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Identity type appropriateness analysis based upon William Cavino's classification system for symbols and logos: Verbal symbols

Stewart Brett DeBoer

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Identity Type
Appropriateness
Analysis
based upon
William Covino's
Classification
System for
Symbols and
Logos:

Verbal
Symbol

Written Character:

straightforward I.D.
easily adaptable to use simultaneously with the national I.D.
classic nature of existing typefaces will have appropriate
connotations for a cultural institution
- primary audience can't read
- long name

Abbreviation:

a little more abstract
a little more compact
if well known, is a good communicator
semiotic connotations with reading without actually spelling
a word

Initial:

more abstract
- harder for public to learn because of its abstractedness
- needs a lot of promotion for its recognizability

Advisor:

Mr. Roger Remington _____

Date:

May 16, 1989

Associate Advisor:

Dr. Richard Zakia _____

Date:

17 May 1989

Associate Advisor:

Mr. Robert Keough _____

Date:

5-16-89

Special Assistant

to the Dean

for Graduate Affairs:

Mr. Philip Bornarth _____

Date:

6/12/89

Dean,

College of Fine

and Applied Arts:

Dr. Robert Johnston _____

Date:

6/20/89

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Date: _____

Icon

Product Icon:

communicates to an audience which is already finely tuned to reading icons and symbols
direct visual relationship
- has to co-exist with a second identity mark and therefore, can present visual confusion

Metaphorically Applied Sign:

greater semiotic possibilities
more abstract
- subject to greater individual interpretation
- more indirect
- possibly greater visual confusion

Mark

Figurative Mark:

greater semiotic possibilities
can represent an ideal or goal
- because of its openness, can be misleading
- needs a lot of promotion to be effective
- indirect message

Abstract Mark:

can make a very bold visual statement
- needs the most amount of promotion and exposure to be effective
- open to a very wide range of individual interpretation

Emblem

Public Emblem:

detail, can be visually interesting
can appeal to an audience attracted to illustration
possesses an inherent historic visual quality appropriate to a non-profit organization
can symbolize the professional quality of an organization
- too much detail can become confusing to the main message

Color and Rules

Private Emblem:

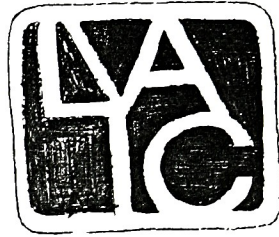
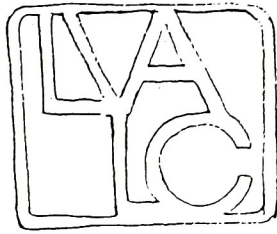
similar to public emblem with the audience and organization both being more focused in size and objectives

specific use of both on applications which also bear the national I.D. mark can help to visually maintain a consistency and clarify the information

- have to rely on consistency between applications over a prolonged period of time

Conclusion

This analysis has led me to believe that an appropriate style of identity mark for LVA-LC should fall within the realm of either a verbal symbol or that of a figurative mark. The potential competition and co-existence with a second identity mark is the primary reason for focusing my attention further within those areas. A strictly typographic treatment seems to be the most appropriate format for communication, clarity, and identity.



LITERACY
VOLUNTEERS
of AMERICA **LVA** ★ **LC** LIVINGSTON
COUNTY

LVALC

LVA
LIVINGSTON
COUNTY

Literacy
Volunteers of
America

LVA★LC
Livingston
County

LITERACY
VOLUNTEERS
of AMERICA

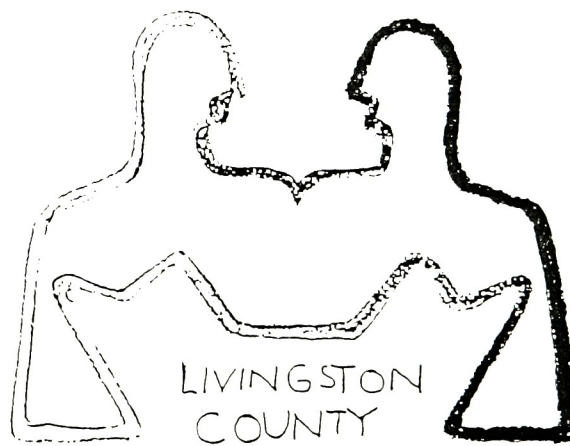
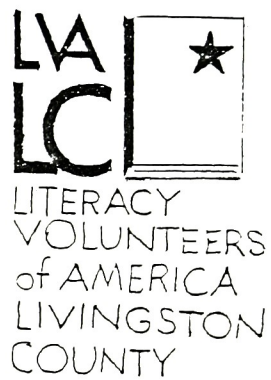


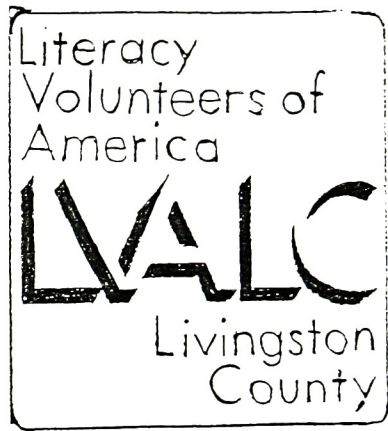
LIVINGSTON
COUNTY



Literacy
Volunteers
★ America
Livingston
County







LITERACY
VOLUNTEERS
of AMERICA

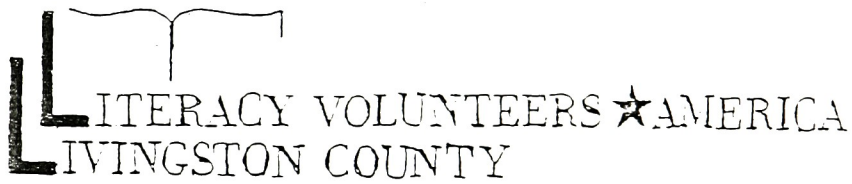


Livingston County



LIVINGSTON
COUNTY





Literacy Volunteers
of America



Literacy
Volunteers
Of
America



Livingston
County

Stationery

1. Letterhead, business envelope, and business card all make use of a similar, but not identical arrangement of visual elements which altogether make up the visual identity of LVA-LC.
2. The incorporation of the national logomark in the identity of LVA-LC is used to carry the actual message of reading.
3. The composition of the letterhead interweaves with the body of the letter unifying the two of them as a whole.
4. Green is the identity color of the national organization of LVA and was used here on both logotypes to emphasize the affiliation between the two.
5. The texture and color of the paper stock compliments the identity elements in a warm and inviting manner.

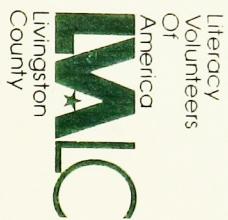


Boces Geneseo Migrant Center

Holcomb Building Rm. 210

Geneseo, New York 14454

716 - 243 - 4868



Boces Geneseo Migrant Center
Holcomb Building Rm. 210
Geneseo, New York 14454



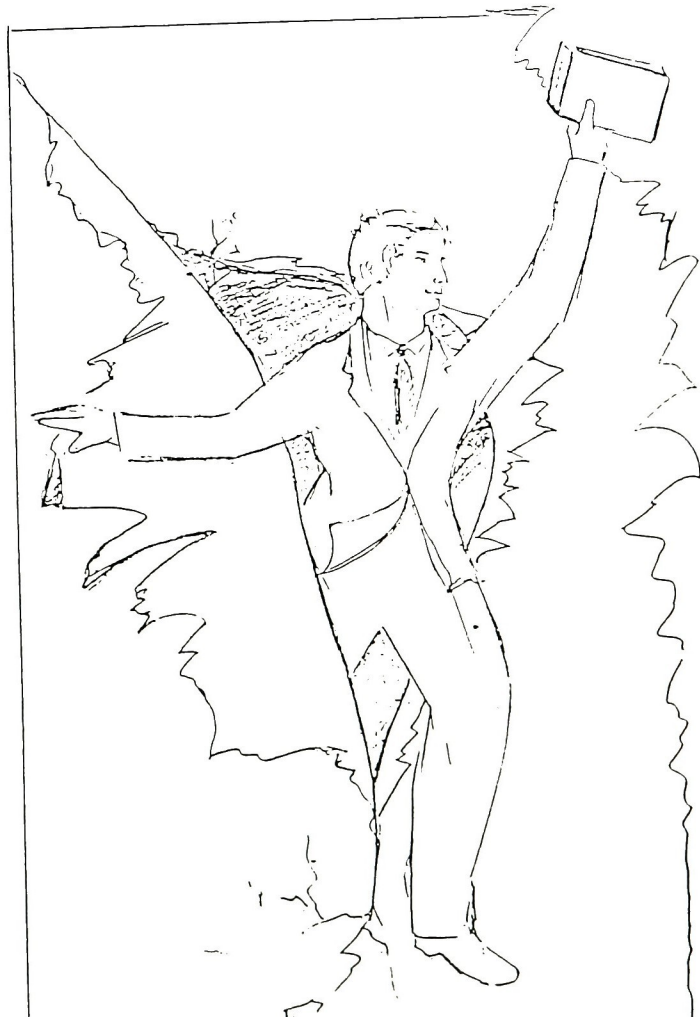
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Holcomb Building Rm. 210
Geneseo, New York 14454
716 243 4868

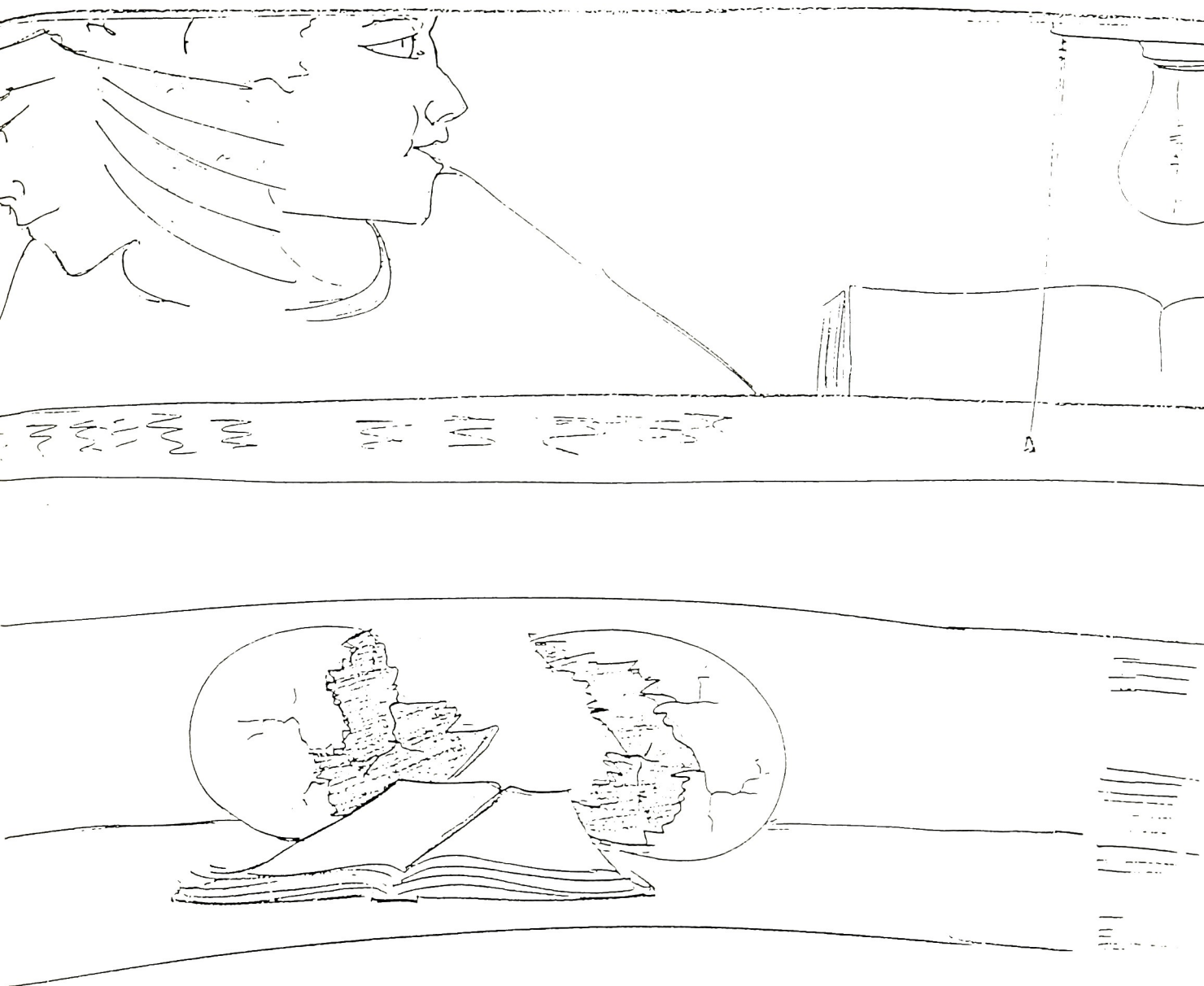


Posters

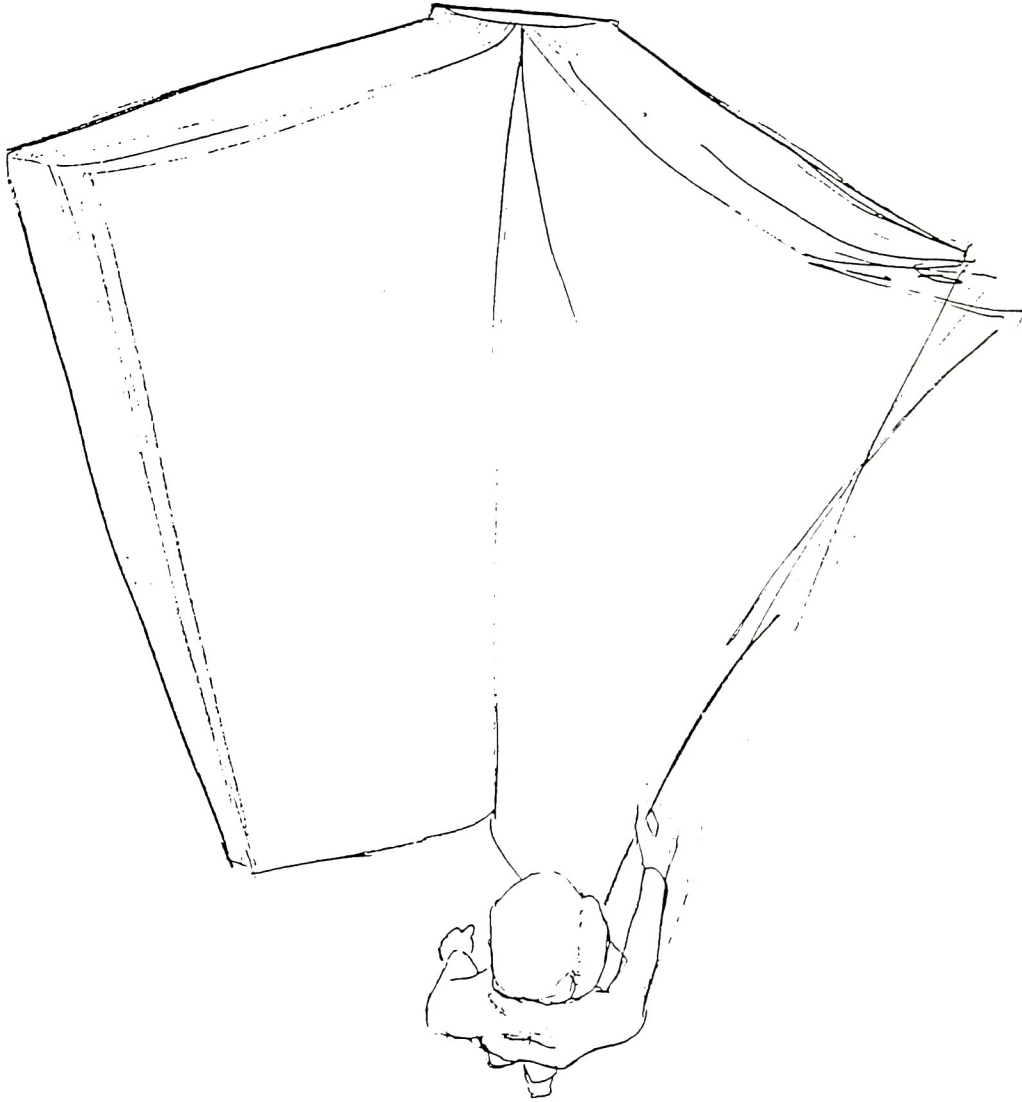
1. Photography was chosen as the medium for it's easy image-recognizability.
2. The images themselves were carefully chosen for their universal symbolic meanings. Each image carries singular semiotic references, a "code of the unconscious" which is focused and amplified by it's placement with other selected images.
3. The Gestalt of dramatic juxtapositions emphasize the visual impact creating a more memorable result than that possible using more conventional compositions.
4. The images dramatic effect is further enhanced by presenting them in black and white.
5. The typography in black and white further extends the value range of the posters to the two opposite extremes while the words in red become a focal point for the viewer.
6. As a series each poster primarily addresses an adult illiterate audience with it's own image-message and secondarily address the literate audience with it's typographic-message.
7. The phrase "we can help" and the phone number, both in red, along with the LVA-LC logo in white identify who and where the problems of illiteracy can be addressed locally.



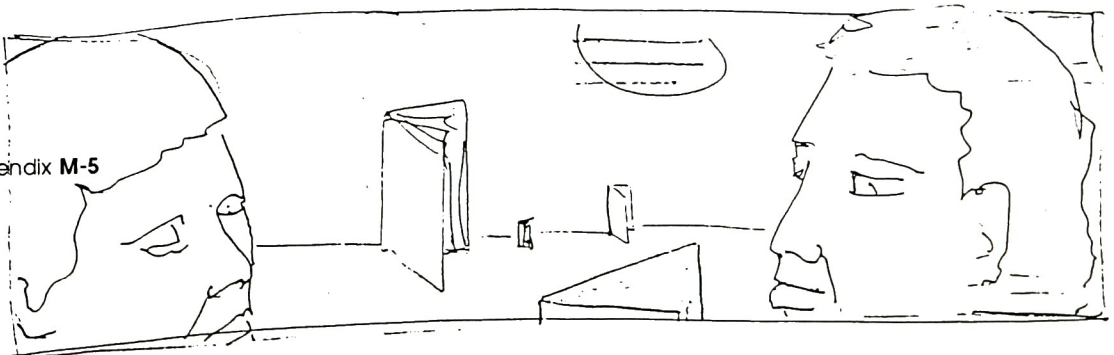


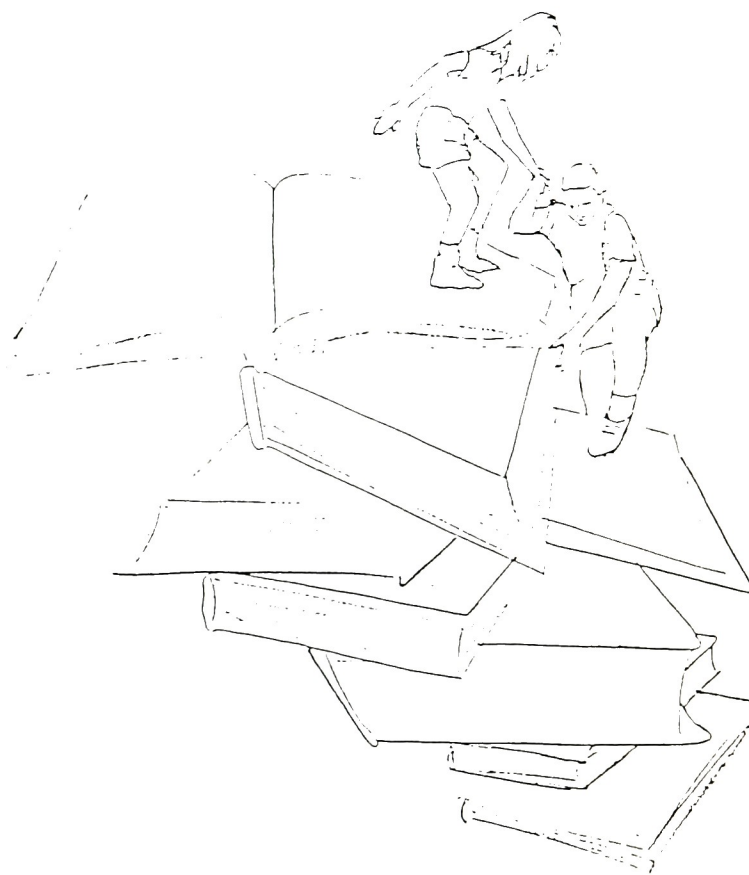
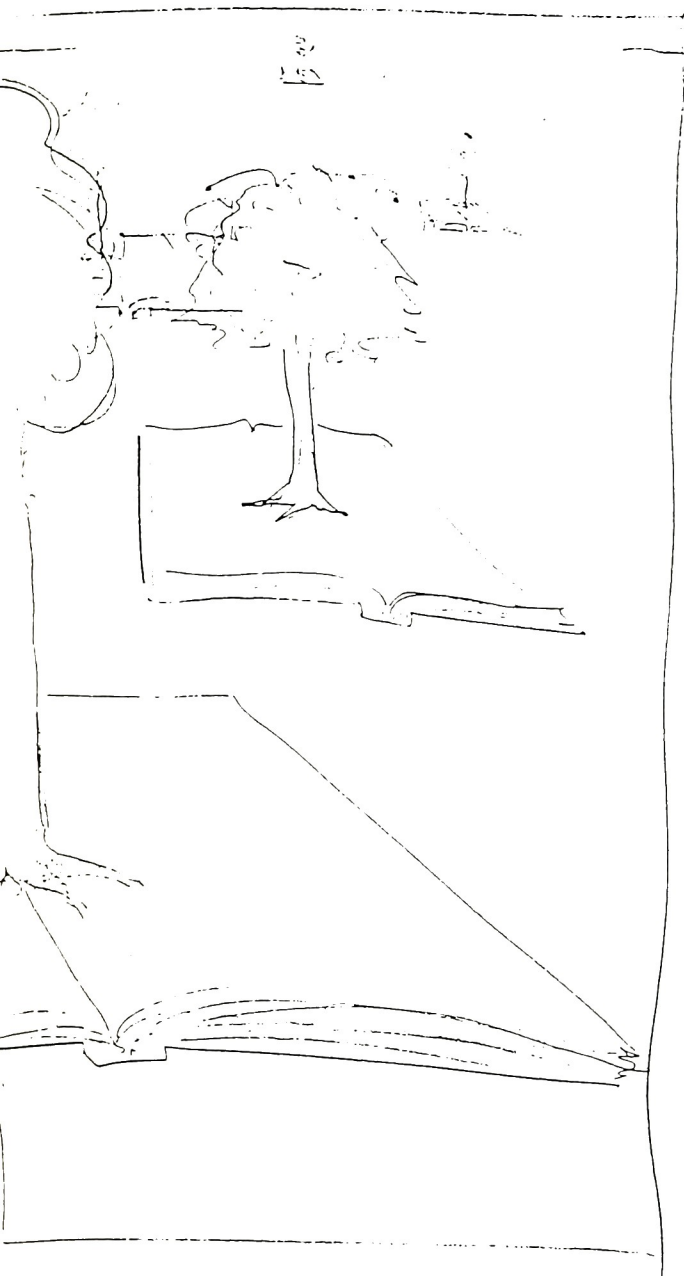


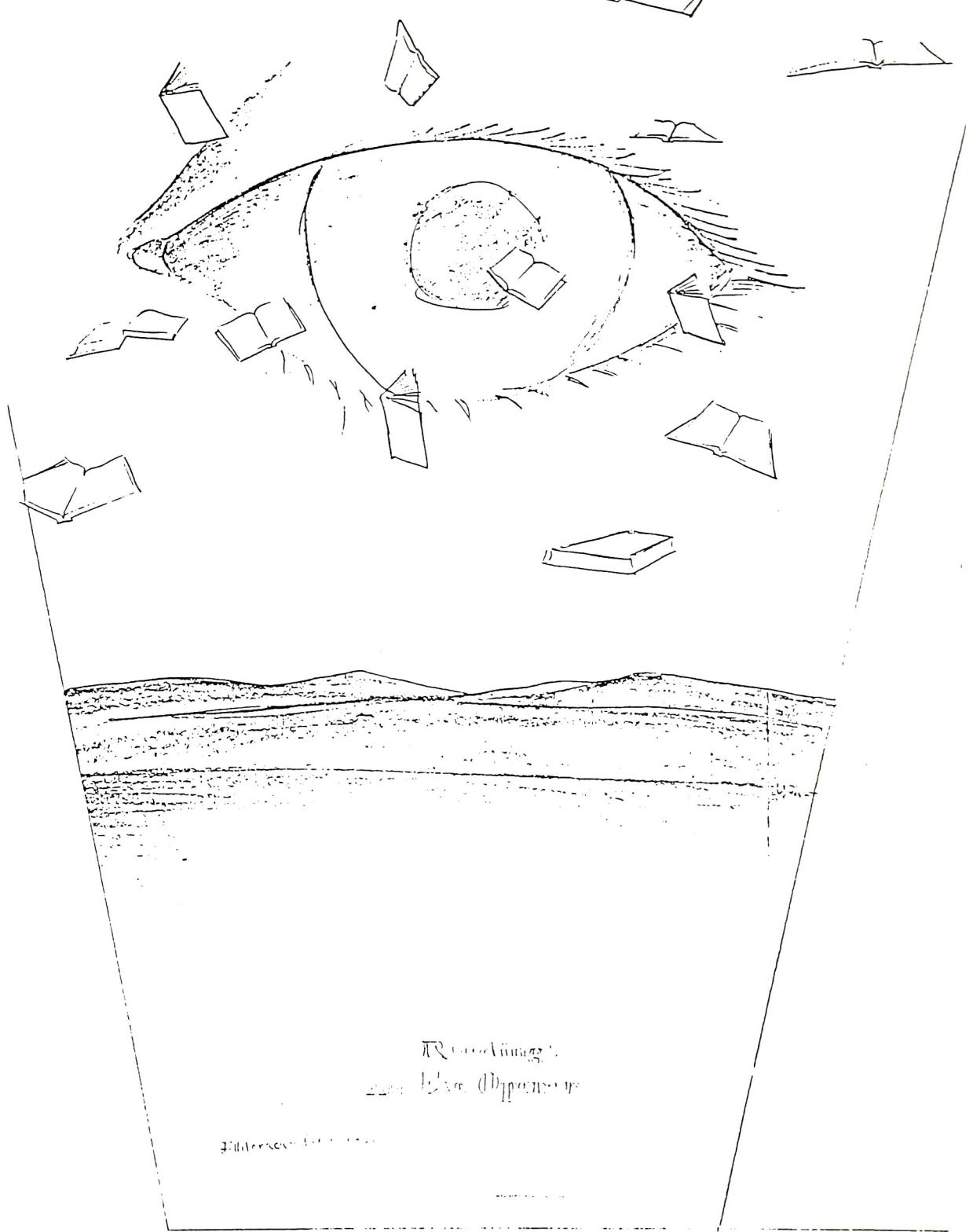




appendix M-5







with single persons. Every other historical
city valued things that young historians
thought essential to them, to the city's history.
In 1948, 50 years after the First World
War, the city's history was still very much
in the air. The responsibility for the city's
future was still in the hands of the young.

Grow With Reading

we can help
243 • 4868

Quality
with
Airway
MLC

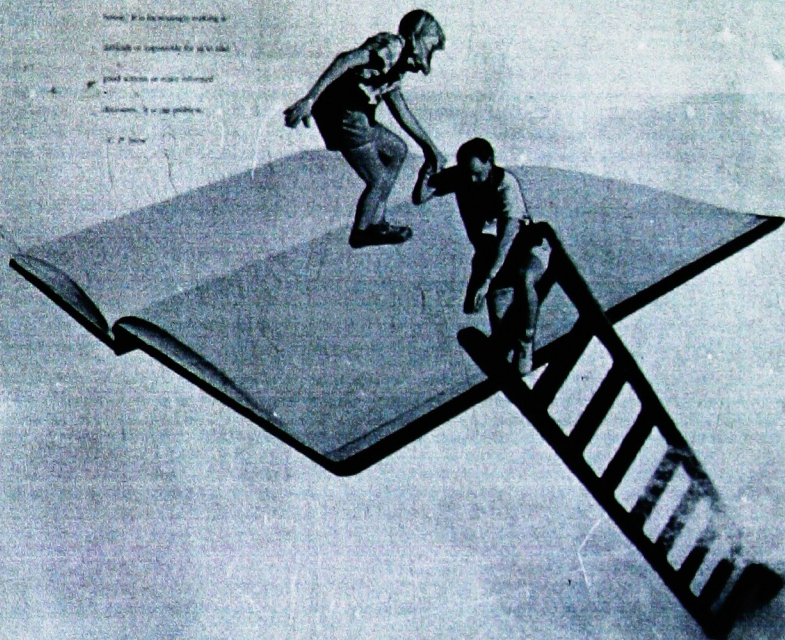
[illegible]

Reach New Heights

we can help
243 · 4868

A Shared Responsibility

The construction industry is a key sector
population in your market or
company and we are here to help you
achieve your goals. We have all the
experience, knowledge and know-how
to help you reach new heights. We
have the resources, the knowledge, the
experience, and the ability to help you
achieve your goals. We have the
resources, the knowledge, the experience,
and the ability to help you achieve your
goals. We have the resources, the
knowledge, the experience, and the
ability to help you achieve your goals.



IMC
Insurance Management Company

Insurance Management Company
10000 E. 1st Avenue
Denver, CO 80231
Phone: 303.733.4868
Fax: 303.733.4869





Literacy Volunteers of America
Livingston County
BOCES Genesis Migrant Center
Housatonic Building
Room 318
Genesee, New York 14456



Literacy - Our Power

The problems of each day will not be

solved by individuals who do

not understand the problems of people who do not

understand the problems of people who do not

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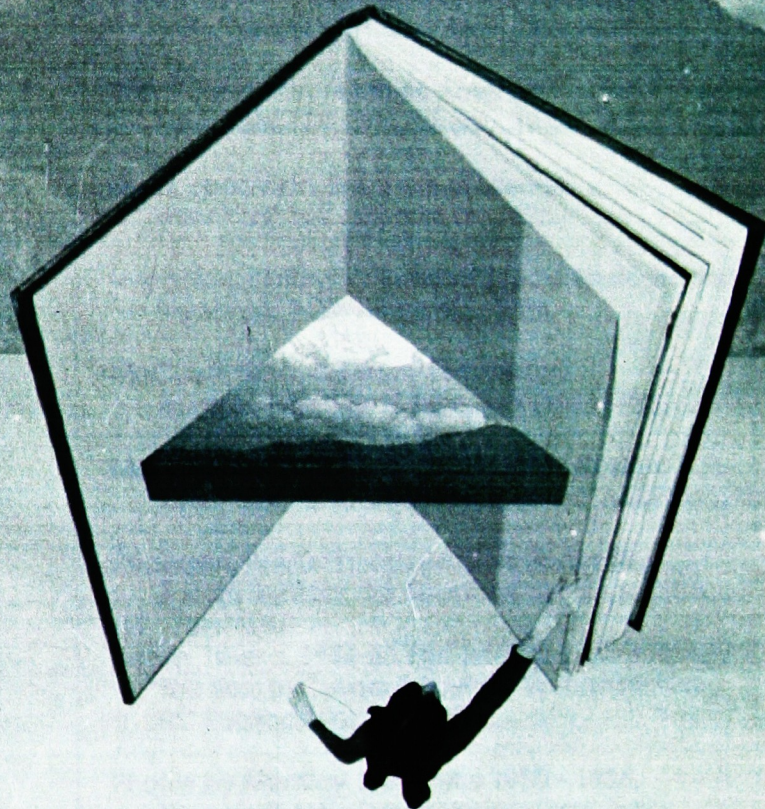
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Open New Horizons

we can help
243 · 4868

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