6-1-1989

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

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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 6, 1989

Associate Advisor:
Dr. Richard Zakia

Date: 12 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: 6/30/89

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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 it’s 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

appendix G-2
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

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 LIVINGSTON COUNTY

appendix H
Livingston County Literacy Volunteers of America Livingston County
Literacy Volunteers Of America

Livingston County
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.
Literacy Volunteers Of America
Livingston County

Boces Geneseo Migrant Center
Holcomb Building Rm. 210
Geneseo, New York 14454
716-243-4868

LVA - LC is funded in part by Livingston Co. Planning Dept.; Community Services Block Grant
Posters

1. Photography was chosen as the medium for its 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 its 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 its own image-message and secondarily address the literate audience with its 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.
Grow With Reading

we can help
243 - 4868
Reach New Heights

we can help
243 · 4868
I Want to Read

we can help
243 - 4868
Birth of a New Future

we can help
243 - 4868
Open New Horizons

we can help

243 · 4868
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