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### Graphic Identity Program

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GRAPHIC IDENTITY PROGRAM

The development and presentation of a new graphic identity for a hypothetical community college ( Gratham ). The presentation is in the form of a standards manual ( Design Guide ).

Prepared for the Master's Degree thesis project -  
Communication Design Department-

By -

Richard M. Falzoi

Rochester Institute of Technology

June 5, 1973

## THESIS RATIONALE

My thesis subject was selected for several very particular reasons. The graphic imagery, concepts, and rationale involved in such a project covers a full range of design experiences and presented an opportunity to become professionally involved in a very practical design outlet. The graphic identity program implies excellence of design, an opportunity to promote qualities of design that reflect on and enhance both a particular institution, and the environment in general. I chose to apply my identity program to the community college, believing the community college both worthy of, and in need of better graphic representation.

My research involved in developing a graphic identity program for a hypothetical community college ( Gratham ) extended into two areas. First it was necessary to become acquainted with the general, as well as the unique qualities of the community college itself. This meant extensive research into the community college movement, concentrating on those areas that lend themselves to graphic interpretation. Secondly, this research was accompanied by a simultaneous review of contemporary

thrusts in corporate identity programs. Combining these two aspects of my research, my thesis project was to design a standards guide book for Gratham Community College.

#### THE PROJECT

This Guide Book will set the standards for all of Gratham's graphic output. The project involves:

- a) designing the Gratham Symbol, Logotype, and Signature.
- b) selecting a type style.
- c) setting standards and precedents for promotional outlets (advertising).
- d) establishing formats for many graphic outlets - stationary, business forms, envelopes.
- e) setting standards for Gratham's Signage (indoor-outdoor).
- f) developing a rationale for Gratham's new identity program.
- g) combining all of these elements in a well designed representative standards guide book that will in itself serve as a precedent for Gratham's future graphic output.



## THE PREMISE (Hypothetical)

My thesis is based on the assumption that I, as a professional graphic designer, have been approached by the president of Gratham Community College (hypothetical), to investigate the appropriateness of a new graphic identity program for his college. The president wishes to know the rationale behind such a program, in general, and specifically how this program might benefit his school.

Under this premise, I proceeded to investigate existing graphic standards of community colleges, comparing them to successful I.D. programs in corporation level organizations. A number of questions arose. Is a college a promotable entity? Even more, a community college? Can corporation design standards fit the needs of the community college? Can the community college afford to institute graphic standards, and will it abide by these standards?

## PRESENT COMMUNITY COLLEGE GRAPHICS PROGRAMS

This aspect of my research included investigations into several local community colleges- Monroe, Finger Lakes, Genesee- and even four year colleges- Rochester Institute

of Technology , Brockport, Geneseo, Fredonia. Of the colleges listed, only Rochester Institute of Technology seemed to have any comprehensive graphic standardization, or awareness of the potential a graphic identity program might have in promoting a college. The community colleges seemed content to be represented by haphazard graphics, inconsistent in their allegiance to the schools philosophies and directions. The basic function of a corporate identity program is to standardize and maintain the graphic output of an institution, promoting and reflecting in a harmonious visual manner, those qualities that represent the more basic and time-enduring aspects of an institution.

#### CURRENT THRUST IN CORPORATE IDENTITY PROGRAMS

My review of contemporary graphic identity systems becomes delineated within the Gratham Design Guide, which I will present later in this book. Also, my conclusions and rationales concerning the new graphic identity program for the community college will coincide with the presentation of my project.

#### NATURE OF GRATHAM COMMUNITY COLLEGE (Hypothetical Analysis)

Assuming that the president of Gratham has allowed me to

institute a new graphic I.D. Program in his school, it becomes necessary to establish those qualities of Gratham that will dictate the nature and extent of the program, These qualities follow:

NAME: Gratham Community College  
Gratham, New York

SIZE: 4000 day students, 2000 evening students

CAMPUS: 20 million dollar complex, all commuting students, no student housing-  
Modern architecture, conceived as a total learning environment for the student

PHILOSOPHY: "All avenues of learning open to all peoples."

PROGRAMS: 2 year-coeducational  
Comprehensive programing  
4 university-parallel programs  
20 career programs  
Offers AA, AS, AAS, Certificate Programs  
Continuing Education, Community Services

COMMUNITY INVOLVEMENT: Very active, initiating admirable quantities of cultural and educational activities - however; thus far these community orientated programs have not achieved enthusiastic public response. ( major area which new I.D. Program will probe )

NATURE OF COMMUNITY: Primarily urban  
Many outlets for "career programs"  
2 major 4-year colleges  
Many smaller institutions for technical training  
Wide variety of socio-economic classes  
50-50 white collar - blue collar  
Culturally weak, lack of good facilities and programs.

SCHOOL COLORS: Blue ( light and dark )

PRESENT  
GRAPHICS  
SYSTEM:

None, of any significance -  
No need to incorporate any present graphic  
imagery, except color

CONCLUSION: My findings suggest that public acceptance  
of Gratham needs to be stimulated. Gen-  
erally, there is much confusion as to the  
actual function of the school, and its  
possible advantages to the community. Its  
"Open Door" policy has not reached signi-  
ficantly the lower socio-economic groups.  
There seems to be a lack of confidence in  
the school's community orientated programs  
and activities.

#### THE PROJECT

Following is a page by page presentation of my thesis  
project, a standards manual ( Design Guide ), delineating  
the new graphic identity system for Gratham Community  
College. There is little need for further exposition  
concerning the rationale behind and within the book, in  
that the book itself contains detailed description, wrought  
out by research, concerning the nature of such a program.

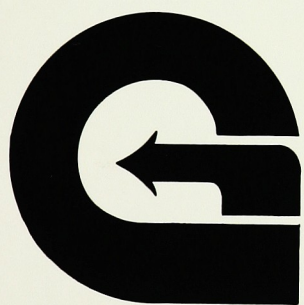
Accompanying this page by page presentation will be the  
evidence of my symbol development.

I should like to further point out that the discipline of

producing a graphic identity program for Gratham college,  
greatly increased my knowledge of design, and has consequently  
led to an interesting job possibility in the area of exhibit  
design in an established Rochester exhibit house.

## SYMBOL DEVELOPMENT





FINAL SYMBOL



**G**



## SYMBOL

The development of the symbol was perhaps the singularly most important aspect of the project. I wanted a clean graphic image that reflects those unique qualities of the community college, Gratham in particular, as well as representing contemporary graphic trends. The danger was in developing a symbol that would give Gratham a too slick corporate look, thus endangering community acceptance of the college as an educational and community orientated facility. I think I circumvented this problem in the rationale that follows:

THE DESIGN GUIDE BOOK

Color Samples at End

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Gratham  
Community  
College



---

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## The Need

### The Need - General

Ben Rosen suggests in his book, "The Corporate Search For Visual Identity", that . . . "many people make a flash appraisal of a corporation as a product or service, on the way that corporation looks to them in terms of its graphic design output."

The key to the successful projection of any institutional identity, lies in consistency of planning of all media as part of a harmonious whole. In establishing this harmonious whole, the graphic identity system must:

- 1 Project a unique and dynamic identity which facilitates the understanding, acceptance, and support of the institution by the community.
- 2 Increase clarity and impact of communication, of both direct information and objectives.
- 3 Promote efficiency in all graphic productions.
- 4 Facilitate long-range economy of graphic expenditures.

The identity of an institution is carried by its visual expression, beyond its product and performance. An effective identity program will project a personality and character, indicative of the institution. The approach should be to emphasize those qualities that represent the more basic and time-enduring aspects of the institution, not soon to be out-dated.

The more complex the ideas to be communicated, the greater the need for clarity, simplicity, and standardization, so that the public impression is continually refreshed, strengthened and maintained.

### The Need - Specific

The Community College presents specific problems as a promotable facility. The main obstacle its identity must overcome is the erroneous "inferior" connotation, inherent to the community college movement. Thus, the new identity program would seek to promote the college as a contemporary and dynamic institution of academic excellence. Further, such a program must relate to the school's need to appeal to a diversified populace, and win community acceptance and understanding.

In essence, the graphic output of Gratham Community College should attempt to promote a favorable impression as a "people serving facility," to install "confidence" in the school, and suggest "stability" to the community. It is further necessary that the graphic look reflect both treasured traditional aspects of an educational facility, while presenting it as a forward-reaching and dynamic force.

### Use of This Guide

Basically, this Guide seeks to lay the foundations for the graphic output of Gratham Community College. It should not, however, be construed as the final, definitive word. Creative and experimental applications of its principles are encouraged, particularly in its promotional literature. More stringent application of the Guide should be acknowledged when dealing with the Symbol and Signature, Typographic ingredients, Color, Stationery requirements, and Signage.

These areas will be further defined later in the Guide. It should be further acknowledged that this Guide initially reflects the "look of excellence" that must be reflected in the application of its elements. All graphic output of Gratham must be cleared through the Staff Designer, Office of Publication, in order to maintain the standards set forth in this Guide.



## Signature



The Signature is a combination of the Symbol and Logotype, serving as the major vehicle of identification of an organization.



The Symbol is the single most identifying ingredient of an institution's graphics, it must submit readily and effectively to the factors of Adaptability - Legibility - Distinction - Simplicity - Impact - Timelessness. The Symbol must have a mark of individuality, co-existent with qualities for universal application.

## Gratham Community College

The Logotype, more commonly Logo, identifies a specific style of lettering associated with an organization. It must co-exist pleasingly with the symbol, enhancing rather than interrupting the identification function of the whole.



## Symbol

### General

The particular symbol designed for Gratham Community College, seeks to graphically fuse the elements of tradition and progress, while applying the principles of adaptability, legibility, distinction, simplicity, impact, and timelessness. The symbol must serve as a microcosm for the whole design program, reflecting at a glance those qualities the new identification system attempts to emphasize. Aside from being a single, strong, unchanging, identifying image, the Gratham symbol then will seek to reflect ideas of confidence, stability, community-serving, traditional and contemporary awareness, and efficiency.

### Development

In developing the Gratham symbol, I was concerned that it reflect the particular qualities of a college, as opposed to commercial enterprises. It was therefore necessary to avoid the "overly-slick", and angular approaches. I felt the Gratham symbol should combine curvilinear (traditional) stresses with clean, rectilinear (contemporary) stresses. Another consideration was that the symbol combine the ideas of a self-containing educational unit, with a community serving - oriented

facility. The symbol breakdown ( at right ) further develops this point.



Thrust

The strong, directional curve of the backbone of the "G" gives the symbol a forward thrust, reflecting the college's dynamic position as a supplier of community needs, and a forward looking institution.



Input

The crossbar of the "G" doubles as a directional device, indicating that the college is a center for learning, as well as being receptive to community influences.

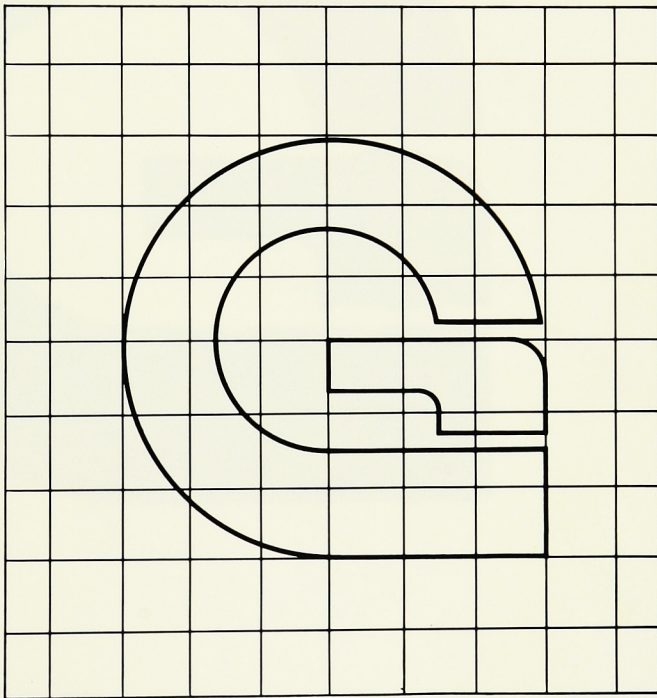
In combination then, the Gratham symbol reflects the function and capacity of the college to serve its community. The overall "G" has a look of stability, resting on a flat, solid base. The forward thrust of the outward curved line is mitigated and further defined by the inward thrust of the smaller curved stem. The entire letter forms a contained unit, with open outlets breaking an otherwise impenetrable structure.



Community



Grid Scale



**Symbol**  
**Configural Vitality**





## Logotype Relationship Line

**Gratham  
Community  
College**

### Logotype

Univers Bold ( no. 75 ) is to be the type style for the logotype. It was selected because of its combatability with the symbol. Univers Bold relates well to the symbol in both weight and style, it is readily legible, and as a three line block of type, creates a pleasing shape, both with the symbol, and on its own.

### Symbol - Logo Relationship

In this relationship the symbol is generally to be the dominant member. Considerations must be given to size relationships, and spacing. In the case of the Gratham signature, two approaches are permitted. In most cases the logo will be placed to the right side of the symbol, and be composed of the full college identification ( Gratham Community College ). The relationships shown at left shall always be adhered to. In some cases ( Signage in particular ) the word Gratham may be used alone, and below the symbol. It may be used as such, only on campus, where full identification is not needed.

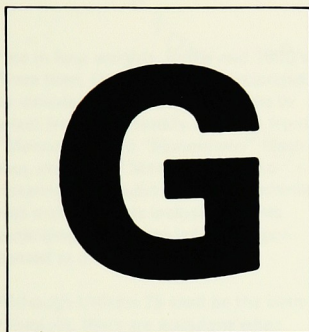
 **Gratham  
Community  
College**

  
**Gratham**

  
**Gratham**



Typestyle



Univers Bold

The type style is the same as in the logotype, Univers ( No. 75 ). It shall be the basic typeface for all of Graham's graphic output. Exceptions would be in the college's promotional literature, allowing for a wider range of expression.

Univers is a modern, sans serif typeface, stressing consistency and unity. The clean cut letters, with slight variations in weight, make Univers a very versatile type style, well suited for

general purposes, and a wide range of uses. Prominent among Univers assets, is its easy adaptability to different weights and widths, while retaining the essential individual character of the face.

Additionally, Univers parallels the contemporary thrust in type styles, the emergence of the sans serif being the most significant typographical feature of the 1960's. Adrian Frutiger originally designed the Univers type-

**Kst eN**

**abcdefghijklmnopqrstuv  
ABCDEFGHIJKLMNOR**

**abcdefghijklmnopqrstuvwxyabcdeg  
ABCDEFGHIJKLMNORSTUVWX**

**abcdefghijklmnopqrstuvwxyabcdefghijklmnop  
ABCDEFGHIJKLMNORSTUVWXYZ123456**



## Typography

---

face in four weights, in the mid 1950's. Since then, Univers has been extended to include a whole family of fonts to select from. It's readily available from "Monotype" and "Monophoto" machines, also from "Monotype" photo-lettering, and studio lettering machines. Hot metal variants include 21 fonts extending from extra-light extra-condensed to ultra-bold-expanded.

Although Univers 75 shall be the basic typestyle, there are occasions when other variations of Univers might be preferable. Therefore a light ( 45) and medium (55 ) variant shall be included in the design package, to be utilized only for special effect.

### Typography

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The basic function of typography is communication. If this requirement is not met, all other considerations are incidental. To serve the needs for communication, the typography must provide for good legibility, presenting a message both easily read and easily understood.

In addition, typography must serve aesthetic ends. The right choice of type style, letter spacing, word spacing leading, and marginal setting should enhance the aesthetic character of the page, while providing unstrained legibility. Consider white space, both within type areas, and in margins, to contribute to the compactness of the composition, and the graphic effectiveness of its design.

Univers medium (55) shall be the Gotham typeface, chosen for its legibility, over-all consistent character, and compatibility with the signature. The point size and leading provides the desired tonal attitude.

In this Standard's Guide, the type areas are set flush left and ragged right, in set areas as prescribed by the grid system. Three columns were used to allow for flexibility in the positioning of type blocks and graphic areas. Univers Bold is used for all headings.

A thin blue line provides an in-copy divisional element.

The typography and format of this Guide seeks to present its information in a clean, modern style, clearly legible, and graphically simple. Ornamentation and complexities were purposely avoided in order to emphasize the manual's basic instructional function.



## Grid System Color

### Grid System

A grid system is a functional way to insure unity and consistency of design elements within a larger design format. The grid provides for an orderly arrangement of all the design elements - typography, photography, drawing and color - in a formal relationship to each other. The grid should not be viewed as a restriction on the creative designer, but rather as a vehicle for a rational and structured application for his creative ends.

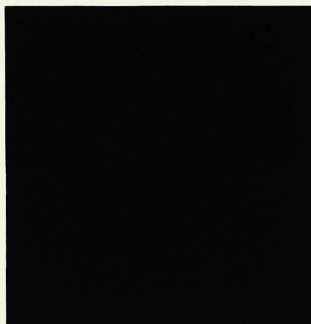
Primary to the construction of a grid, is the function it is meant to serve. Considerations must be given to the nature of the graphic areas to be served. A grid designed for a manual heavy with tables, figures, and charts, would necessarily differ from one designed to serve a fashion catalog.

### Color

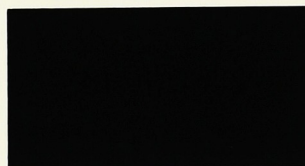
Color further serves the function of identification. Many companies can be identified by a particular color, such as "Kodak Yellow". The color or colors ( not more than two base colors) should reflect the character of the organization, and create atmosphere. Whenever the particular colors are used, the reason for their use should be clearly apparent.

The elements of the Gratham signature are not to be printed in different colors. It may however, be printed entirely in one color, or black against color.

The Gratham Identity Program utilizes what shall be termed the "Gratham Blue", in two distinctions. They can be identified by the Munsell Color System, the lighter blue being B 6/6, the darker blue, B 4/6.



 **Gratham  
Community  
College**





### Stationery

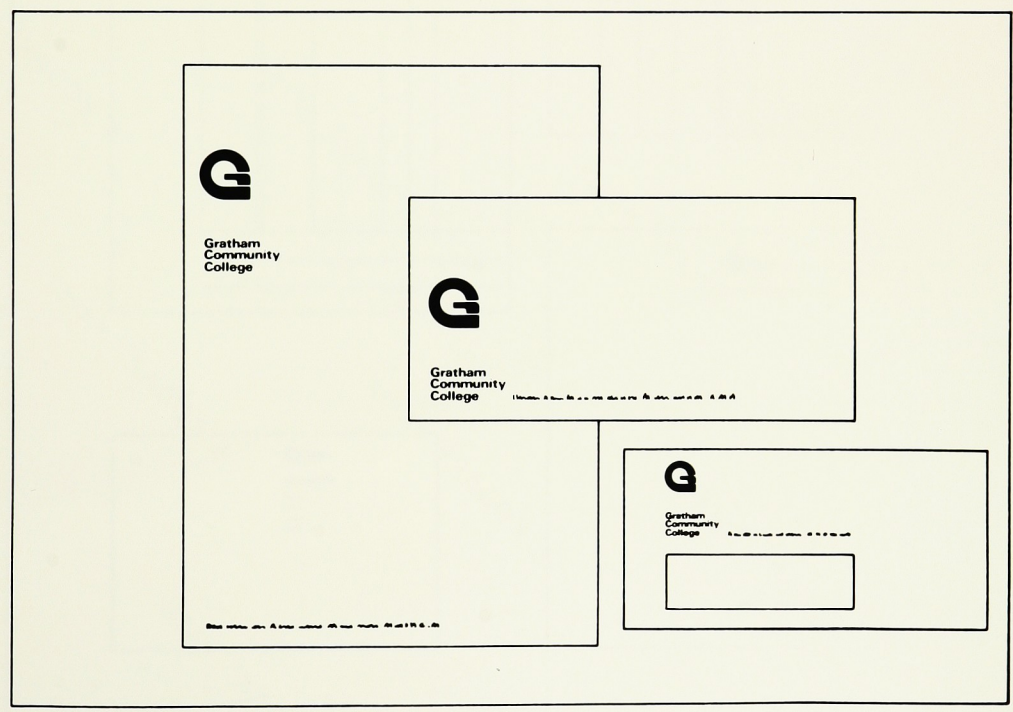
#### Stationery

Stationery is of prime importance in imparting to the general public a desirable image. Due to its high exposure, stationery has the potential to provide wide-spread circulation of the important visual communication aspects of an organization's identity program.

Standardization of the imagery should be maintained, along with the maximum use of white space to allow the symbol and signature elements to work

to their fullest potential.

The elements of the stationery concerned with in the Gratham presentation, are the letterhead, and envelopes. The letterhead will utilize the Gratham's basic blue. In certain cases, a reply address will be added at the bottom of the stationery. Graphics for envelopes shall adhere to the standards indicated.





**Intercollegiate Forms  
Business Forms - Others**

**Quality**  
Customer  
Commitment  
Challenge

**Purchase  
Order  
No.** \_\_\_\_\_

QTY	UNIT	DESCRIPTION	PRICE	TOTAL	DATE

\_\_\_\_\_  
UNIVERSITY OF MICHIGAN LIBRARY

**Quality**  
Customer  
Commitment  
Challenge

QTY	UNIT	DESCRIPTION	PRICE	TOTAL	DATE

**Invoice No.** \_\_\_\_\_ **Invoice No.** \_\_\_\_\_  
**Date** \_\_\_\_\_ **Date** \_\_\_\_\_

**Quality**  
Customer  
Commitment  
Challenge

**News Release**

**Quality**  
Customer  
Commitment  
Challenge

**Interoffice**

TO: \_\_\_\_\_  
FROM: \_\_\_\_\_  
SUBJECT: \_\_\_\_\_  
DATE: \_\_\_\_\_



## Site Identification

### Signage

Signage serves the basic function of communication. The consistent and proper use of signs will communicate and promote a favorable impression in the eyes of visitors. The specific usage of signage is to identify, guide, warn, or regulate.

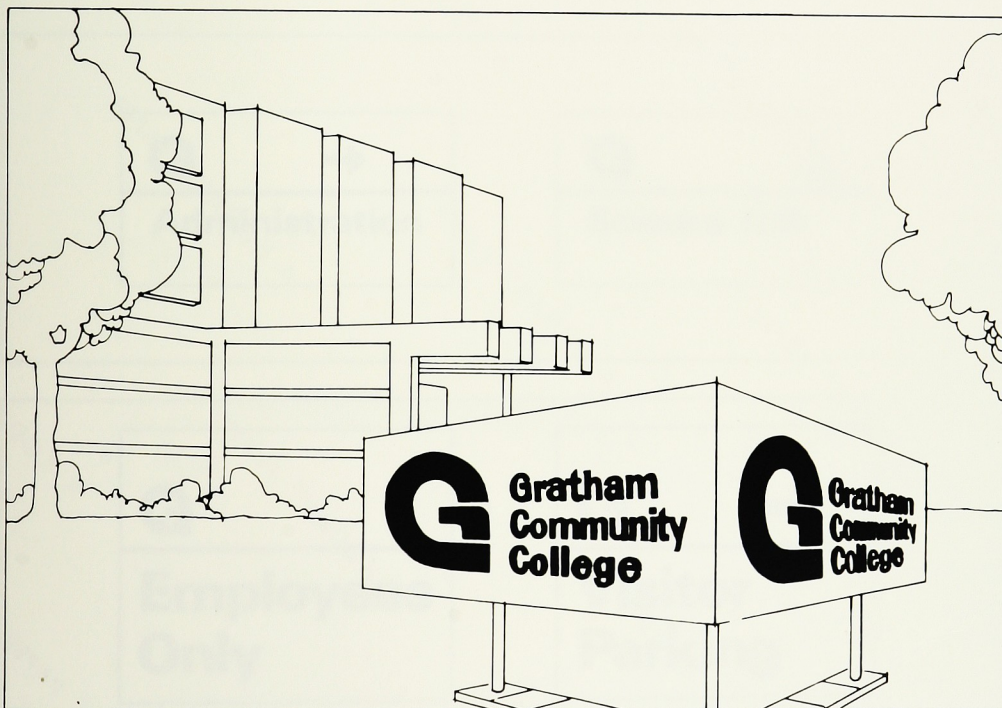
A further function of signage is for organization, to effectively organize and enhance their environment. Consideration must be given to the overall architectural style of the complex,

plus the character the signage is meant to impart. A sameness in overall appearance and basic proportions will give visitors a single, desirable impression of the institution.

All signage will use the standard alphabet, i.e. Univers Bold.

### Site Identification

Perhaps the first visual impression of an institution will be given by its large site-identifying sign. This sign could well be the most expensive application of the college's graphic system, and therefore should seek maximum effectiveness. It is important that it be placed for maximum exposure, and be of optimal size for easy visibility.





**Indoor**  
**Outdoor**

---

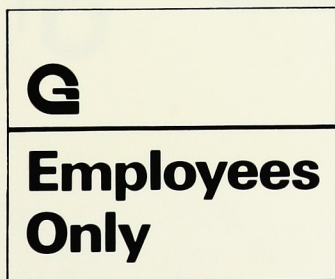
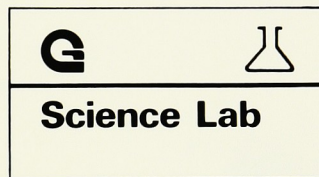
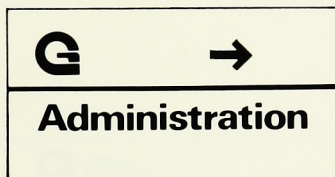
**Indoor**

Indoor signs might serve functions such as room identification, directional, warning, and information. The main considerations is that they be consistent, and fulfill a specific and well defined need. A visitor's image of a college will be enhanced by the ease in which signage facilitates his visit.

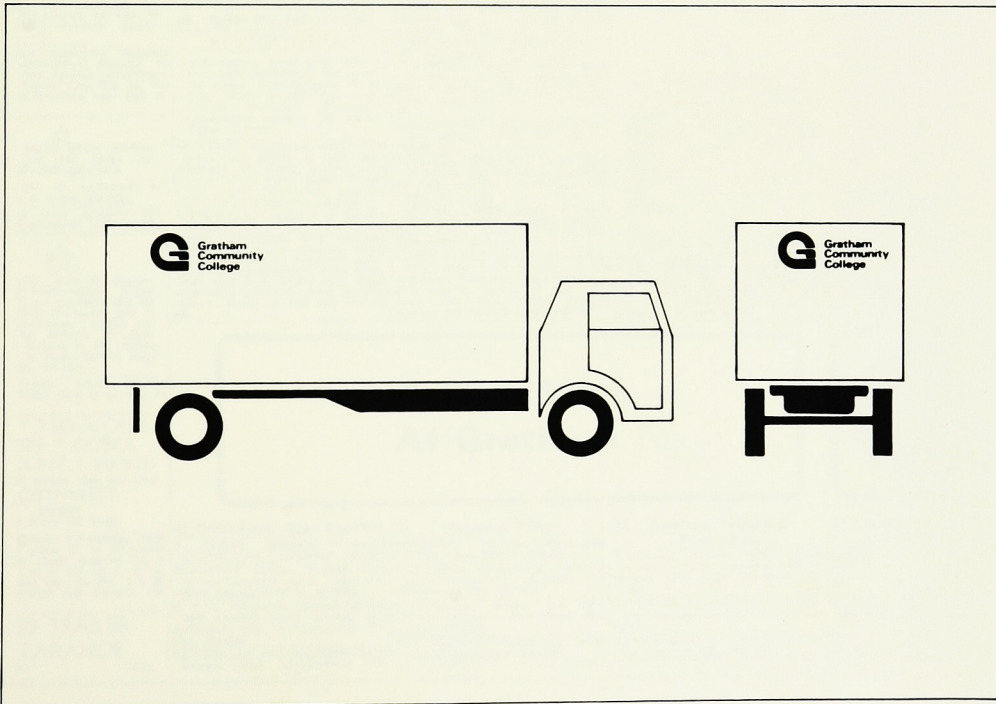
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**Outdoor**

Outdoor signage should command attention commensurate with the need. They need to be consistent with the architecture, while designed for immediate response. Outdoor signs serve basically to guide and identify.



Vehicle Identification





MAILROAD TRACKS, 381-1261  
300, firm, 584-8179

ON: Truck campers and  
or all pickups, El Caminos,  
Toyotas, Turnpike Camper  
Sales, 1370 Ridge Rd.  
ween Portland and Kings

**★**

**STOR HOME  
R LEASE**

uliv. August \$2,000 per  
No mileage charge, air  
ed, sleeps six

**TYRA MOTORS**  
PALMYRA, N.Y.  
61 Roon Ph. 454-2380

**★**

AGO 513, 5th wheel  
ailer 27-ft. The ultimate  
ing luxury, \$5995. Nagle  
o Sales and Service, 101  
St. East Rochester, On-  
of Lincoln Rd. Next to  
ntral Railroad tracks.

filer inspection, complete  
accessories, propane, in-  
new service department,  
Trailer City, Rte 96, Vic-  
of Eastview near Exit 45.

**★**

Rental Units: Bethany  
Inc. 784 Ridge Rd.,  
671-7050. GRRVDA  
ON: 16 Appliances, tol-  
s \$ 1,200. 334-7826

**★**

R Truck camper, 1971,  
y equipped, 1-315-589-2360

AGO Now on display,  
of motor homes. Travel  
Truck Campers and 5th  
wheelers. Pre-spring sale at  
Vinnabago. Sales and  
101 Ontario St. East  
Ontario St. off Lincoln  
to Penn Central Rail-  
cks. 381-1281.

Trailer: Hitch, Electric  
7-2447 after 5, all day St.

**★ TAG-ALONG  
IRE \* COBRA  
RAFT \* VIKING  
d names. Get our deal  
ORTHWEST**

352-5650  
0 Ridge Rd. West

k Sale. All Holiday Vaca-  
1, stock at 10 pct. over  
st. Open evening 1111 9,  
at 5, Sat at 4. J. W.  
ons inc., on Rte 5 & 20,  
sterio and Geneva, 789-

**ED TRAILER  
EARANCE**

1111

**★**

Where is the new MAC WAN-  
KEL outboard? Here at Mor-  
gan's Hardware & Home Cen-  
ter, 185 Main St., Webster, Y.

**★**

BEST Prices on new 1972 Sunfish,  
Minifish and one Flying Fish. Con-  
tact Murray Wright, 78 E. Lake  
Rd., Penn Yan, N.Y. Ph. 315-536-  
3404

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for free recorded message. 446-0250.

DRAFTING: Architectural, Mechan-  
ical, Electronics. Register now,  
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**65 Help Wanted—Female**

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With degree. Good entry salary  
with great potential in this grow-  
ing active manufacturing firm.  
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Contact Executive Placement  
Corporation Agency, 955 Sibley  
Tower, 454-1424

ACCOUNTS Receivable clerk: Com-  
bined with ability to type, some  
shorthand or speed writing. Own  
transportation. 5-day week. Modern  
office. Equal opportunity employer  
(M-F) Call 9-5 Mon-Fri 328-2720

ACCOUNTANT capable of handling  
complete set of books and related  
reports. Familiarity with computer  
system or business machine helpful  
but not mandatory. Excellent oppor-  
tunity for advancement with estab-  
lished local firm. Salary open. Equal  
opportunity employer. Send complete  
resume. Write 632 MM this newspa-  
per.

**★**

AGO Now on display,  
of motor homes. Travel  
Truck Campers and 5th  
wheelers. Pre-spring sale at  
Vinnabago. Sales and  
101 Ontario St. East  
Ontario St. off Lincoln  
to Penn Central Rail-  
cks. 381-1281.

**★ TAG-ALONG  
IRE \* COBRA  
RAFT \* VIKING  
d names. Get our deal  
ORTHWEST**

352-5650  
0 Ridge Rd. West

k Sale. All Holiday Vaca-  
1, stock at 10 pct. over  
st. Open evening 1111 9,  
at 5, Sat at 4. J. W.  
ons inc., on Rte 5 & 20,  
sterio and Geneva, 789-

**ED TRAILER  
EARANCE**

1111

Call Bailey Agency, 232-5176,  
Sibley Tower

BOOKKEEPER-part time, 4 hrs., 5  
days. Full charge for professional  
group in Brighton-Henrietta. Call  
Bailey Agency, 232-5176, Sibley Tower

BOOKKEEPER/SECRETARY: Cpz  
seeks experienced individual to  
type and assist, must have ability to  
work with minimum direction, mod-  
ern downtown office. Initial salary  
\$130 plus benefits. Fee reimbursed.  
Call 454-2444, Office Mates 5, Divi-  
sion of Management Recruiters  
Agency, 36 Main St. West

BOOKKEEPER Small office. Expe-  
rienced in general office work. Re-  
liable. 225-9515 eves

BOOKKEEPING, night, general of-  
fice. East side of city. Lta term.  
No fee. Western Girl, 436-2524.

CASHIER-sales: Part time. Fabric  
store. Flexible hours. Sewing expe-  
rience required. Frankel Bros., 442-  
2150

CHILD Care Worker Mature, re-  
sponsible, single woman to work  
with adolescent girls in a group  
home. Must live in Post experience  
in childcare would be helpful. At-  
tractive salary plus liberal fringe  
benefits. On the job training will  
be supplemented by in-service training  
program. Contact Jim Ahearn or  
Grace Harrison, Hillside Child Cen-  
ter, 473-5150, Mon Thru Fri 9-5.

CLERICAL: General office work  
available with Star Super Markets,  
Mail handling, filing. Good starting  
wage, apply mornings, 175 Humboldt  
St.

CASHIER Part time, inquire in per-  
son, Spring House, 3001 Monroe,  
closed Mon.

CLERICAL: Processing orders, bills  
of lading, administrative. Excellent  
pay and working conditions. Elton  
Corp., Gould St.

CLERICAL: Some typing, 40 hours  
per week, good company benefits,  
apply Nasso, Lauer Furniture Co.,  
3300 Monroe Ave., 381-7900

CLERK-TYPIST: East side. Start to  
\$115. Must have accurate typing  
and some dictaphone experience. Co-  
paid benefits include 10 paid holi-  
days. Call Patti Riley, Contact  
Agency, 528 Powers Bldg., 546-7000.

39 Masonry, Tiling

ADJUSTMENTS, chimney, patios, side-  
walks, steps, stucco. 462-2271.

PLASTERING: Repair and swirl  
ceiling specialist. Guaranteed. Rea-  
sonable. 473-4893

TILE Bathroom remodeling, small  
repairs, reasonable, 338-1550

DENTAL hygienist Full time, 40  
day week. No Sats 586-1610

DENTAL Assistant Orthodontic  
chairside experience, challenging  
opportunity to learn expanded duties  
and techniques. Well staffed subur-  
ban practice, 342-8955 or 366-1200.

DENTAL Hygienist, Ridge Rd. W  
preventive practice, half time, for  
interview, 865-4674

DENTAL Assistant To assist with  
packaging in dental laboratory of-  
fice. Some delivery. Car furnished.  
232-1210.

DENTAL hygienist Modern office.  
Central location 454-6886

DENTAL Assistant Full time, expe-  
rience preferred. Modern Eastside  
office 454-8542, from 9-5

DIETARY Permanent fulltime pos-  
ition, available for 1 cook, tray  
line servers and kitchen assistant.  
Good pay and benefits. Contact St.  
Ann's Home personnel Department,  
342-2531.

DICTAPHONE Typist To \$100  
Great starter spot for accurate  
typist. Relief on switchboard. Call  
Bailey Agency, 232-5176, Sibley Tower

**FIGURE WORK**

**\$140**

Don't like to be stuck in a cor-  
ner doing the same thing day-  
in and day out? Try this diversi-  
fied job. Use your natural math  
talents in figuring costs and  
prices. Work with payroll and be  
responsible for invoices and qua-  
ntities. Lite typing. Downtown  
location with excellent working  
conditions. Free parking. Call  
Marsha Fox, 232-2400, 511 Temple  
Bldg., Career World Inc.,  
Agency.

EXECUTIVE Secretary to marketing  
manager of service business. Chal-  
lenging opportunity to work with  
young, demanding manager. Salary  
to \$160. Fee split and reimbursed.  
Call 454-2444, Office Mates 5, Divi-  
sion of Management Recruiters  
(Agency), 36 Main St W

Lounge II 663-9790

GO-GO Dancers, full or p  
No experience necessary  
per hour. Apply in person,  
Ave., Wee Blue Inn, 7:30 p.m.

GO-GO Dancers, starting  
wk. Mr. Heinz, Rusty  
Ridge Rd. E., Webster, 872-5

GO-GO Dancers Palm R  
Information, 288-9761

HAIRDRESSER Edie Ada  
Curti, Ridge Rd. E., 266-94

HAIRDRESSER: Edie Ada  
Curti, Passaramo, 586-9860

HAIRDRESSERS WANTED  
Beauty Bazaar, 381-7740

HAIRDRESSER, experienc  
LoManna, East Ave shop  
3057, 936-2504

HAIRDRESSER Experien  
Salary and commission  
and Jose, 108 East Ave

HAIRDRESSER: Experienc  
ev-Stone area. Modeline  
Beauty, 663-7433

HOUSE Interviewers: Part  
time, 53 per hour, 385-

HOUSEKEEPER, live-in  
have car. Send qualifica  
references to 636MG This  
paper

HOUSEKEEPER: Experienc  
die aged woman to live  
housekeeping in lovely home  
\$100 wk. Brighton area

HOUSEKEEPER & Cam  
Cook for 1 woman. G2  
Greece area. Write 532  
newspaper.

HOUSEKEEPER live-in, r  
take charge person. Write  
this newspaper.

**44 Dressmaking**

WOMENS alterations and r  
leather and suede. 271-427

**48 Landscaping**

GRASS snow contracts G

## A New Look At Gratham

**31 Driveways, Seal Coating**

A. AAMCO Blacktop driveways  
Crushed stone Guaranteed. 288-3450

BLACKTOP drives, crushed stone  
drives, concrete work. Free esti-  
mates. Bianchi Asphalt, 342-8390

K & G Roadways, asphalt paving,  
seal coating, stone, parking lots,  
driveways, free estimates. Call 464-  
8957, 986-2504

PAVING, free estimates, work guar-  
anteed, M&T Development, 247-

**39 Masonry, Tiling**

ADJUSTMENTS, chimney, patios, side-  
walks, steps, stucco. 462-2271.

ADDITIONS: Remodeling, repairing,  
carpentry-masonry. Mirabella Con-  
tractors, 467-1990, 544-1803

PLASTERING: Repair and swirl  
ceiling specialist. Guaranteed. Rea-  
sonable. 473-4893

TILE Bathroom remodeling, small  
repairs, reasonable, 338-1550

**40 Painting, Papering,  
Decorating**

PAINTING: Interior, exterior, wall  
papering, ceiling spraying, fire re-  
tardant paint, city approved, 232-  
1839

PLASTERING, painting, in-out, carpent-  
ry, remodeling, tile ceiling. 482-  
1619

GARY'S painting - roofing contrac-  
tor, free estimates, 235-8472.

**45 Cleaning, Dyeing, P  
Decorating**

STAUB Cleaners, quick &  
leather and suede. 271-4270  
Main St.

**46 Dressmaking**

WOMENS alterations and r  
leather and suede. 271-427

**48 Landscaping**

GRASS snow contracts G



## Promotional Outlets

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### General

Again, it is not the purpose of this Guide to restrict the creative efforts of designers. Rather, great latitude is encouraged to serve these creative ends. However; there are certain guidelines that must be followed to preserve the integrity of the design program, and insure the proper visual impressions are generated. The efforts taken to design the graphic identity system could be undermined by the improper application of its promotional literature.

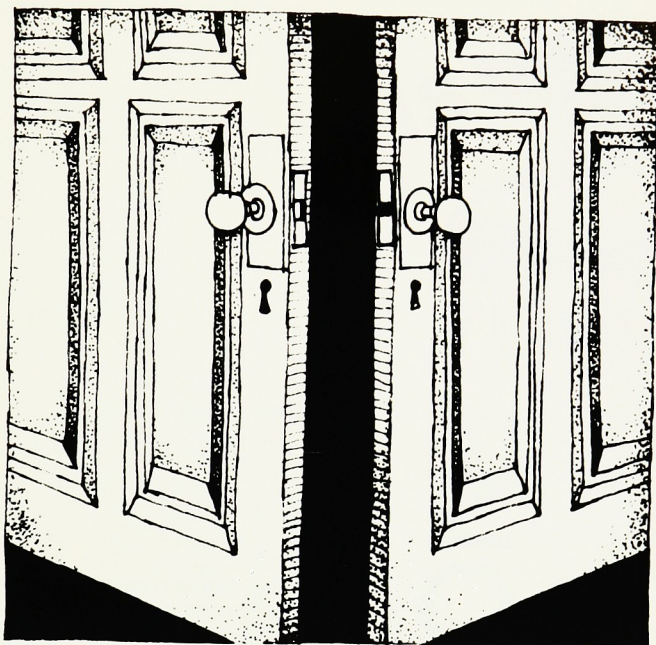
In all promotional literature, the logotype and symbol should appear once, as an integrated and logical element. In some cases it will be necessary to include a secondary identification, with the signature on certain promotional pieces. This will consist of :  
46 Windsor Drive/Gratham,  
New York 17098

It should further be noted, that Gratham's promotional literature will serve the primary function of introducing its new graphic identity system. The initial handling of this lit-

erature will set the tone for the communities response to the program, and more importantly, to the college.

Therefore, great care must be taken to assure that Gratham's handling of this promotional literature is put in very capable hands. This is no area to skimp on expenses. The basic ingredients that are so important to the identity program, should also pervade this literature. It is important that these ideas be effectively and dramatically presented to the public, in order that the design program may perpetuate an already favorable impression. Shown on the following pages, are not only brochure and pamphlet examples, but an indication of what direction these initial promotional pieces should take.





Open Door

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IS **2** YEARS

to learn a new trade?

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to sort yourself out?

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to change your life style?

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to know your world?

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 Griffith  
University  
College

**ENOUGH**





**Community**

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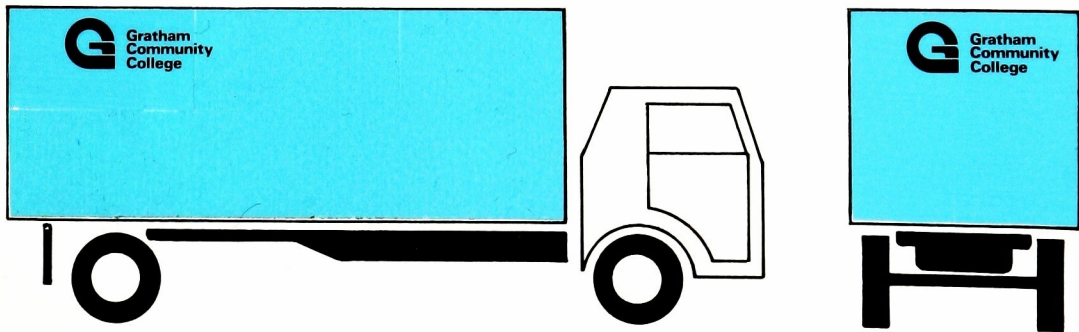
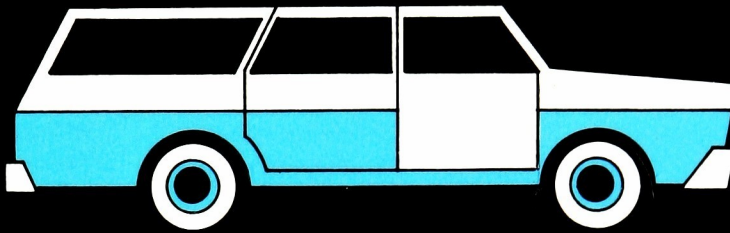
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## Vehicle Identification



## Promotional Outlets

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### General

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### PLUS

The Corporate Identity Standard Books of:  
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Westinghouse  
IBM