a specific color - where people put in the RGB numbers might be good for the color strips. Give us the RGB for 3 main colors and 3 subordinate ones. People could learn this and we would have more consistency with the logo colors.

What about each option feels right? Creates dissonance?

Option A - I did not instantly find the "P" when I looked at this - I think there is dissonance between the T and the P in this logo that leaves me "unsettled" - It seems to "float" and not have "grounding" - or at least unsettling trying to stand on a single leg. The black and white rendition is actually the most unsettling - and the way it would look often on anything printed where people aren't using color copies. It's very jumbled and almost reminds me of poor mental health! (Just my take - as others have already expressed different feelings.)

Option B - This one has by far the most harmony - the elements are balanced and don't clash here. There is stability and grounding - color and transparency - intrigue and fun! I like the one with the words above the very best - they seem to "fit" together, whereas the words to the right seem very spread out. The black and white rendition still is interesting with shapes and transparency - without seeming jumbled. Again this one has harmony - it all looks like it belongs together. The gray strip at the bottom of conference name tag is ugly - use one of the lighter colors (?muted maybe) for the bottom strip, perhaps?

Option C - This one has dissonance for me - I think the strip of color that is used on printed materials looked jumbled and like we couldn't make up our mind - it has too many colors for my taste. The logo lacks stability for me - too much "legginess" - The ones illustrated with turquoise color in T and P are much better than the washed out lavender color of the one on the first page - it has no color "character" - looks left-over and washed out. The black and white version of this one is at least clear in focus - still suffers from "legginess" (doesn't seem stable). The red rendition on the First Friday report is also better color choice than the lavender one. I'm confused about this - is it being suggested that we will see different colors on different pieces? I think the color strip looks sharper and stronger on the 3rd page rendition - and it does not seem like the same colors on the first page - that is troublesome and tells me that the colors may not easily show up to be the same in our many documents and when it gets turned over to others - various printers around the world will mangle this. The conference badge is awful with the watermark behind it. It looks like a jumble. Way too busy and too much going on in that one.

I put suggestions for changing options in paragraphs above. And as this conversation goes forward, I may offer more (particularly if A and C keep getting good press!)

How does this differentiate ToP Network from other organizations? We want something that is worth remembering - taking another look - looks modern and edgy - is adaptable to print forms (many of them) - looks different (not like everybody else) - and is something that we know we can live with for years and years - changing logos often is NOT a good idea.

What does this tell you about the ToP Network? - Version B is about edges and integration and transparency and stability - the parts of this seem to fit and belong together. The lack of harmony (of the integrated elements) in A and C remind me of the network's recent past - not the years going forward.

To Decide: For me definitely B - I would like to see a color rendition with a less sharp (maybe less weight) black line around it - or maybe one of the colors in the logo used as the border line - again could be less thick (weight). I would also like to see the words next to the logo "straight" or level - I then would know whether the upward slant of them is best - I suspect it is, as it mirrors the top of the motif - but it looks funky when it's horizontal to my eye. And I wonder if placing the words closer to the motif would make it more integrated (as a total logo). I already commented on using a color instead of gray on the Conference name badge strip. I also wonder if there has been thought to "adding a tag line" at some point - just a question here - it could definitely add clutter and I don't want that.

Edited Wed, Nov 17, 2010 4:57 AM

Sheila

- Wed, Nov 17, 2010 5:04 AM

Dear Kim,

Thank you so much for the innovative, out-of-the box thinking on the ToP Network designs! Here are my thoughts:

- What surprises you?

- The feeling of physical movement in the designs, esp. **A, B**
- The amount of color
- The creativity -- quite a divergence from our past

- Concerns you?

- **A** feels like it might fall over
- **B** reminds me of a surrealist painting by Salvador Dali -- a little unsettling
- **C** appears very different in blues, reds and blacks; makes it hard to build a consistent image. Although I love the two different executions in blues and in reds, I recommend choosing only one, in order to build a consistent image over time in people's minds

- What does this tell you about the ToP Network?

- **A** -- we are very modern, big, strong, hard to break into, not very fluid
- **B** -- we are in the southwestern part of the USA, life is very sunny, we might have something to do with architecture
- **C** -- playful, fun, welcoming, contemporary, a bit off the beaten track, we're from California

- What would make an option better? Why?

My vote is for C-Blue, as it appears on the last two pages, not as it appears on the first page (i.e. I prefer the one with red in the center of the P). Why? Love the colors, vibrant, playful, catches my attention, welcomes me, piques my curiosity.

I wonder how it would look next to the ToP logo? I recommend positioning all of these options on one page, next to the ToP logo, and the ICA logo as well, so we know how they look as a family.

Also, I notice there are two different sets of the spectrum of color that goes along with logo C (one is on pages 1 and 4, the other is on page 3). I recommend positioning these against the ToP logo to see which look best.

Do you have the CMYK colors for the ToP logo? If you do not, I have them and can send them to you. I used the CMYK numbers in designing the ToP Virtual Facilitation Methods brochure and manual.

- How does this differentiate ToP Network from other organizations?

It's clear we are a network.

- What does this tell you about the ToP Network?

We have something to do with ToP.

- What option(s) do we want to carry forward? Change a little or a lot? Eliminate?

I would like to move forward with option C-Blue. Let's pair all of the different options in C against the ToP logo to see which of the color patterns works the best.

I would like to see some more options for the ToP Network typeface. Something about it looks unfinished. I don't have good ideas to improve it. Something about it doesn't look quite right yet.

I would eliminate A. I am open to B. I would need to see B shifted away from architecture -- it has a strong architecture vibe. (I actually love B -- but see it for a different organization.)

Wonderful work Kim and Andrea. This is so exciting. You are taking us to wonderful new places!

Kind regards,
Sheila LeGeros

Nancy Fastenau

- Thu, Nov 18, 2010 8:15 AM

Thanks Kim and your team for the good work.

What surprises me? Is the modern look of all the logos. I didn't expect them to be so "new" or forward leaning.

What feels right? causes dissonance? I like things that look real and are easy for me to relate to - like paintings of real things and not abstracts so Option C strikes me more as the right one to use because I can see immediately what it is. Option A is also OK but not as much. Option B is too harsh and causes the dissonance for me.

That's what I think makes the difference - easy recognition as ToP. That's why I like C best.

ToP is our thing and the less blocky look (Sheila's architectural look) makes me feel the naturalness of the methods and the ease that they create.

I think Option C also looks good in all the different colors. The others don't look as good in black and white, I think.

Option C tells me that the ToP methods are the link that holds us together. We may differ on styles, approaches, clients, and disciplines but it is the methods that hold us apart.

So, to decide I would go with Option C. I would also be open to changes on the others to make them more "friendly". I did like the idea someone had of putting them next to ICA logos to see how it would look. That might also be a consideration but shouldn't be a deciding factor.

Thanks again, Kim.

Nancy

[Kim Behrens](#)

- Fri, Nov 19, 2010 2:25 PM

Team,

Thank you for your thorough and thoughtful review. If you have not yet had an opportunity to comment, please do so this weekend.

We have a leadership meeting on Monday. Is there an opportunity to have this as an agenda topic to determine next steps?

Our designer Andrea Vollmer, Feed the Dog Creative, could be available to us for 30 minutes (or less!) during our meeting time to answer any design questions you may have. Sheila and Bill, can I put this agenda decision to you?

Regards,
- Kim

[Kim Behrens](#)

- Sat, Nov 20, 2010 9:35 AM

From Mary Flanagan's e-mail 11/16/10

So. . . here's my feedback. . .

O: I went to the group site, and saw the options.

R: WOW! I'm blown away by the awesome design options I am really drawn to C! I like the way it feels, the color flexibility, the creativity invited when look at it.

I: My "I" level responses include:

· Concern about the absence of an artful connection to the ICA logo (though I am confident you all have hashed this out and have chosen this with thoughtful choices. . . I would just like to understand them)

· Are we confident that this logo is reflecting our brand promise -- "ToP Network provides a supportive community to practice, innovate and evolve ToP methods to deepen individual and collective capacity."

D: In order of my preference: C is in the front. My next best is A, with B a distant 3rd.

THANKYOU

Mary Flanagan, CTF

[Kim Behrens](#)

- Sat, Nov 20, 2010 9:36 AM

From Jane Stallman e-mail 11/16/10

Hi all,

It is great to see the design choices.

I'm surprised/a bit concerned that they all have a mechanical look, guess I anticipated a more organic look.

I like how the logo's are displayed in different context - gives a great opportunity to get more of a "feel" of them.

The T comes through clearly in all 3. I like how the T for ToP shelters what's below.

Personally my choice is C and I particularly like some of the color variations.

A quick response sent with gratitude for the work.

Jane

A

Represents the method—Technology of Participation

Movement, Participation, Network, Using color and mixing of color (creative) visualization of “collective capacity”.



ToP NETWORK

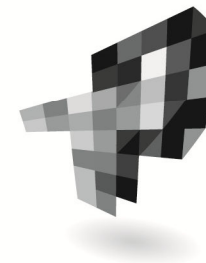
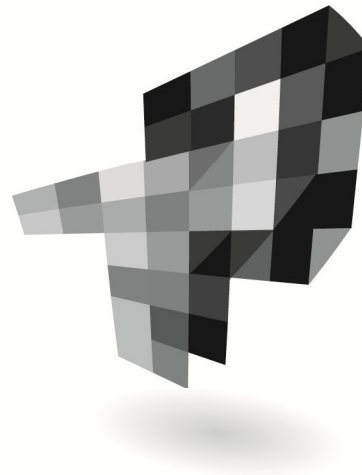
4/color
Preferred
Relationship between icon and name
s/b locked.



ToP NETWORK

Horizontal
if required

Relationship
between icon
and name
s/b locked.



1/color
only if required.

OPTION A

Internal communications to members



ToP NETWORK

Build and Nurture Relationships.

Communicate Online.

Share Expertise Outside of Class.

Leverage Opportunities in Class.

Encourage Participants to Share Their Experience.

Offer Flexibility.

Ways to Maximize Results from Local Marketing Efforts

Conversations with ToP trainers and registrars.

Overview

The ToP Network Marketing Team asked 13 open-ended questions focused on best practices, dissatisfactions/frustrations and national marketing support needed. Respondents were either interviewed by phone or provided written responses in their own words.

The following pages show responses provided by ToP trainers and registrars. The responses specific to *Best Practices* were sorted and named for purposes of this report. Information gathered on dissatisfactions and national marketing will inform plans for 2010-2011.

Rational Aim

Gather data through interviews on what actions lead to successful marketing of ToP courses, what is most challenging in marketing courses and what marketing tasks can be most effectively centralized to support local success.

Experiential Aim

Engage trainers in deeper probing about their operations, surfacing “aha” and dissatisfaction points. Reconnect with trainers mid-year to read the pulse of TFM across the nation.

Hypothesis

Focusing on registrars and trainers with proven track records of success will provide meaningful best practices that will be valuable to the larger network.

Selection Method

Interview high performing ToP trainers and registrars who consistently teach courses. The group selected have cumulatively trained 67% of all those trained in this period of time. All have at least trained 100 people over the last three plus years.

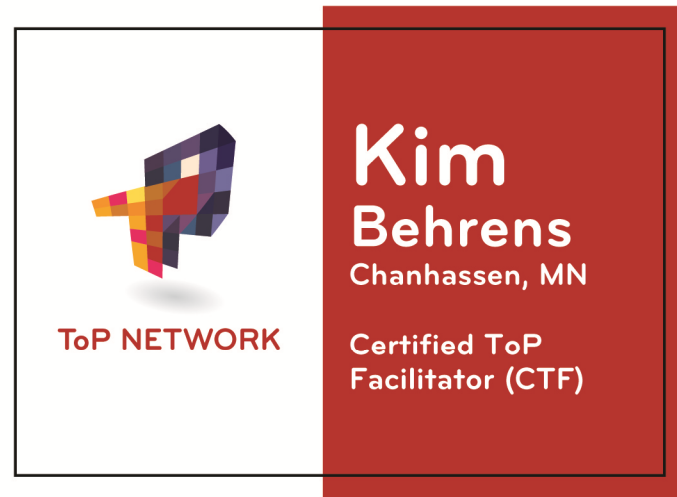
- Kim Behrens, Jim Wiegel, Elaine Stover, Ann Epps, Marti Roach and Anne Neal

OPTION A

Name Badge for Annual Conference



BEFORE

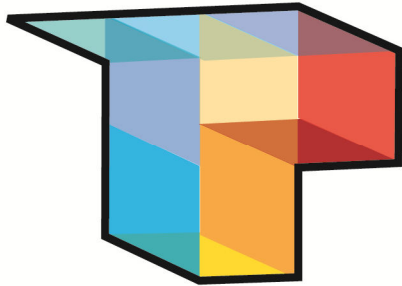


AFTER

B

Represents the method—The building blocks of focused conversation.
Play on shapes (squares, triangles, dimensional) — but NEW, contemporary ideas
The process of... “What do you see? feel? information? decision?”
Enhanced understanding and transparency.

ToP NETWORK

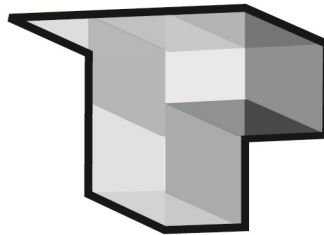


4/color
Preferred relationship between
icon and name s/b locked.



ToP NETWORK

Horizontal if required
Relationship between icon and name s/b locked.
Note: name is always at at the same isometric angle as icon.



ToP NETWORK

1/color
only if required.

OPTION B

Internal communications to members

FIRST FRIDAY REPORT

BY: JIM WIEGEL & KIM BEHRENS



ToP NETWORK

By the Numbers: October 2010

OCTOBER 1, 2010 | HARVEST MOON EDITION

ToP Network is here to support your professional development journey, to continually innovate ToP methods and curriculum, and to maintain training as a core competency.



Image Shift: From TTN to ToP Network

We're building our brand from the inside out to better reflect our growing membership of trainers *and* facilitators. Our first step? An update to our name that is clear and inclusive to all. Welcome!

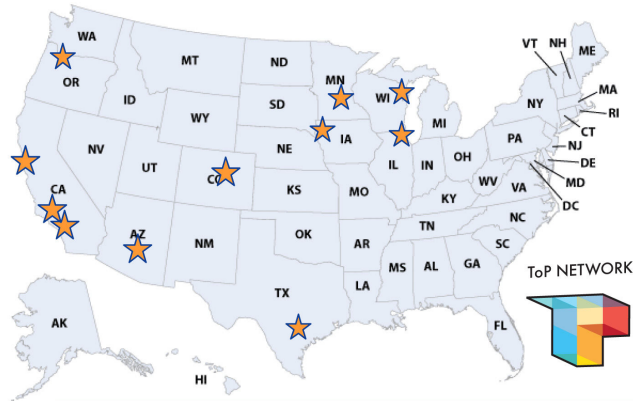
2011 ToP Network Annual Meeting

Register Early for Discounted Rates!

January 28-31, 2011 | San Antonio, TX



11 U.S. Course Locations in October



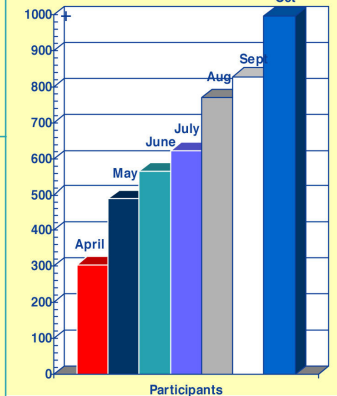
64

ToP Network Members

60+

Courses for 2011. Trainers, send your schedules to Anne Neal, ICA.

Nearly 1000 grads!

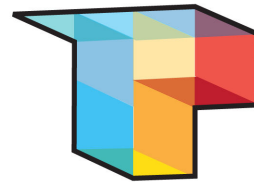


Submit Course Reports online at <http://www.surveymonkey.com/s/ToPCourseReport>.

OPTION B

Internal communications to members

ToP NETWORK



Build and Nurture Relationships.

Communicate Online.

Share Expertise Outside of Class.

Leverage Opportunities in Class.

Encourage Participants to Share Their Experience.

Offer Flexibility.

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OPTION B

Name Badge for Annual Conference



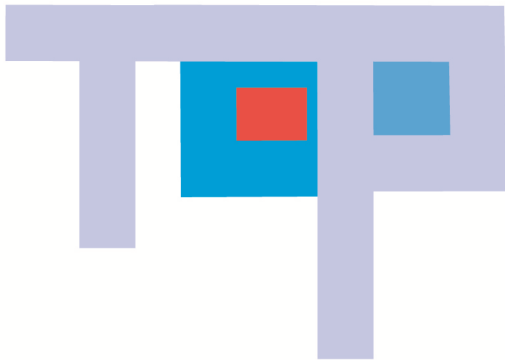
BEFORE



AFTER

C

Represents the method—The building blocks through motif/design
Colors and creativity always fresh. Would provide color ways and color ideas.



ToP Network

low res bitmap
for placement only

4/color

Preferred relationship between
icon and name s/b locked.

The idea is that it would be used with different colors
in patterns, representing the network.

This typeface would need to be purchased (approx. \$50).



ToP Network

low res bitmap
for placement only

Horizontal if required

Relationship between icon and name s/b locked.



ToP Network

low res bitmap
for placement only

1/color

only if required.

OPTION C

Internal communications to members

FIRST FRIDAY REPORT

BY: JIM WIEGEL & KIM BEHRENS



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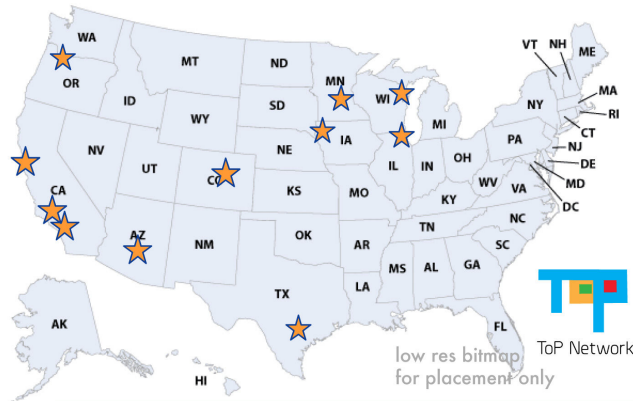
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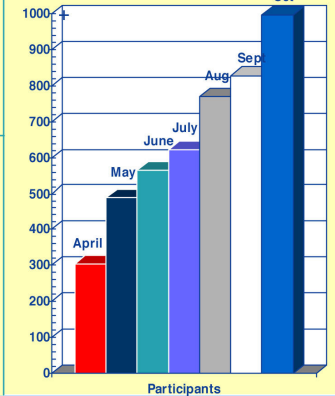
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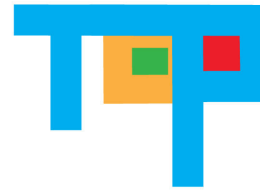
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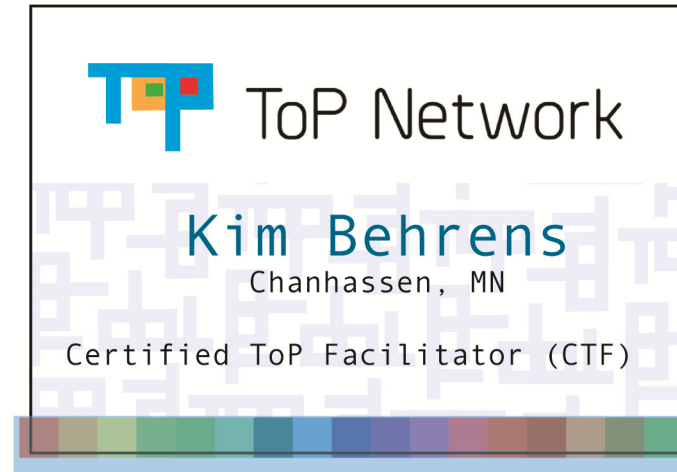
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OPTION C

Name Badge for Annual Conference



BEFORE



AFTER

ToP Network

low res bitmap
for placement only