

Logo Revisions Ready to View

[Kim Behrens](#)

- Mon, Dec 20, 2010 4:27 PM

Hello Leadership Team,

Logo revisions are ready to view.

Revisions are based on input and feedback from:

- November discussion post and feedback
- November Leadership Team Meeting discussion
- Consultation with Executive Team

RE: Placement with ICA and ToP Methods logos:

"It's common for organizations to be living with a variety of logos that are not harmonized, and are at varying degrees of age. The typical approach is to move forward one logo at a time and to try to keep things "all in the family" as designs evolve. This is a practical approach, and it's the one we already decided to take at the beginning of the project..." (Sheila LeGeros, 11/29/10)

Option B Design Rationale:

- 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.

Option B Design Revisions:

- Outline in ToP blue 79c76m
- Use a font that matches/relates to ICA logo
- Tighten the placement of title and logo mark in both vertical and horizontal versions.

To View (log on to Groupsite first!)

[B ToPLOGO 1210.pdf](#)

Option C Design Rationale:

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

Option C Design Revisions:

- Colors connect more and be more complimentary between ToP Network and the ToP logo.
- Use a font that matches/relates to ICA logo
- Tighten the placement of title and logo mark in both vertical and horizontal versions.

To View

[C_ToPLOGO_1210.pdf](#)

Next Steps:

- Leadership Team chooses logo
- Communicate to members
- Launch at conference
- Update Groupsite banner
- Digital letterhead and stationery

- Kim

Edited Mon, Dec 20, 2010 4:41 PM

Replies to this Topic

[Deb Burnight](#)

- Fri, Dec 31, 2010 8:28 AM

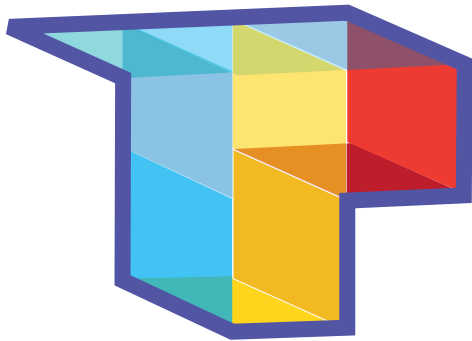
Kim,

Just saw the final pick...and am proud of the work you and the entire team has put into this thoughtful and focused process! I feel like we have pushed through transition and the baby is beautiful!! THANK YOU SO MUCH...I look forward to launching this identity with the Network and the world!

Deb

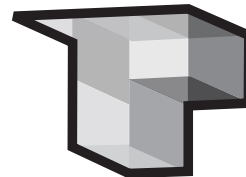
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TOP NETWORK



TOP NETWORK

Horizontal if required. Relationship between icon and name s/b locked.



TOP NETWORK

1/color only if required.

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.



Translucent
Color Overlay



ToP[®]
 Technology of
 Participation[®]

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Colors and creativity always fresh. Would provide color ways and color ideas.



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