Logo Review and Development - Round 1.1
June 6th, 2016

BETTER BUREAU

This logo analysis and exploration has as its primary goal improving the utility of the Center for Civic Innovation's logo system. In it we will make observations about your existing logo and logo system, analyze it against widely appreciated metrics for what makes a great logo, and make recommendations for improving CCI's system before generating brand guidelines.

HERO Logo on Dark Background
CCI_Logo_on_dark_PMS.eps

CCI_Logo_PMS_2-Color
BlueSalmon.eps

CCI_Logo_PMS_2-Color
BlueMint.eps

CCI_Logo_PMS_1-Color
Blue.eps

CCI_Logo_PMS_1-Color
Mint.eps

The full color CCI "Hero" Logo
CCI_Logo_PMS.eps

CCI_Logo_Alt_PMS_
Blue.eps

CCI_Logo_Alt_PMS_
Salmon.eps

CCI_Logo_Alt_PMS_
Mint.eps

CCI_Logo_Alt_PMS_
Cream.eps

LOGO METRICS:

CRITERIA FOR THE DEVELOPMENT OF AN IMPROVED LOGO SYSTEM FOR CENTER FOR CIVIC INNOVATION

Reviewing your logo system is a difficult but worthwhile undertaking. There are many emotions, values and important history you would like your logo to convey, and it follows naturally that you want your logo to have the most powerful and enduring impact on your supporters, partners, and employees. In a sense a logo is like a portrait of you, your organization, and your entire team – everything you are, do, or make. How can you be sure that the logo you have is good? How can you make adjustments that improve its utility while preserving the equity you've built up under the existing system?

Agree on the qualities great logos possess, and objectively ask yourself whether your present logo system possesses them.

Consider every modification in your logo as a trade between equity and opportunity. You only want to make changes that sacrifice little or no equity and, at the same time, maximize future opportunities.

As we move forward in our review of the existing logo system for the Center for Civic Innovation it is vital that we establish, upfront, a set of agreed-upon metrics by which we will judge the existing mark and each proposed alternative logo against it and other "improvements". In other words, we must agree what makes a great logo, before we can hope to arrive at one for Center for Civic Innovation.

The Role of the Center for Civic Innovation Logo

Your brand is the emotional resonance of every encounter a potential members, partner or supporter has with every expression of your company's campaigns, services, marketing, and word-of-mouth (touch points). A brand's role is to positively influence potential members/partners/supporters' choice of your company's products and services over its competitors.

OR

Branding is the name we give to your company's efforts to align, and improve the power and lasting effect of that emotional resonance in order to exert a greater influence on your target audience when they are making their choice. Your logo is the "Key Stone" of your brand.

LOGO METRICS:
Great Logos Assert Ownership

The primary role of your brand's logo is to assert ownership of its product/services features and benefits. When a consumer, or in our case a potential member, supporter, or partner, has a positive encounter with a brand touch point, be it at a conference lecture, in a demo of your product/service, or talking to an employee or volunteer, or seeing a print ad, a website, or a TV commercial promoting the company's products or services, the first thing they want to know is "who offers this wonderful product or service?" It is the logo's primary responsibility to claim the positive encounter for your company, so that this positive experience might influence their future purchase or support decision. It does this by labeling that experience in a clear and direct way.

Logo Metric 1:
ASSERTING OWNERSHIP
Does the existing Center for Civic Innovation logo effectively assert ownership of its products and services? How might it more effectively do so?

Logo Metric 1:

ASSERTING OWNERSHIP

Asserting ownership effectively is a function of three qualities: Consistency, Clarity, and Creativity. On two of these, CCI's logo does well.

Consistency: Whether in the masthead of your website, on a flyer, poster, or even on the wall in your warehouse offices, the logo is consistently applied. The colors match across media, and the logo is accurately reproduced in each instance. Well done. Consistency is half the battle.

Creativity: The CCI logo is highly expressive, full of color, and representative of a concept, which I interpret to be, "the place where creativity and commitment come together to change our communities and the world." The CCI palatte is vibrant AND accessible - a great analog for the easy welcoming environment at the center itself. Well done.

Clarity: It is on this aspect that I think there is room for improvement. The CCI logo is readable when it is very large, but doesn't scale well. In most cases some or all of the type is illegible. And the type obscures the most important part of the icon - the overlapping of the arrows. In addition, the use of a script font undermines authenticity (posing as hand-made), and such faces do not usually age well. Will the logo still be as timely 10 years from now?

Recommendation 1 - Attempt to improve the clarity of the CCI logo system without sacrificing the brand's consistency and overall creativity.

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LOGO METRICS:
Great Logos Express Brand Attributes

The secondary role of a logo is to express attributes of the brand. Ferrari's logo expresses the speed and virility of an Italian sports car, Ralph Lauren's logo evokes the upscale lifestyle of people who play and watch Polo, and Rolex suggests that the brand's products are fit for royalty.

Having your logo express your brand's attributes is desirable, of course, but since the logo rarely if ever stands apart from other brand touch points, it is not essential. Even an abstract or typographic mark with no pictorial reference to the company's products or services, will eventually evoke an emotional association generated by the consumers' encounters with the brand's other touch points. The Prada logo on the previous page is a great example. Like Dolce & Gabbana's, Louis Vuitton, and Chanel's logos to the right, it evokes luxury, and a desire for fine clothing, shoes, accessories, and scents. But these logos are simply constructed from type. The emotional resonance that is the luxury brand comes from associating this type with luxury products themselves and images of wealth and prosperity. Accordingly, if a logo for WalMart were created using the same typefaces, it would not evoke the same emotional response.

Logo Metric 2:
EXPRESSING BRAND ATTRIBUTES
Does the existing Center for Civic Innovation logo evoke its brand attributes? How might it do so more effectively?

Logo Metric 2:

EXPRESSING BRAND ATTRIBUTES

As I've already said, the CCI logo is very creative, in that it communicates CCI's personality and mission on several levels.

1. The CCI "Arrow" icon shows forces, or members of the community, coming together, overlapping and creating something new - represented by the change in color in the shapes. The vertical stripe, for me, represents the space or environment of CCI, welcoming, and inclusive, an enabling, though not dominating or controlling.

Recommendation 2.1 - Move the logo typography off the icon to improve the legibility of both.

2. The typography is emblematic and evocative of 1910's consumer products - distorted handdrawn type. The upside of this look is that it is very accessible, and inviting, perhaps even quaint. The downside is that it limits clarity - two typefaces, arranged on curves, distorted, and varying dramatically in scale, make the mark, like many from the 1910's difficult to read at small scales. This informal feel may limit the legitimacy of the brand when you need it most, for a very serious project, or when asking for a multi-million dollar donation.

Recommendation 2.2 - Consider simplying the logo typography dramatically to improve legibility and timelessness, reserving the flair represented here for brand expressions that are less permanent including type and illustrations in posters, invites, murals, etc.

3. The color palette, with it's mint green, salmon, cream, and deep blue is wram, vibrant, and accessible without feeling trendy. It would work as well for a coffee shop - and suggests a comfortable place to gather.

Recommendation 2.3 - Maintain the existing color palette.

Great Logos Posses Contrast, Flexibility, Scalability, and Timelessness.

The primary role of the Center for Civic Innovation logo is to assert ownership of its products and services, and its secondary role is to express the attributes of the brand. In order to do this well, now and for decades into the future, the new Center for Civic Innovation logo must posses the following qualities: Contrast, Flexibilty, Scalabilty, and Timelessness.

Contrast:

Unless there is clear differentiation between Center for Civic Innovation's logo and its competitors you cannot rely on potential supporters attributing positive encounters with your brand's touch-points to your brand. It is possible that they might mistake a positive encounter with your brand's products, services, or marketing materials with those of your competitors and recall that misattribution when it comes time for them to make a purchase/support decision in the future. They might choose your competitor's products believing they are choosing yours.

Logo Metric 3:
CONTRAST
Is the existing Center for Civic Innovation Logo clearly differentiated from its competitors? What might make it more so?

Logo Metric 3:

CONTRAST

A simple web search of "incubators and accelerators" in Atlanta yielded this set of potential competitors for CCI. While the mission of each of these is different from CCI's to a greater or lesser degree, the important question we have to ask here is whether any might be confused with CCI when a prospect encounters their name/logo iconography/-typography/and color palette- the characteristics we use to distinguish brands.

NAME: Center for Civic Innovation Atlanta includes the word "Atlanta" which exists in other group's names, but the most memorable aspect of it is the alliterative "soft C" sounds in "Center" for "Civic." There are no other existing competitors that use those words. The only competitors using the same sound are "*S*"tartup Atlanta, and "*S*"tarup Chicks, but since both lack the alliterative repeating of that sound , it is our opinion that the name has good to excellent contrast.

TYPOGRAPHY: Switchyards is the only logo that uses angled fonts, and for the same reason - it is trying to evoke a historical period relating the initial use for their headquar-ter's building. Though CCI's type has issues, presently it has good to excellent contrast.

LOGO ICON: Center for Civic Innovation's icon appears like a 6 pointed star, with radiating spokes. There are two logos that use a similar approach: "Points of Light," and "Flashpoint." Because "Flashpoint" is not a full circle, and clearly represents an explosion of sorts, we think confusion is unlikely. "Points of Light" logo is more concerning. It is a six-point array of circles, and seems to suggest a concentration - or gathering of energy at the center. Conceptually, there appears to be a common idea with CCI. Fortunately, the group's name, its typography (serif) and its color palette (cool), are very different from CCI's. Accordingly, we believe, the CCI logo icon has moderate to good contrast.

COLOR PALETTE: There are no local competitors that appear to use anythng similar to the CCI color palette. CCI's color palette generated excellent contrast.

Recommendation 3: CCI's logo has, overall, good to excellent contrast with its local competitors. Insure that this contrast is maintained when modifying the logo to improve its other necessary attributes.

LOGO METRICS:
Great Logos Posses Contrast, Flexibility, Scalability, and Timelessness.

Flexibility:

Center for Civic Innovation's brand touch-points may be expressed in a wide array of media, including print, signage, video projections, websites, mobile apps, games, T-Shirts, Caps, etc. Accordingly, its logo should be flexible enough to be expressed in two and three dimensions, in one color and full color, ink, cloth, metal, plastic and light.

Logo Metric 4:
FLEXIBILITY
Is the existing Center for Civic Innovation Logo flexible enough to be rendered in a wide variety of media?

Scalability:

Center for Civic Innovation's logo must assert ownership of the customer's experience whether it takes place at a live event in a hotel ballroom or on a mobile device in the palm of their hand. Great logos are simple enough to read at a very small scale and complex enough to be interesting at very large scale.

Logo Metric 5:
SCALABILITY
Is the existing Center for Civic Innovation Logo scalable? Is it be compelling and recognizable at a very small and a very large scale?
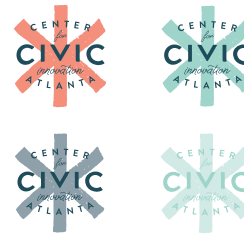
Logo Metric 4:
FLEXIBILITY

Flexibility is a function of simplicity. The most flexible logos can be reduced to 1-color without tints. Unfortunately, CCI's present logo requires color breaks, and tonal breaks to distinguish its overlapping elements, making flexibility a bit of a problem. As the Vikings Logo T-Shirt demonstrates, the fact that a logo can be reduced to a simple black and white version, shouldn't limit its embellishment when the medium and scale allows it. Unfortunately, the present CCI logo system does not include a mark reducable to a single flat color.

Recommendation 4 - Create a single color version of the logo that can be easily rendered in a wide variety of media.
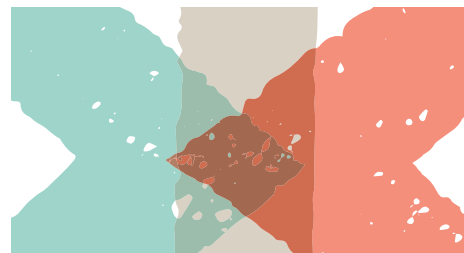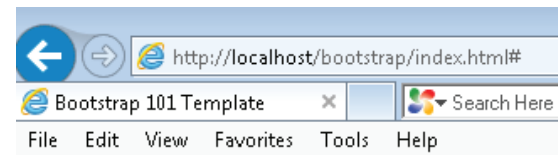
Logo Metric 5:
SCALABILITY

Scalability is also a function of simplicity. In order for CCI's logo icon to work effectively in the browser bar, it must be simple and lacking fine detail that will render it illegible. The present CCI logo includes brush stroke abberations that get noisy at small sizes.

Recommendation 5 - Eliminate all unnecesary detail in the CCI logo icon, and separate the logo icon from the typeography so that each can be scaled separately
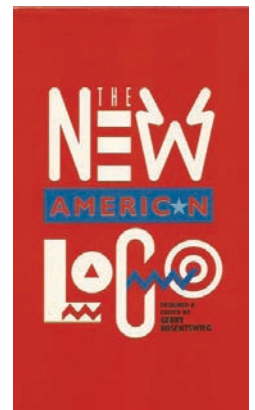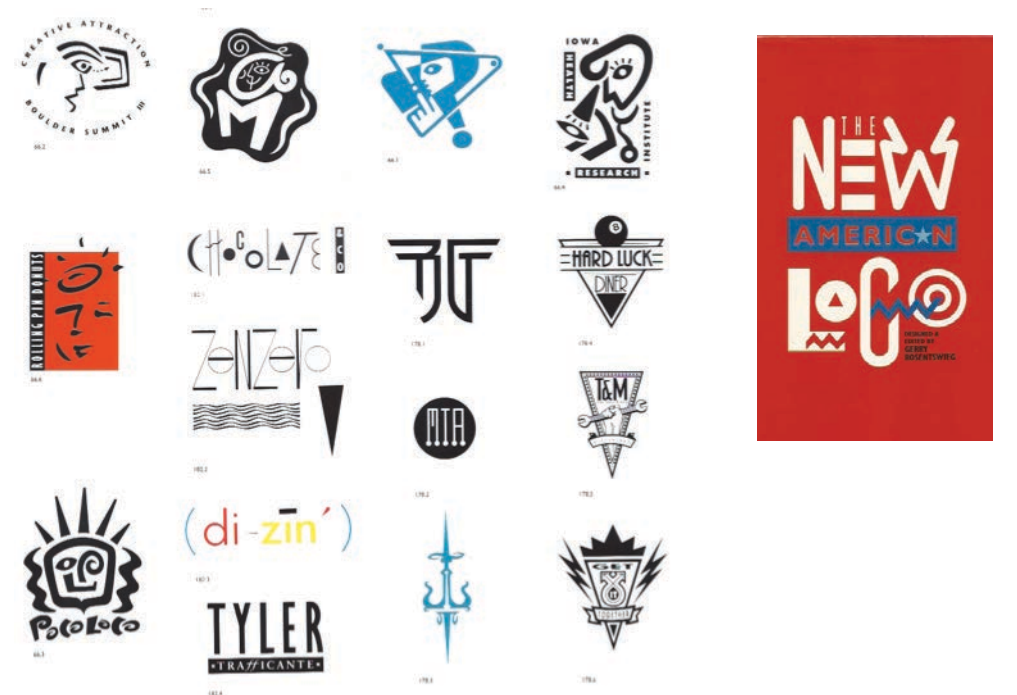
LOGO METRICS:
Great Logos Posses Contrast, Flexibility, Scalability, and Timelessness.

Logo Metric 6:
TIMELESSNESS

Center for Civic Innovation's logo should stand the test of time. That is easier said than done. Very few logos endure for decades without change, and some don't endure at all. The goal should be to achieve continuity while allowing for minor updates that insure the brand is as relevant to the times as it can be. A brand's relevance, whether it appears to offer something that a potential customer or supporter wants, can be severely undermined if the logo communicates that the company is not in step with the times.

This does not mean however, that Center for Civic Innovation should embrace a very "Now- 2016" look-and-feel for its logo. "Tempus fugit," as they say. Time will move forward and it will leave the mode of the day in the dust. Consider these logos from a 1980s book titled, "The New American Logo." Without exception all of them look horribly dated, and would, were they still in use today, communicate that the brand is out of step with the times.

Great Logos Posses Contrast, Flexibility, Scalability, and Timelessness.

The Olympic Rings – Designed in 1912 by Baron Pierre de Coubertin, has remain unchanged for the last one hundred years. This is the ideal. If you put trendy stylistic detail into a logo (even fashionably retro style), you will be forced to change that over time. At each stage you will find yourself stripping away the unessential and simplifying your logo- the only way to insure a timelessness in the mark going forward.

Center for Civic Innovation's new logo should strive to "stand outside of time." Like the marks to the right, the improved Center for Civic Innovation logo should strive to eliminate all "timely fashion" from its design, and yet allow for a periodic minor updating of its rendering. These updates should be so minor that their goal is to neutralize any lingering time stamp, rather than replace it with a new one.

Logo Metric 6:
TIMELESSNESS
Is the proposed Center for Civic Innovation logo free of detail that will limit its timelessness?

Recommendation 6 - Remove as many traces of style rooted in a specific time and place from the CCI logo and move those rather to the more consumable expressions of the brand.
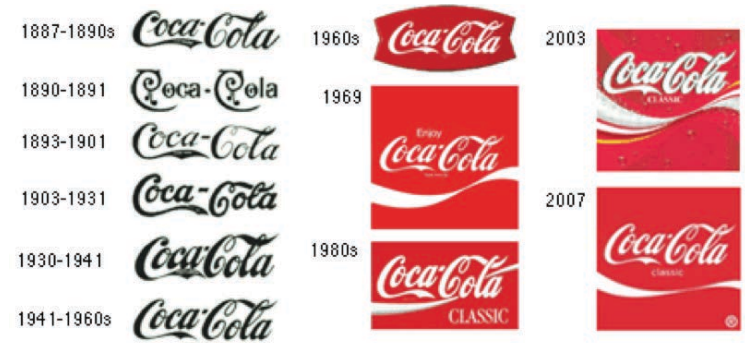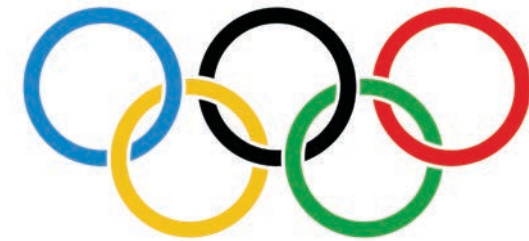
Brand Families

Center for Civic Innovation organizes events, workshops, and is an incubator/accelerator for social enterprise in Atlanta. With as many diverse activities it will likely create sub-brands for new conferences, enterprises, and services. There are a number of different strategies for organizing brand families- which approach is right for Center for Civic Innovation's future brand family requires a full understanding of each approach. It is important to recognize in advance that each brand family strategy has in common the goal of leveraging the positive emotional resonance generated by one member brand to encourage sampling and support of others in the same family.

Line Brand – A line brand family expresses the same concept across different products. Example of a Line Brand: VW represents economy and value across a full line of vehicles. "At Volkswagen, we're all about the ride. For our owners, Volkswagen is an expression of who they are and how they move through life."

Range Brands – A range brand is one name on group of products having same ability. Example of Range Brands: Nivea's products are all designed to take care of our skin.
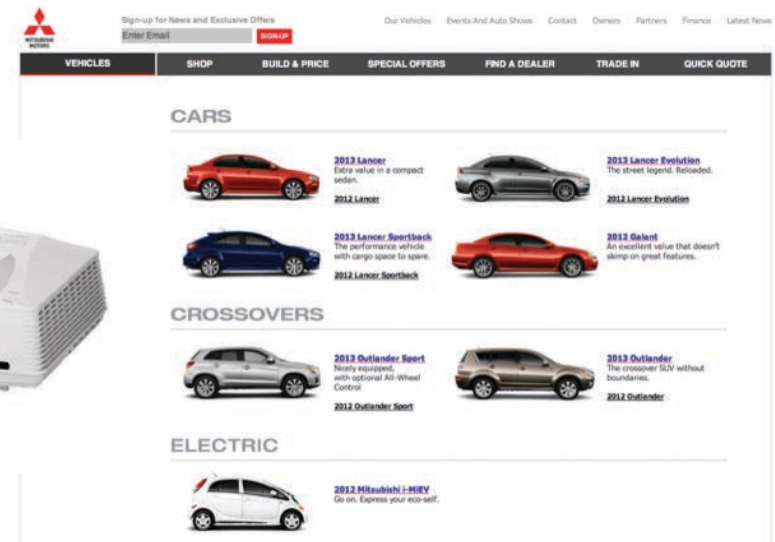
Brand Families

Umbrella Brand - An umbrella brand supports products in different markets. Example of an Umbrella Brand: The Canon brand is used to promote copiers, office equipment and cameras.

While Canon's ability to extend its umbrella over both copiers and cameras is impressive, it pales when compared to one of the most expansive Umbrella Brands, Mitsubishi, which covers cars, trucks, refrigerators, air conditioners, TVs, and until recently, computers.

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Brand Families

Source Brand – Products in different categories directly named for their brand source. Example of a Source Brand: Calvin Klein is the name applied to its products whether they are jeans, eyeglasses, fragrance, underwear or shoes.

Endorsing brand – Endorsing brand unite a wide diversity of products under product, line brands or range brands. Think of it as a family of brand families. Example of an Endorsing Brand: EA, Electronic Arts is the endorsing brand behind over 6 hundred separate game titles, many of which, like the Sims are clustered in brand families of their own including scores of titles.

Logo Metric 7:
BRAND FAMILY
Does the existing logo system for Center for Civic Innovation and its present and future sub –brands create the most leverage to encourage a full sampling of its products and services by it present and potential customers/supporters?
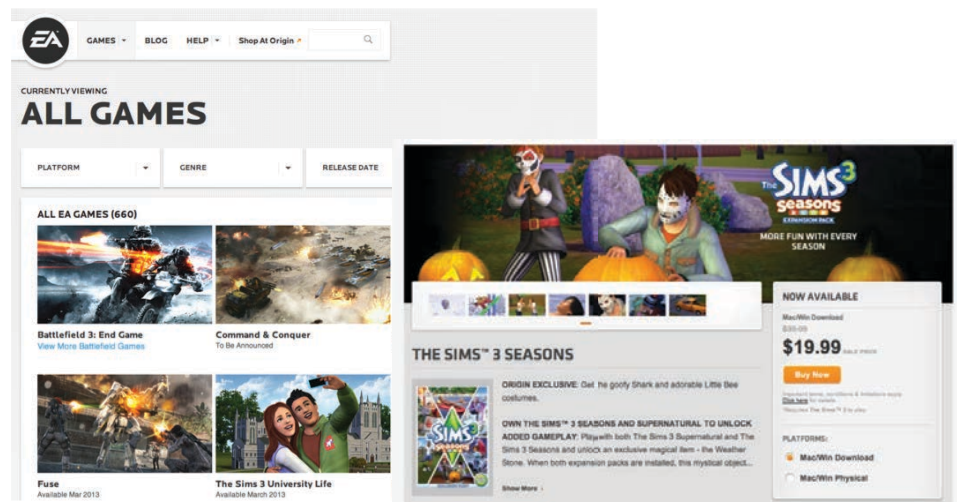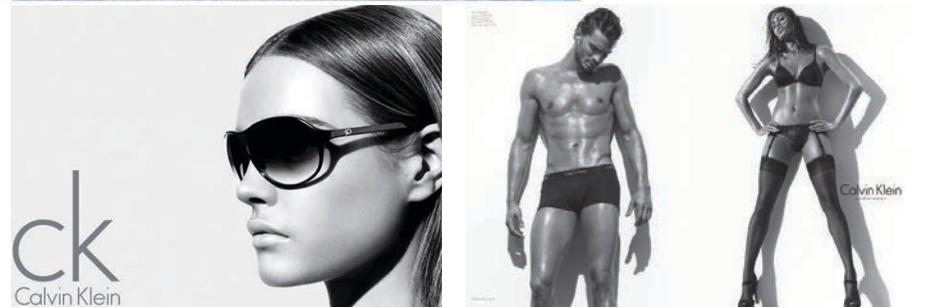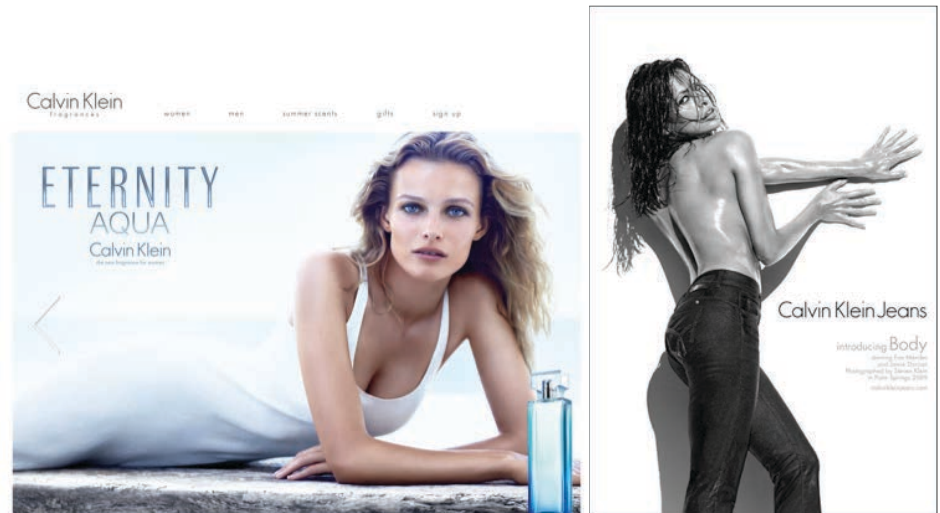
Logo Metric 7:
BRAND FAMILY

While it might not immediately apparrent, Center for Civic Innovation is aleady a brand family. It offers a range of products and services that need to be distinguished from one another, promoted to slightly different audiences, and may, on occassion become the primary entry point for engaging new supporters and members.

It seems, at this moment, Center for Civic Innovation is a most accurately described as a **SOURCE BRAND,** the source of a variety of events, programs, workshops and services. While none of these at the moment is more prominent than their source, CCI, it is possible that they might become so over time. The Atlantic Civic Innovation Fellowship, Food Innovation Network, and Education Civic Network are likely candidates, but so are events like the Summer Benefit Improv Show

Source Brand – Products in different categories directly named for their brand source. Example of a Source Brand: Calvin Klein is the name applied to its products whether they are jeans, eyeglasses, fragrance, underwear or shoes.

Recommendation 7 - Consider how CCI's logo can take a subordinate position in a messaging hierarchy to one of its sub-brands.

COWORK			
EVENTS	NETWORKING NIGHTS	LEADERSHIP BREAKFASTS	SUMMER BENEFIT
PROGRAMS	ATLANTA CIVIC INNOVATION FELLOWSHIP		
	CIVIC NETWORKS	FOOD INNOVATION NETWORK	EDUCATION CIVIC NETWORK
WORKSHOPS	OWN YOUR OWN STORY	SOCIAL STUDIES	SUMMER BENEFIT
SERVICES	EVENT HOSTING	1:1 ADVISING	
	CAPACITY BUILDING	CHALLENGE/ COMPETITION FACILITATION	TOPICAL PROGRAMS:
	BIZ/DEV COURSES	CSR PROGRAM EVALUATION	OPEN DATA EVALUATION & IMPLEMENTATION

Logo Metric Summary:

In order to tackle the difficult task of assessing the existing logo for Center for Civic Innovation and seek improvements that amplify the emotional resonance required to incite your potential customers/supporters to choose it over your competitors we had to first agree on what makes a good logo. Further, to develop a brand family strategy that leverages the power of each of Center for Civic Innovation's existing and potential sub-brands to encourage sampling of your other products and services we need to understand how other brand families are organized.
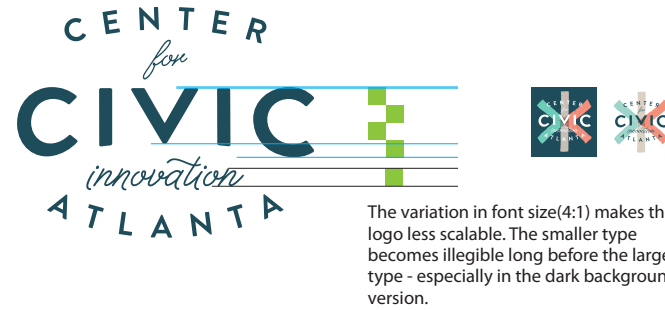
Rather than rely entirely on our intuition, we developed the following list of metrics to judge each proposed logo and logo system against the existing logo and system.

1) Does the proposed Center for Civic Innovation logo alteration improve its ability to effectively assert ownership of CCI's products and services.

2) Does the proposed Center for Civic Innovation logo alteration amplify its brand attributes better than the existing version?

3) Does the proposed Center for Civic Innovation Logo alteratin increase the contrast/differentiation from CCI's competitors?

4) Does the proposed Center for Civic Innovation Logo alteration improve its flexibility to be rendered in a wide variety of media?

5) Does the proposed Center for Civic Innovation Logo alteration make it more scalable? Will it be more compelling and recognizable at a very small and a very large scale?

6) Does the proposed Center for Civic Innovation logo alteration free the logo of detail that will limit its timelessness?

7) Does the proposed logo system for Center for Civic Innovation and its sub –brands create the most leverage to encourage a full sampling of its products and services by it present and potential customers?

Recommendation Summary:

While this has been by no means an exhaustive review, we have arrived at several recommendations to guide our logo development design exploration. These include:

1) Attempt to improve the clarity of the CCI logo system without sacrificing the brand's consistency and creativity.

2.1) Move the logo typography off the icon to improve the legibility of both.
2.2 Consider simplying the logo typography dramatically to improve legibility and timelessness, reserving the flair represented here for brand expressions that are less permanent including type and illustrations in posters, invites, murals, etc.)

3) CCI's logo has, overall, good to excellent contrast with its local competitors. Insure that this contrast is maintained when modifying the logo to improve its other necessary attributes.

4) Create a single color version of the logo that can be easily rendered in a wide variety of media.

5) Eliminate all unnecesary detail in the CCI logo icon, and separate the logo icon from the typeography so that each can be scaled separately

6) Remove as many traces of style rooted in a specific time and place from the CCI logo and move those rather to the more consumable expressions of the brand.

7) Consider how CCI's logo can take a subordinate position in a messaging hierarchy to one of its sub-brands.

LOGO DEVELOPMENT

Recommendation 1
The first recommendation we made is to "Attempt to improve the clarity of the CCI logo system without sacrificing the brand's consistency and creativity."

There are some aspects of the existing Center for Civic Innovation logo that limit its scalability, legibility, and reproducability. It is worth considering refining or altering these elements in the effort to make Center for Civic Innovation's brand identity stronger and more timeless.

The variation in font size(4:1) makes the logo less scalable. The smaller type becomes illegible long before the larger type - especially in the dark background version.

RECOMMENDATION 1.1 :

Make the scale range of the fonts in the logo from biggest to smallest no greater than 2:1.

There are a lot of diverse opinions on the use of script fonts. For us, they are a shortcut that undermines the authenticity of the brand. If you want it to appear handmade, it is better that it actually is handmade. With a font, anyone can copy your "handwriting" exactly.

Add to this the fact that MELANY LANE is a very decorative font that will likely go out of style in the coming years/decades, it is worth considering removing it from the logo and using it instead in more consumable (short-lived) brand elements like post cards and posters.
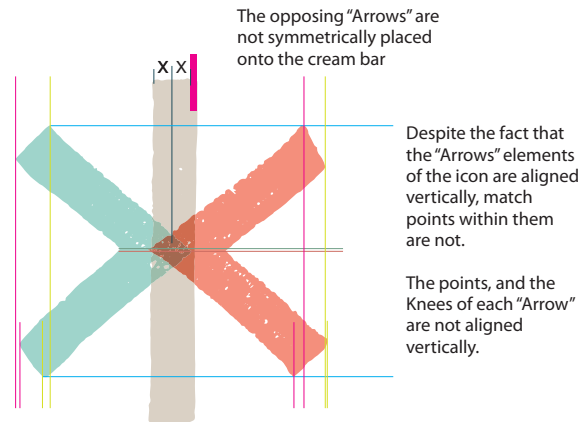
RECOMMENDATION 1.3:

Either hand draw, or replace the script font with Brandon Grotesque.

The opposing "Arrows" are not symmetrically placed onto the cream bar

Despite the fact that the "Arrows" elements of the icon are aligned vertically, match points within them are not.

The points, and the Knees of each "Arrow" are not aligned vertically.

The matching corner points of each "Arrow" are not aligned vertically.

RECOMMENDATION 1.2:

Create a logo icon that is perfectly symmetrical, but that allows for handmade versions/ renderings in appropriate situations.

Greyscale Translation of marks above.

The existing logo places the type directly over the top of the icon, and relies on color breaks to distinguish the overlapping forms. This is not ideal, as the maximum contrast level achievable in that situation is 57% (81% brightness:24% brightness) and the worst is only 19% (81% brightness:100% brightness). The best logos feature 100% contrast in the simplest versions of the logo. This makes them the most readable at small sizes.

RECOMMENDATION 1.4

Create a version of the logo that can work in black and white (100% contrast) for maximum readability.

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LOGO DEVELOPMENT

This page features an exploration that addresses the following recommendations:

2.1) Move the logo typography off the icon to improve the legibility of both.

2.2 Consider simplifying the logo typography dramatically to improve legibility and timelessness, reserving the flair represented here for brand expressions that are less permanent including type and illustrations in posters, invites, murals, etc.)

5) Eliminate all unnecesary detail in the CCI logo icon, and separate the logo icon from the typography so that each can be scaled separately

We started with the icon, and asked ourselves whether we could make it both simpler, and better at communicating the intesecting and overlapping of elements that add up to something greater than a sum of its parts.

Then we attempted to position the type either over or around the icon, to improve legibility. While we are pleased with the icon simplifications, we can find no elegant way to keep the type floating on top of the icon without continuing to obscure both.
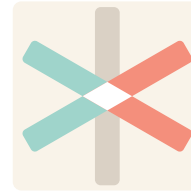
Center for Civic Innovation

Logo Review and Development - Round 1.1

June 6th, 2016

In our effort to improve the legibility of the logo, we have, on this page, eliminated any overlapping of type and icon. We have placed the CCI Icon into a square so that the typography of the logo can "nest" more solidly with it.

An added benefit of moving the type off the icon is that the subtle overlaps in the icon, which communicate the coming together of different communities and expertises at CCI is more clearly represented and visible.

Once the typography is separated from the icon in this manner, it opens up a great number of possibilities for creating a logo that fits vertical or horizontal spaces more naturally.

The bottom row on this page demonstrates how the proposed logos are much more readable than CCI's present logo at very small sizes.

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This page is about reducing the logos on the previous page to their essence, which is a one color at 100%, without tints. If a logo can work at this simple level its scalability and flexibility are insured.

4) Create a single color version of the logo that can be easily rendered in a wide variety of media.

5) Eliminate all unnecesary detail in the CCI logo icon, and separate the logo icon from the typeography so that each can be scaled separately

As you can see, the painterly details and flaws in the "E" column are not aiding legibility, or promoting the concept of community interaction. They should be eliminated from the logo and used in other brand expressions where they can add value.

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E

F

G

This page looks at the dark background version of the icon (part of your present logo system) and examines whether it can work with the modifications we've suggested.. It does.

While we're at it, here are a couple more ways the type might be oriented with the icon.

CENTER FOR
CIVIC INNOVATION
ATLANTA

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And how these new type
variations might look in one
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ATLANTA

1

On this page we explore a new containing shape for the CCI icon, a Hexagon. The hexagon compliments the 6-pointed star well, and still affords some straight horizontal lines that make typographic alignment easier and more pleasing.

The one potential downside of the hexagon is that it is less neutral than the square, and is often associated with Scientific endeavors - as hexagons are used in chemical diagrams.

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BUREAU

5

This page looks at the logos on the previous page in one color versions.

While we think this design exploration was worthwhile, our feeling is that the Hexagon simply comes with too many associations to work. It is such a powerful shape (now I know why stop signs are hexagons), that it overpowers the intersecting shapes within - which are communicating the true mission of the Center for Civic Innovation.

Ultimately we don't recommend using the hex enclosing shape.

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Of the logo variations we've explored in this review we believe that "F" has the most potential.

The color and scale of the elements in the 6 pointed star are most similar to the original, preserving much of the equity you've built in the existing logo.

The font, Brandon Grotesque, is the same as the dominant font in the present logo, again, preserving equity.

One element we did like from the "C" and "D" versions (fatter shapes) we explored were the overlapping segments of the shapes that created new shapes. This is a key indicator of the community:partner:member interactions that occur at CCI, and so we've added this element to version "F" - to create a version: "AA."

D

Areas of Overlap

Present

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NEW?
AA

This page shows all of the various permutations of the logo, 1, 2, and 4 color, a vertical type nesting, a horizontal one, and the icon by itself.

The various logo versions are presented on the bottom row in a small size opposite the existing CCI logo, to demonstrate how readability is dramatically improved at small scales.

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This page shows a couple of ways the alternate CCI logo might forme the basis of a hierarchical system for building sub-brands.

The third column, GG, represents how, over time, the CCI icon might be sufficient to brand the sub-brand as part of the Center for Civic Innovation.

These sub-brands shouldn't limit the uses of expressive typography or illustration in relation to one-off events or activities.

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CLINTON GLOBAL INITIATIVE
LEADERSHIP
BREAKFASTS

ALEX REEVES
CLINTON GLOBAL INITIATIVE
LEADERSHIP
BREAKFASTS

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CLINTON GLOBAL INITIATIVE
LEADERSHIP
BREAKFASTS

2

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CIVIC INNOVATION
FELLOWSHIP

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INNOVATION
FELLOWSHIP

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ATLANTA CIVIC
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FELLOWSHIP

3

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SOCIAL
STUDIES

SOCIAL
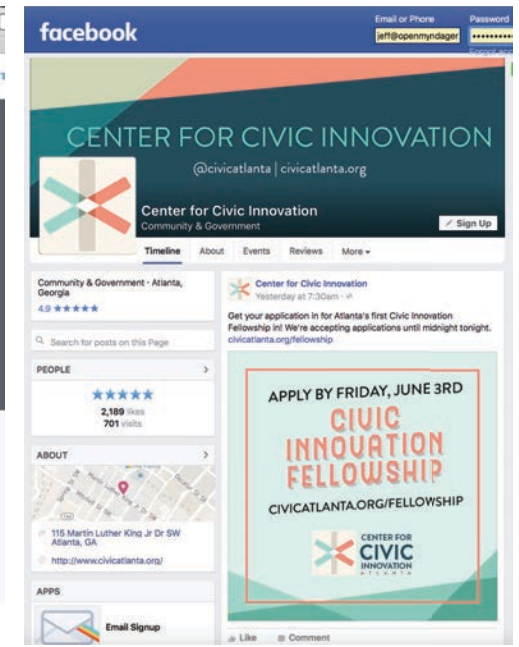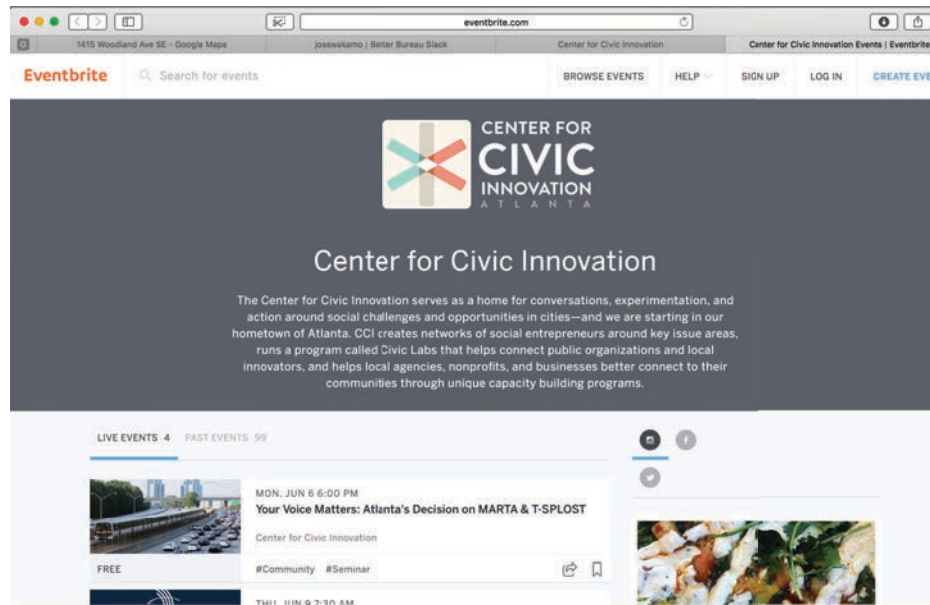STUDIES

CENTER FOR
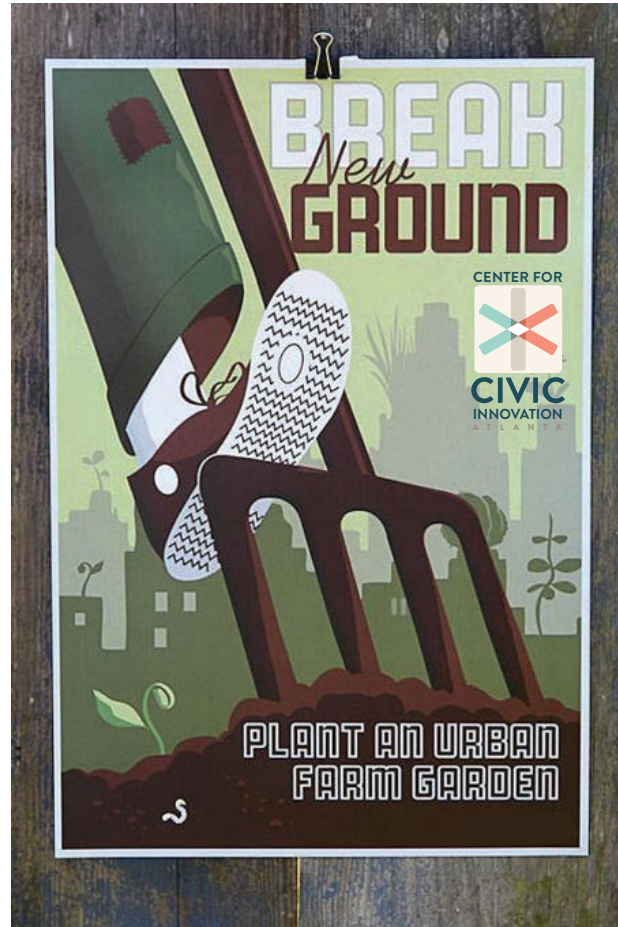CIVIC
INNOVATION
ATLANTA

SOCIAL
STUDIES

4

This page is a quick sketch of how the proposed CCI logo would look and function in context in some of the present CCI brand expressions.

This page attempts to showcase how, reducing the level of personality in the CCI logo allows you to shift that personality to embrace multiple styles - from serious and reverent, to fun and energetic, and even to provocative, when necesssary.

When the logo has has too many specific tonal elements in it, as the present CCI logo does, it makes accentuating the mood of the individual brand expresssion more difficult.

As we said at the outset, this review and logo development excercise was not meant to be the final word, but rather the first word in a spirited conversation about how Center for Civic Innovation's present logo system functions. Our goal has been to point up areas where the system might be improved without sacrificing too much of the equity you have built in your brand. Our objectives for refining and expanding the CCI logo system are to improve its clarity, scalability, flexibility, and time-lessness. We do not want to rob CCI of its authenticity, or the accessible, comfortable personality it has developed, but simply to remove those elements from the logo and inject them rather into the day-to-day communication vehicles in which the CCI culture can flourish.

We look forward to going through our thinking with you, and discussing next steps at your earliest convenience.

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THANK YOU

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