The Integration of marketing concepts within the graphic design process

Michelle M. De Meyer

Follow this and additional works at: https://scholarworks.rit.edu/theses

Recommended Citation
De Meyer, Michelle M., "The Integration of marketing concepts within the graphic design process" (1990). Thesis. Rochester Institute of Technology. Accessed from
A Thesis Submitted to the Faculty of
The College of Fine and Applied Arts
in Candidacy for the Degree of
MASTER OF FINE ARTS

The Integration of
Marketing Concepts within the
Graphic Design Process

By
Michelle M. De Meyer
May 18, 1990
I, Michelle De Meyer, the author, hereby grant permission to the Wallace Memorial Library of RIT, to reproduce my thesis in whole or in part. Any reproduction will not be for commercial use or profit.
CONTENTS

PREFACE ......................................................... i

ACKNOWLEDGMENTS ........................................ ii

PART ONE ......................................................... 1
  Historical Research

PART TWO ......................................................... 8
  Marketing Research
  Identity Symbol Development
  Graphic Standards Program

APPENDIX ONE ................................................... 17

APPENDIX TWO .................................................. 54

BIBLIOGRAPHY .................................................... 160
DEDICATION

I would like to dedicate this thesis project to my parents, Gerard and Dolores, and to my grandmother, Irma De Meyer.
The changing economic outlook may mean a tightening of advertising and graphic design budgets allotted by most companies for the production of communications materials. For the graphic designer, this will mean the merging of creativity and design principles with the production of well-planned and directed, cost effective communications with limited resources. The concept of marketing will aid the graphic designer in achieving this objective. For my graduate thesis project in graphic design, I have chosen to research the possibilities of integrating marketing theory and principles within the initial stages of the graphic design process. I have used as my model, a non-profit organization, the Historical Society of Greece. I have researched and documented the steps by which the graphic designer can create a product based on concrete marketing data and objectives. Through the development of a comprehensive communications program for the historical Society of Greece, I have integrated the concept of marketing as one of the initial steps the designer must undertake when producing effective graphic design. The familiarization and analysis of marketing-related data should become a standard tool that graphic designer utilizes, just as the computer is quickly becoming an efficient production tool. I have chosen to use the medium of electronic publishing and Macintosh based graphic editing software and hardware to produce my thesis project on the Macintosh computer. I hope that my thesis will demonstrate that the designer, to survive in today's world, must embrace both the use of new technology and alternative forms, yet interrelated disciplines, such as marketing theory and principles.
I would like to acknowledge a few special people for aiding me with the development and production of this thesis project. I thank Arthur and Lorraine Beane and the Board of Directors of the Historical Society for their kindness in providing me with materials, information, advice, and allowing me access to the Howe House. I would also like to give special thanks to my technical advisor, Bruce Robinson, who has aided me a great deal with use of the Macintosh computer and software. My thesis committee, R. Roger Remington, Robert Kerr, and Joe Watson have been invaluable in enabling me to produce this thesis project.
PART ONE
HISTORICAL RESEARCH
HISTORICAL RESEARCH

My thesis project began with research into the origin of the Historical Society of Greece. The research began with inquiry into the background of the Historical Society of Greece and a meeting at the Howe House with Lorraine Beane, Recording Secretary for the Society. I was fortunate to have initially contacted such a helpful women who was more than willing to aid me with my thesis project. Lorraine's husband, Arthur Beane, was elected president of the Historical Society last December. Lorraine presented my project to the Historical Society board members weeks prior to our meeting and she informed me that all members were very receptive to the idea of a young person working with the Society. They felt another advantage was that my family was also what the Society considered to be a historical family. My grandparents arrived from Belgium, along with many other Belgium and Dutch immigrants, in the early 1920s who settled in the Town of Greece. This gave me a special connection to the Society and what they were trying to accomplish through their preservation of local history.

My initial meeting with a representative of the Society, Lorraine, began with a tour of the Howe House Museum, during which I was briefed on the history of the Society and the present state of affairs concerning the renovation process of the house. Lorraine also provided me with a collection of public relations material which the Society had already utilized. These materials would aid me in my analysis of the present communication materials used by the Society and assist in my image assessment.

Purpose of the Historical Society of Greece

The main objective of the Historical Society of Greece is to preserve the past and present history of the Town of Greece, particularly the original settlers and farming families who helped form the Town. The Society is very concerned with teaching young and old, new and the settled, about this rich history so that it is not forgotten in the midst of rapid development. The society is also interested in accessing the counties surrounding Monroe.
Learning about the history of one town can aid residents in learning about their own. The Society is receptive to all ideas concerning a communications program which will aid in this objective. Concern for the future is also an important element in the programs of the Society. The Society views their work as an evolutionary process in which knowledge of the past is transferred to future generations. At the present, the face of Greece is changing rapidly due to residential and business development. The concept of the "pioneer families" is also important, for these were the original residents and developers of the Town of Greece. The Society enjoys seeing itself as an organization of the old leading the young.

Formation of the Society

The Historical Society of Greece was formed in 1969 by Virginia Tomkiewics, Greece Town Historian. The Society was chartered in 1974 by the New York State Department of Education as a non-profit organization. The purpose of Society then and continues to be to research, preserve, and teach. In 1971, with 150 members, the society received a provisional charter from the N.Y.S. Board of Regents. Activities conducted by the Society ranged from monthly meetings to mall exhibits, parade floats, radio and television appearances. The Society has been recognized for its innovative fund-raising techniques which have included selling 100,000 placemats bearing the town map and local restaurants during the Sesquicentennial Celebration of the Town of Greece. Another innovation of the Society was selling a series of sketches of historic buildings produced by William Aeberli, artist and resident of the Town of Greece.

The year 1982 marked the publication of the book "Eight Miles Along the Shore" by Virginia Tomkiewics, town historian and Shirley Cox Husted. The text contained over 300 photographs, sketches, and maps, and won international awards for Flower City Printing. The book also earned thousands of dollars for the Society and a revised edition is due out within the year.
Creation of the Greece Historical Museum

The first residence and offices of the Historical Society of Greece was located at 1077 English Road and was given to the Society by the Town of Greece in 1977. With the residence the Society experienced an increase in the number of donations of historical artifacts. The first major acquisition was a piece of the first fire fighting equipment to be used in Greece. This was a man-drawn, wood and brass apparatus that extinguished fires chemically. It is interesting to note that the Society was the first site of intensive consultations by a new organization, the Western New York Association of Historical Agencies. The Society was aided by meetings with an exhibits consultant in the use of these artifacts.

By 1986, the small home could not accommodate the members for their monthly program meetings, so they were moved to the West Ridge Community Center. This meant total utilization of the house as a museum of local history. The Society then displayed its choice acquisitions, a hair wreath, melodeon, a 1885 tricycle, a 1912 Easy washing machine, and a chest of antique carpentry tools. The contents of the museum included a turn-of-the-century parlor compared with a pre-WWII livingroom(1930s). Also included was a room which highlighted the history of transportation within the Town of Greece and a display of kitchen gadgetry, ice harvesting equipment, farm implements, and sleighs.

The utilization of the English Road museum was a significant step in the development of the Society, but members dreamed of a larger building to accommodate larger groups and classes for school children.

The Howe House Museum

The Howe House was initially a farmhouse estimated to have been built in the 1850s. It was owned by the Gordon Howe Family, a prominent Republican Party activist in the Town of Greece. The home was then the residence of the Danny Wegman family and has since been rented to numerous tenants. The Wegmans Corporation decided to build another superstore on the home's original site, and rather than tear it down, it was suggested
that they donate it to the Historical Society of Greece. The acquisition of the Howe House is an excellent example of cooperation among a non-profit organization, town government, and private enterprise. Wegmans Supermarkets owned property at the southwest corner of Latta and Long Pond Roads. The Howe House stood on this property and in the way of Wegmans' plans to build another superstore. The Howe house was the residence of the Gordon Howe Family, Town Republican Supervisor for 26 years and Monroe County Manager. Mr. Howe was well-known in the area and received many great and near-great visitors in the Republican Party world and as a result, the house is known and admired by many. Plans necessitated the removal of the house, and Town Supervisor Donald Riley suggested that Wegmans offer the house to the Historical Society. Wegmans graciously agreed to transfer and move the structure to a new site on town land at 595 Long Pond Road. An extension has already been planned to house more acquisitions. A barn on the site will eventually be built for storage.

The architecture of the house has been carefully maintained and preserved, as well as interior and exterior characteristics. The society has embarked on a capital campaign with a projected goal of raising $250,000. The text "Eight Miles Along the Shore" by Virginia Tomkiewics and Shirley Cox Husted was a main source of revenue for the Society and an estimated $40,000 of man-hours have already been volunteered by members of the society towards labor to renovate the house. Most of the renovation and construction supplies have been donated as well as office supplies. An herb garden is also planned for the back of the house. Lorraine Beane, a retired landscape artist, has completed plans for the grounds. The interior rooms of the museum have been designated for specific purposes such as offices, a library, gift shop, specific period rooms, and study rooms. The Howe House symbolizes important aspects for the Society including permanence and validity of the Society, its purpose, and the realization of its goals. The Howe House is also a binding force for the members of the Society and hopefully, one day the residents of the Town of Greece.
The site of the new museum will also be the site of the new Northhampton Town Center, which will house the Greece Town Court and Town Hall. The museum is located at the geographic center of Greece long-range plans include the possibility of the building of a Performing Arts Center. The site will help realize the creation of a governmental/cultural center for the Town of Greece. Fortunately, this means the museum will have a high degree of exposure to residents of the Town, the city of Rochester, surrounding counties, and visitors to the Town. The museum will be considered a new teaching/cultural complex accessible to the handicapped and designed for handling large groups of school children from Greece and adjacent communities. Accepting the Howe House was an expensive proposition for the Society. Various consultants helped including H.J. Swinney, then Director of Strong Museum, the Western New York Association of Historical Agencies, the Landmark Society of Western New York, and a fundraising firm. The conclusion formed was that it is essential to launch a capital campaign fund to raise $250,000 to secure a financial basis for the house. The Society's fund stands at $50,000.

**Historical Society of Greece Capital Campaign**

An all volunteer organization, staff will need to be hired eventually. Obtaining new members is a priority for the Historical Society. A membership campaign must be conducted in order to prove to major givers and the public that there is a total commitment by the Society and its members. The Society membership of 345 has pledged $35,000 of which $20,000 has already come in. In addition, there exists 170 individual and family pledges. The board of trustees and officers average $1,000 in pledges and members, $100 each. A Major Gift Donor Campaign has been completed, however at the time of this research it was too early to analyze the results. In-kind contributions and services are considered, half of the quarter million goal has been reached. This includes $28,000 from Wegmans to move the Howe House. A three phase plan for renovations within 5 years projected time, is estimated to complete entire complex. In addition, the
Northampton Town Center is projected to be completed in 3 years (1992).

History of the Town of Greece

The Town of Greece was formed by the State Legislature of New York in 1822. The town name was chosen out of sympathy for the country of Greece, which was concurrently revolting against Turkish rule. The picturesque Charlotte lighthouse, built in 1822, was chosen as the town's official emblem (Appendix Two). The population of Greece has grown from an original 1,500 to approximately 90,000, and is growing. Characteristic elements important to Greece include the Erie Canal, Old Ridge Road, Ontario Lake, Ontario Beach Park (Charlotte was part of Greece for 100 years), and many scenic ponds. Transportation is also an important element of the Town of Greece and the weathered wagon wheel was used by the society at one time as an identity symbol. The pioneer families and farms also form the history of the Town. These were the early Dutch, Belgium, and German immigrants who came to this country at the turn of the century.
PART TWO
MARKETING RESEARCH
IDENTITY SYMBOL DEVELOPMENT
GRAPHIC STANDARDS
After conducting research into the history of the Town of Greece and the Historical Society, I began my exploration of the integration of marketing principles into the process of Graphic Design. I had taken a Principles of Marketing course at Monroe Community College. I feel that marketing and graphic design are two very interrelated fields. The graphic designer needs to define the context as well as the content what he or she produces. Context refers to the audience or target market to which the graphic design is being directed. For an organization such as the Historical Society, context information is derived from marketing data provided by the Chamber of Commerce (Appendix One). Content is the message and supporting visual elements being communicated through graphic design to that specific segment of the population. Knowing the context should help define the manner in which content is presented by graphic design.

Organizational Marketing/Strategic Marketing Approach

Organizational marketing consists of the activities undertaken to create, maintain, or change attitudes and behavior of a target audience towards the organization. A communications department typically handles the organizational marketing in which the energy is shifted from a product to a service organization For the non-profit organization, resources for public relations are often limited. Therefore it is crucial that the organization gain an understanding of the marketing process and how it directly influences its long-term success.

Non-profit organizations are experiencing phenomenal growth in the United States and are subject to the same increasing demands and pressures as profit-based organizations. All organizations, regardless of size or purpose, are involved in some type of marketing activity, whether a fundraising bake sale or a million dollar advertising campaign. The marketing concept is recognition on the part of the organization's management that all business decisions are made in the light of the customer's wants and
needs. For a non-profit organization such as the Historical Society of Greece, the product being offered is not a tangible one but an education-information like service, as in the case of a museum. Therefore, the organization must determine which part (or all) of the community it services and what it is actually offering to this segment or whole. In the case of the non-profit organization, the wants and needs of the community may often be replaced by community perception and expectations regarding the purpose and function of the organization. The community of the Town of Greece, when more familiar with the Society, may use its perceptions and expectations as criteria to evaluate the Society as a valid organization concerned with the preservation of the history of the Town. After perceptions are formed, expectations arise. These expectations may include the assumption that the Society is preserving significant elements of historical relevance and eventually maintaining these within the proposed historical museum.

Analysis of Communications Media

One of the first steps in my research was to analyze the communications print media currently being utilized by the Society. I was given examples of the Society stationery, newsletter, and various other pieces of information by Lorraine Beane. These are included in Appendix Two of this paper. The current symbol of the Society was implemented as a temporary one and is a rendering of the front facade of the Howe House. Within the symbol rendering, is a transparent drawing of the proposed addition to the museum. I then analyzed the identity symbol currently being used by the Town of Greece (Appendix Two). This identity symbol is a rather rough rendering of the Charlotte lighthouse. The Town of Charlotte was once a part of the Town of Greece and has retained this symbol through the years. I found the architectural nature of both symbols to be something I should keep in mind as I designed the symbol for the Historical Society. The theme of architecture may work well in the future for succeeding symbol designs for the Town. The image of the Howe House is an important aspect of the communications
media of the Society. The Society will hopefully, in the future, be recognized as a successful organization with an equally successful museum. The Howe House will be an important and familiar visual element unique to the Town of Greece. I came to the conclusion that the House should definitely be considered as an element in the identity symbol I was about to develop. However, I was careful not to limit my avenues as far as recognizing other possibilities for the symbol. My thesis committee also echoed this concern.

Another crucial step in my research analysis was to photograph the museum. The Howe House will function as a vehicle of communication for the Society. The Howe House will relay a message about the Historical Society to the community of Greece. It represents a basis for the future growth of the Historical Society and needed to be visually documented as part of my research. I contacted Lorraine and was given access to photograph both the interior and exterior of the house. I took into consideration that the computer would be the exclusive medium which I would use to develop the identity symbol and accompanying graphics. The photographs would be manipulated with the aid of a 8-bit, black and white Apple scanner and the Applescan software application. This dictated that I use black and white film to allow for easier computer recognition of the gray levels. The photographs were developed at a commercial lab and the results were satisfactory (Appendix Two).

The next step in my marketing research was to develop a Marketing/Communications Analysis form with the aid of my chief thesis advisor, Roger Remington (Appendix One). The form was developed for the purpose of extracting information from the client which would form the key marketing objectives of the Society. The form was meant to document this information for research purposes and as recognition of the Society's own input in the project. Lorraine Beane graciously completed the form and I analyzed the resulting information.

Marketing Design Interpretent Matrix

After careful review of all the materials I had researched, I
developed what I call the Marketing Design Interpretent Matrix (Appendix One). The matrix was developed as a way to fuse concrete marketing research and data with my own graphic design research. The key terms supplied through the use of the Marketing Communications Analysis were incorporated with relevant visual iconological cues which I had formulated from my own personnel research into the history of the Society and the Town of Greece. The iconological cues function in the same manner as a word list that the designer would develop when initially beginning a project for a client. However, these terms are then compared to the key terms extracted from the Society's own characterization of its function and purpose as an organization. This gives the iconological cues more relevancy and significance as true, representational an descriptive elements of the Society. The visual cues, such as the Howe House, the early farms of Greece, the Charlotte lighthouse, and the waterways of the town are evaluated on the degree to which they support the marketing key terms. This evaluation is the basis of the Interpretent Matrix and aids significantly in choosing design directions. Some visual cues, such as the Howe House, supported the key marketing objective terms (educational, historical, progressive, etc.) more accurately then others did. The eventual color standard for the mark was also derived from the use of the Interpretent Matrix. The color green supported both the historical and progressive aspects of the Society. Green represented the past abundance of farm land which Greece processed in its early formation and development, but which is now quickly diminishing. It also represents the future through its connotations of growth and fertility. The information derived from the Interpretent Matrix supported the graphic use of the Howe House as a visual element for the development of the identity symbol of the Historical Society of Greece and accompanying graphic standards program.
IDENTITY SYMBOL DEVELOPMENT

The next step in the process of developing the identity symbol was to look at all the different aspects in which the Howe house could be visually represented in a symbol design. Through studying my photographs, I came to the conclusion that there existed many possibilities of representing the architecture of the old farmhouse. The house contained visually interesting window designs and these were explored for their ability to function as an identity symbol design (Appendix Two). The interior of the home also contained a series of interesting arches located at the entrance of the museum. These were also manipulated for their design potential (Appendix Two). During this period, at the suggestion of Roger Remington, I began exploring the possibility of the use of an abstract identity symbol, rather than a representation form. I studied the symbol classification methods of Robert Swinehart (Appendix One) and came to the conclusion that the project would benefit from research in this direction. I generated abstract marks through the use of the Fusion Method (Appendix Two). The Fusion Method also incorporates marketing key terms with the use of primary shapes which suggest some interesting alternatives to the use of standard icons. I came to the conclusion that a frontal view of the exterior of the house would serve the purposes of the organization best.

The next series of work on my thesis project entailed scanning my photographs into the computer to enable me to import them into the powerful illustration software program I had chosen to work with, Aldus Freehand. The photographs were scanned and translated into 12-gray level tiff files which were imported into Aldus Freehand as templates. These templates (Appendix Two) could then be autotraced, manipulated, and saved as illustrations. I proceeded to work with different views of the Howe House before deciding upon the most visually interesting one (Appendix Two).

It was at this stage that I came upon the idea of enclosing the translation of the house into the form of a greek arch. The arch has many connotations associated with both the history of the Town
of Greece and the interior of the Howe House itself. I also tried enclosing the translation into the window design forms derived from the exterior architecture of the house. However, I felt that the arch worked best with the translation and contained the most references.

After completing preliminary comps of the proposed identity symbol and applying it to a stationery system, I was advised by my thesis committee of Roger Remington, Robert Kerr, and Joe Watson to concentrate more on the design of the symbol itself and how it could be more visually interesting. I needed to apply the principles of graphic design, specifically the Gestalt principles, which I have been studying for years to both the translation and the overall appearance of the symbol itself. This would ensure that the symbol functions as a graphic identity and not merely a translation. This was the problem with the current rendering utilized by the Society. It was suggested that I open the form up to make it more visually interesting. Manipulating the elements of closure and figure and ground achieved the visual effects I desired within the symbol. I also reversed the direction of the Howe House to point to the right, which corresponded with the marketing objective term of suggesting a sense of progressiveness. Thought was given to priorities which included reproduction clarity in smaller sizes, black and white reproduction and other important design use considerations. I completed approximately thirty versions of the symbol before finally deciding upon the one which would represent the Historical Society of Greece (Appendix Two).
After completing the final revisions of the identity symbol, I began carefully considering applications which the Society would need to utilize. A proposed outline for the graphic standards guide (Appendix Two) aided in planning. I decided that I would create a standards guide which would be easily understandable to non-designers as well as trained professionals. The Society may not have the resources in the future to employ a graphic designer to implement the standards. As a result, composed and designed the guide so that a secretary could produce the print media following the established standards. The entire graphic standards guide was produced using the software application Aldus Freehand. I decided to include the basic guidelines concerning the black and white version, color standards, organizational signature, reproduction guidelines, and stationery system applications (Appendix Two). I also felt it necessary to give special instruction on the use of the typographical grid, an important aspect of the standards program. Communication graphics and print media can benefit tremendously with the use of the grid as an underlying structural element. Following Vignelli's "Graphic Standards for the Non-Profit Organization," I introduced the grid and its many sizes and application purposes (Appendix Two). I also explained that the guide itself was developed utilizing the same grid.

Another important aspect of the guide was the Public Relations Materials section. In this section, I have included guidelines for producing the Society's press release, direct mail pieces, drop-in advertisements, invitations, etc. These elements of the standards program are especially important to a non-profit organization which relies on communication with the community for support. Within the graphic standards guide, I have also explained how the Society should use the identity symbol and organizational signature on signage, another important communication tool. The Technical Supplement section of the guide provide the necessary reproduction elements of the program for the Society to utilize when needed.
Conclusion

In conclusion, the graphic standards program I have developed will aid the Society in achieving their marketing objectives. I hope the program will aid in presenting and maintaining the image of the Society as an asset to the community of Greece and surrounding counties. I also hope to continue my contact with the Society in the future on a consultation basis. I will begin the process of aiding the Society with the implementation of the graphic standards I have established. A meeting with the Board of Directors on May 22, 1990 is scheduled at which time I will present the identity symbol, organizational signature and accompanying standards guide to the Society. The Society will also be expected to share in the of work of implementing the new identity symbol and standards program and presenting it to the community. I have also recently completed a HyperCard Interactive stack version of the guide (Appendix Two). This will function as a training program which the Society could use when they eventually own a computer.

The Society truly does serve to benefit the Town of Greece and I highly respect and commend their effort in preserving the past for future generations of residents.
THESIS PROPOSAL

Thesis Proposal
for the
Master of Fine Arts Degree

College of Fine and Applied Arts
Rochester Institute of Technology

The Historical Society of Greece
Graphic Standards
for the
Non-Profit Organization

Submitted by: Michelle M. De Meyer September 26, 1989

Thesis Committee:
Chief Advisor: R. Roger Remington
Associate Advisors: 1. Robert S. Kerr
  2. Joe Watson

Departmental Approval:

Approval, Special Assistant to the
Dean for Graduate Affairs:

Final Committee Decision:

Computer needs other than work processing:
Yes__ No____

Explain need of equipment: Development through to final production and presentation will be executed exclusively with the aid of the Macintosh II computer and specific layout and design software.

Committee Approval: ____________________________
The focus of my Graduate Thesis Project will involve the research and analysis of the special communication needs which face the non-profit organization. My research and findings will then be applied to the development, implementation, and evaluation of a graphic standards program for the Historical Society of Greece. The program will include the development of a graphic identity mark and organization signature and various other applications which may include the design of environmental signage, historical markers, newsletter design and promotional and fundraising pieces. The need for additional applications may arise throughout the duration of the thesis project. The graphic standards program will aid in the communication problems involved with the capital campaign fund being conducted to fund the renovation process of the newly acquired Howe House, a milestone in the development and realization of the goals the Society possesses.

An emphasis will be placed on the design process and different approaches utilized to solve the communication problems of the Society. Evaluation criteria and guidelines for the standards program will be established to ensure that the identity program meets the needs of the Society and is properly implemented and maintained after the completion of the thesis project.
THESIS OUTLINE; FIRST DRAFT

Fall, 1989 (891)
October 2, 1989

Main Thesis Objective:

To research and document the process of analyzing the special communication and marketing needs of the non-profit organization. To research and document the process of the development of an graphic identity symbol and organization signature for the Historical Society of Greece and the implementation of applications in a standards manual.

I. RESEARCH
A) Client Input
   - Initial meeting with the Historical Society of Greece, August 31, 1989
   - Tour of the Howe House in the process of renovation
   - Statement of Communication goals for the organization
   - Discussion of possible applications
   - Completion of Marketing/Communications Analysis
B) Research
   Town of Greece
      - Historical beginnings
      - Present and future development projections
      - Proposed Northampton Town Center
      and Performing Arts Center
   Historical Society of Greece
      - Formation of Society
      - Stages of Development
         - Society meetings and community development
         - First office/museum, 1077
English Road
-Acquisition and development
prospects for the Howe House

C) Problem Analysis/Special Communication Needs
-Organizational Marketing/Strategic Marketing Approach
  -Organizational Accountability
  -Role of Communications Director
  -Organization Image assessment
  -Identifying Target Markets
  -Determining Marketing Mix (product, price, place and promotion)
  -Image planning and control (Graphic Standards Manual)

II. SYMBOL CONCEPT DEVELOPMENT
A) Classification System Designation
   1. Covino Method
   2. Bare Method
   3. Swinehart System
      -wordforms
      -letterforms
      -abstract forms
      -representational forms
      -pictograms
      -combination

B) Symbol Generation Process
   1. Intuitive Process (key word lists, etc.)
   2. Fusion Method-Zimmerman(abstract marks)
   3. Morphological Method-Karl Gerstner
   4. Digital Computer-aided Design

C) Design Process Outline
   1. Designation of computer software to be used for processing research data
   2. Evaluation of Client Input
      -initial meeting
-Marketing/Communications Analysis
-additional meetings

3. Evaluation of research
   -Town of Greece
   -Historical Society of Greece

4. Development of word/key terms list and matrix

5. Establishment of resource directions for imagery development

6. Research of existing museum identity design

7. Designation of computer software to be used in design development

8. Production and output of design symbol comprehensives

9. Academic evaluation-Thesis committee meetings

10. Refinement of designs

11. Client evaluation/

12. Refinement of designs

13. Final production of chosen identity design


15. Presentation of standards manual and guidelines to Historical Society

III. IMPLEMENTATION OF COMMUNICATIONS PROGRAM/GRAFIC STANDARDS GUIDE

A) Design of Historical Society of Greece Graphic Standards Guidebook

B) Standards Guide Outline
   1. Introduction
      -table of contents
      -letter/message from the President
      -how to use manual
      -basic terminology definitions

   2. Identity Symbol
      -presentation of symbol
      -symbol variations
      -use of graphic elements
- symbol color standards
- color variations
- symbol reversal

3. Logotype/Organization signature
   - typography
   - primary type style
   - secondary type style

4. Stationery
   - general guidelines
     - paper stock and color
     - format and grid
     - location of symbol
     - typography
     - letterhead
     - envelope
     - business card

5. Public Relations Materials
   - grid standard
   - Society newsletter
   - direct mail pieces
   - posters
   - additional applications

6. Signage
   - guidelines for signage
   - color standard
   - interior signage
   - exterior signage
   - historical markers

7. Technical Supplement
   - grid format
   - reproduction art
   - master artwork
   - marks for reproduction
   - signatures for reproduction
   - primary alphabet specimen
   - secondary alphabet specimen

23
IV. Thesis Presentation
   A) Thesis Exhibit
   B) Thesis Document (Book)
Strategic Planning is the process of developing and maintaining a strategic fit between the non-profit organization's goals and capabilities and its changing marketing opportunities. It relies on the development of a clear organizational mission, supporting objectives, specified market segmentation, market positioning (marketing mix), and a system of planning, implementation and control of the marketing program. Strategic planning for a non-profit consists of determining the organizational mission, the objectives and goals, the target market to be addressed, and the market position of the organization.

Defining the Organization Mission

A mission statement is a statement of the organization's purpose or what it wants to accomplish in the larger environment. The statement should be specific, but at the same time not limiting.

Determining the Organization's Objectives and Goals

The objectives and goals of the organization should be determined in a detailed and specific form. The objective of the organization reflects the specific tasks it would like to perform to accomplish its goals. The goals of the organization should correspond to the mission statement. The objectives and goals should be determined for both a short and long term outlook on the future. This gives the organization a better orientation of what direction it would like to be headed for.

The Market Segmentation Process

The market segmentation process consists of classifying the customer base into groups each sharing similar characteristics. For the non-profit organization, the customer base must be carefully determined in order to efficiently access it within budget limitations. The organization must identify the total market then divides it into smaller segments. Next the organization selects the most promising segments and focuses on serving and satisfying them. For example, it would not be productive for a non-profit
organization in need of public financial support to waste time and resources trying to access the low income segment of the society. These segmentation characteristics can be based on a number of factors, including geographic factors (cities and regions), demographic factors (sex, age income, education), psychological factors (social classes, life styles), and behavioral factors (purchase occasions, benefits sought, usage rates). The information crucial to the segmentation process can usually be provided from the local Chamber of Commerce as in the case of the Historical Society. The data for the segmentation of their markets was obtained from the Greece Chamber of Commerce.

Market Targeting
After the organization has carefully and accurately segmented the community according to existing data, it must develop measures or criteria to determine each segment's attractiveness. The segments which offer the most resources would then be considered target markets for the organization to further pursue. The criteria would be based partly on the organization's objectives. If fundraising was a prime objective, as in the case of the Historical Society, then the segments of the community which could offer the most financial support would be considered target markets. Also in the case of the Historical Society, another prime objective is to increase the membership base of the Society to ensure lasting community support and interest. Therefore, the Society would benefit from accessing families which have a long history in Greece and those which are fairly new residents of the Town. Each of these two segments have different characteristics and therefore would constitute different target markets.

Market Positioning
Market positioning is the process of arranging for the organization to occupy a clear, distinctive, and desirable place in the minds of the community. The market position is defined by the consumer's on important attributes-the place the service occupies in the consumer's minds relative to competing services. Consumers
organize information in categories. They position products, services and companies in their minds. The service's position is a complex set of perceptions, impressions, and feelings the consumer holds for the service compared with competing services. The organization would develop positioning for each target market it identified. The positioning strategy for one target market may overlap and be the same for another market in some cases. With the non-profit organization, it may be necessary to develop one market position as a result of budget limitations. The market position, however, could be general and broad enough to cover the existing target markets accurately and efficiently.

The non-profit organization would use the positioning strategy of the service attributes. These would include the price of the service offered, the service's performance, the needs the service will fill in the consumer's mind, and the benefits offered by the service. The organization should analyze its service and determine its attribute in the previous categories. Next the organization should research existing non-profit organizations currently servicing a market share of the same market segments. For example, the Historical Society would needs to analyze a local museum such as the Strong Museum of Rochester and determine the service attributes it offers to the community. The next step in positioning strategies is to determine what consumers want with respect to major service attributes. The organization then selects a position on the basis of its service's ability to satisfy consumers wants better than competitors, such as the Strong Museum. Finally, the organization develops a marketing program which communicates and delivers the service's position to the target consumers.

The Marketing Mix

The marketing mix is a major concept in modern marketing which consists of a set of controllable marketing variables that the organization blends to produce the response it desires in the target market. The marketing mix for the non-profit organization consists of the product or service which the organization is offering, the price for which it is being offered, the place in which it is being
offered, and the promotion being created to market the product or service. These elements are usually referred to in marketing language as the "four Ps." The first step in determining the marketing mix is refer back to the organizational mission statement and determine the service or services offered to the target market. In the case of the non-profit organization, the product is usually a non-tangible service and is more difficult to verbalize. However, it is crucial that the organization realize that they are offering a service which has the potential of benefitting the community greatly and should be considered a service like any other payed service.

The second step is to determine the price for which the service is being offered to the community for. The price for the service must be in line with the consumer's perceived value of the service. For the non-profit organization, the price of the service must be viewed in a different aspect then the typical price for payed for a service. For example, the Historical Society offers a service to the community and the price the individual consumer must pay for it is in the form of a membership to the Society. The cost of the membership is the price payed for the service of maintaining a historical society and museum to preserve local history.

Determining the place is the third step in developing the marketing mix. The place stands for the non-profit organization's activities that make the service available to target consumers. This includes channels of the service's distribution, media coverage, location of the service, and inventory. These elements will vary in importance which each individual organization's characteristics.

The final aspect of the marketing mix is promotion. Promotion stands for the activities taken by the non-profit organization that communicate the merits of the service offered and persuades target consumers become part of the membership base. Promotional activities include advertising, personal selling, membership drives, and publicity. The non-profit organization may utilize one or all of these activities to promote its services to the community.
OVERVIEW OF MARKETING STEPS

Market Segmentation
1. Identify bases for segmenting the market
2. Develop profiles of resulting markets

Market Targeting
3. Develop measures of segment attractiveness
4. Select the target segment(s)

Market Positioning
5. Develop positioning for each target segment
6. Develop marketing mix for each target segment
MARKETING DATA

Market Segmentation Process

The bases selected for the segmentation of the Town of Greece will be based primarily on geographic and demographic variables. This information was derived from the 1980 census, provided by the Greece Chamber of Commerce.

Geographic Data

The Town of Greece will be the main base for geographic segmentation. The Town is composed of 30,473,1 acres or 47.6 miles. The population at the time of the 1980 census was 81,367, which is 11.6 percent of the total population of Monroe County. The estimated population for 1990 is 90,000, which will be 12.5 percent of the population of Monroe County. Greece contains 192.4 miles of roads. In 1988 there were 540 residential building permits out of a total of 3,792 building permits.

Demographic Data

Population-81,367

<table>
<thead>
<tr>
<th>Age</th>
<th>Under 21</th>
<th>21-44</th>
<th>45-64</th>
<th>Over 64</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>26,166 (32%)</td>
<td>29,411 (36%)</td>
<td>18,416 (23%)</td>
<td>7,374 (9%)</td>
</tr>
</tbody>
</table>

Sex

Males- 39,324 (48.3%)
Females 42,043 (51.7%)

Race

White- 97.4%
Black- 1.6%
Spanish Origin- .5%

Households by Size

<table>
<thead>
<tr>
<th>Total- 29,078</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 person</td>
</tr>
<tr>
<td>2 persons</td>
</tr>
<tr>
<td>3 persons</td>
</tr>
</tbody>
</table>

Education

<table>
<thead>
<tr>
<th>High School</th>
<th>College</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 3 yrs</td>
<td>4 yrs</td>
</tr>
<tr>
<td>12,881</td>
<td>25,937</td>
</tr>
<tr>
<td>21.8%</td>
<td>43.9%</td>
</tr>
</tbody>
</table>
### Income

<table>
<thead>
<tr>
<th>Income Type</th>
<th>Mean/Median</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household</td>
<td>23,966/25,363</td>
</tr>
<tr>
<td>Family</td>
<td>27,014/28,309</td>
</tr>
</tbody>
</table>

### Employed Persons 16 and Over by Occupation

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Employed Persons</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manag. &amp; Prof</td>
<td>8,608</td>
</tr>
<tr>
<td>Tech, Sales</td>
<td>13,909</td>
</tr>
<tr>
<td>Prec. Prodn.</td>
<td>6,032</td>
</tr>
<tr>
<td>Mach Oper, All</td>
<td>5,468</td>
</tr>
<tr>
<td>Craft, Repair Asmblers Other</td>
<td>5,999</td>
</tr>
</tbody>
</table>

### Housing

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>Total Units</th>
<th>Owner Occupd.</th>
<th>Renter Occupd.</th>
<th>Vacant Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner Occupd.</td>
<td>29,531</td>
<td>20,975</td>
<td>7,975</td>
<td>503</td>
</tr>
<tr>
<td>Median value owner occupied non-condo units-</td>
<td>$46,600</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Median rent-</td>
<td>$246</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Market Segmentation

1. Bases for segmentation
   - Geographic
   - Demographic

2. Profiles of resulting market segments
   - Total of twenty-one existent market segments
     - Sex
       1. males (48.3%)
       2. females (51.7%)
     - Race
       3. white (97.4%)
       4. black (1.6%)
       5. spanish (.5%)
     - Age
       6. under 21 (32%)
       7. 21-44 (36%)
       8. 45-64 (23%)
       9. over64 (9%)
     - Educ.
       10. up to 3 yrs h.s. (21.8%)
       11. 4 yrs h.s. (43.9%)
       12. 1-3 yrs college (19.5%)
       13. 4 yrs college (8.5%)
       14. 5+ yrs college (6.2%)
       15. management/professional
       16. technical, sales, admin.
       17. precision, prod., craft, repair
       18. machine operator, assemblers
       19. all other
       20. home owners
       21. renters
Market Targeting

3. Develop measures of segment's attractiveness

- measurability: degree to which the size and purchasing power of the target segment can be measured
- accessibility: degree to which the segments can be reached and served
- substantiality: degree to which segments are large and profitable enough, segment should be the largest possible homogenous group
- actionability: degree to which effective programs can be designed for attracting and serving the segments

4. Select the target segment(s)

Target Market segments for the Historical Society of Greece Marketing Communications Program:
- white households
- male and female
- ages 21-64+
- education of up to 3 yrs of high school and up to at least 4 yrs of college
- employed in management, professional, administrative, technical, sales, precision production, craft, repair, machine operators, assemblers, and all other
- average family income of approximately $30,000 a year
- home owners

Market Positioning

5. Determining the organization's market position

The community of the Town of Greece will view the Historical Society of Greece as a beneficial and educational asset to the community. The Organization will be capable of fulfilling the responsibility of preserving the local history of the Town of Greece for future generations. The Society is a community-oriented organization which will fulfill the need of
providing the residents with the knowledge that they are a part of the history of the Town of Greece through learning about its past and becoming aware of its future.

The organization is alone in its mission of preserving the history of the Town of Greece. There exists no other historical organizations to compete with the position and market share the Society wishes to access for membership and community involvement. The only other museum in the area which is similar to the one the Historical Society wishes to create is the Strong Museum. The Strong Museum is located in the City of Rochester and specializes in the history surrounding the turn of the century in America. It also possesses a large collection of early American dolls and toys. The museum draws a market share from the City of Rochester, Monroe County and surrounding counties, and also on a national and international level.

6. Developing the marketing mix for the target market
   - Organizational Service
   - Price
   - Place
   - Promotion

Organizational Service

The Historical Society of Greece's service to the community is that of a local preservational organization which has the responsibility of saving the past for future generations and educating all interested residents about the Town's history. The Society will provide community access to all information through meetings, a future library of local history, educational forums and classes, and various pieces of literature.

Service Price

The price of the service offered by the Society is the price of membership to the organization and community involvement on a volunteer basis.
Service Place

The place of the service will be the newly renovated historical Howe House located in the heart of Greece at 595 Long Pond Road. The Howe House will serve as a museum of local Town history and as a community educational facility.

Service Promotion

- direct mail pieces
- open house events
- fund drives and activities
- membership drives
- newsletters
- press releases
- museum development activities
ORGANIZATIONAL MARKETING PROGRAM

Organizational Mission Statement
Since its formation in 1969, the mission of the Historical Society of Greece has been to research and preserve the articles of importance to the history of the Town of Greece and its residence. Another important function of the organization is to educate the children and residents of Greece about its history.

Organizational Objectives and Goals
Goals of the Historical Society of Greece
1. The creation of a historical complex suitable for the residents of Greece and surrounding Monroe Counties.
2. To establish acknowledgement of the Historical Society among the residents of the Town of Greece and surrounding counties.
3. To establish the credibility and stability of the organization as a reliable source of local history.
4. To reinforce to the community the commitment and dedication of the members of the Society to the goals of the organization.

Objectives of the Historical Society of Greece
1. To create and/or increase community awareness of the Historical Society of Greece and its mission as a resource of Town history.
2. To increase community support, on both the psychological and financial levels. The organization will accomplish this through the launching of a communications program which will include increased public relations through various applications.
3. The launching of a Capital Campaign Fund to raise the estimated needed financial support of $250,000 to realize the goals of the organization.
4. The renovation of the Howe House as a historical
complex suitable for the residents of Greece and surrounding counties.
-creation of a library and work/study area within the complex
-construction of an addition to the house for local exhibits and classrooms
-etc.

Steps for Achieving Goals and Objectives
1. Research of the history of the Town of Greece and the Historical Society of Greece
2. Analysis of the marketing atmosphere of the Town of Greece and the implications regarding the marketing planning for the Historical Society.
3. Planning and implementation of a specially designed marketing program for a non-profit organization such as the Historical Society of Greece.
4. Development of a communications standards program for the Historical Society and its implementation into various public relations applications to communicate a unified, consistent image of the Historical Society.
Implementatio

& Control

Achieving Communication Goals for the Non-Profit Organization Communications Department

The Communications department encompasses several facets of marketing crucial to the development of a non-profit organization, such as publications, community relations, and the propagation of the volunteer base.

Major Tasks of the Communications department:

1. Identifying, developing, and maintaining an image for the non-profit organization
2. Developing orientation and training programs for volunteers and staff.
3. Planning and implementing public affairs programs, committee meetings, and special events.
4. Publicizing the non-profit organization's activities, generally through newsletters and press releases.
5. Locating and working with newspapers, magazines, television and radio representatives.
6. Using advertising techniques that inform and educate while maintaining the allocated public relations budget.
7. Designing, printing, and distributing newsletters, magazines, annual reports, and other publications.
8. Establishing community relations through a two-way communications process of sending information to and receiving information from the community.

1. Image Assessment

The non-profit organization must research the current image held of it among the key publics of target markets. This image is the embodiment of what the individual believes your organization is. The organization, if fairly unknown, may have little information to gather and therefore may need to construct an image which closely resembles what the community may have. Image assessment information can be collected from brief surveys conducted through surveys distributed among the members of the
organization, brief telephone surveys, door-to-door surveys, or the alternative of mail surveys. All of these are costly, but can be more or less cost effective depending on the ability to target the market.

2. Image Planning and Control

The organization must determine what organizational image the Historical society would like to convey and what image it can actually achieve. The organization can build on the information the public already has concerning the organization to create an image that more accurately represents its purpose and the efforts of the volunteers. The development of a marketing plan will aid in shifting the actual image towards the perceived desired image to be communicated to the public.
PUBLICITY

Publicity is the stimulation of demand for a product, service, or business organization by placing commercially significant news about it in a published medium or obtaining favorable presentation of it. Publicity is a very important aspect to the marketing efforts of the non-profit organization. Limited by budget constraints, the non-profit organization often relies on the exposure given to it by cooperative media. It would be unrealistic for a non-profit to attempt a communications program which would include expensive airtime on the local television station. The organization must be creative in developing media related events or stories which can communicate a great deal more information at little or no cost.

1. Setting Publicity Objectives

Develop a publicity program to support the marketing objectives of the organization (These will later be turned into specific goals to be evaluated).

2. Determining the Publicity Messages and Medium

Search for possible stories which will generate more public and community recognition and awareness as in the organizational sponsoring of newsworthy events. For example, an Open House Event would be an excellent opportunity to communicate information concerning the organization and its goals. Event creation is important in publicizing non-profit organization fund-raising drives. For example, an antique sale to benefit the the renovation of a museum would be an ideal event to generate financial support from the community.

3. Implementing the Publicity Campaign

Develop organizational relationships with the local media, such as the editors of the local and city newspapers, the local television stations, and other community organizations which would prove supportive in communicating the messages of the organization. Take advantage of local organizations, such as the Ad council to donate media time to non-profit organizations.
4. Evaluating the Publicity Program Results

The results of a publicity campaign are often hard to measure. Usually the impact of the publicity campaign is indirect. However, the easiest measurement of effectiveness is the number of actual exposures the organization has in the media. These exposures should be collected and documented in what is usually referred to as a "clippings book." This is then shown to prospective members or other important figures to validate the purpose and importance of the organization. An effective publicity campaign is marked by a change in public awareness, knowledge, and attitude which corresponds to the marketing objectives of the organization.

- The organization's board does not command the respect of the community
- The community only hears about the organization when requesting funding
ORGANIZATIONAL ACCOUNTABILITY

Non-profit organizations hold a public trusteeship. They are publicly and privately funded institutions and have a responsibility to the community and require its approval and support. Non-profit organization leaders must be aware of the demographic composition (target market) of the public it serves and of the relationship between the public and the organization. The public is the group that forms the community and develops a set of norms or nexus of agreements involving the sharing of common experiences, aims, and goals. The message that the organization sends to the public can mean the difference between the success or failure of a fund-raising campaign, volunteer recruitment effort, or a new program introduction. Problems in gaining support or recruiting volunteer could possibly stem from the following reasons:

- prospective volunteers do not recognize the organization name and are unaware of its purpose
- the residents of the community have heard the name of the organization but are not certain of its purpose
- negative publicity has resulted from a misinterpretation of an organization supported activity or event.
- the organization's board does not command the respect of the community
- the community only hears about the organization when it is requesting funding

There must exist within the organization a body of members to hold accountable for specific problem which may arise. Organizational accountability is crucial in order to correct any of the above problems.
Definition and Function

The Marketing/Communications Analysis completed by the Historical Society of Greece is used to determine key terms which represent a description of both the function and purpose of the organization. The key terms are more abstract in their meaning and represent the personal and unique objectives of the organization. As the organization evolves, some of these terms will no longer appropriately represent the objectives of the Society, therefore they are not concrete. These terms are then evaluated and narrowed to be used for further idea generation, such as the Fusion Method.

The terms are compared to another key term list composed for this study. These terms are called relative visual iconology. These terms represent visual icons or cues which the designer has derived from research into the specific organization and those resembling it, and from a collection of terms formulated through a spontaneous generation of associated terms of the subject. They represent more concrete, tangible concepts which can be acknowledged on a visual level.

Marketing/Communications Analysis; Key Terms

<table>
<thead>
<tr>
<th>Education</th>
<th>Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Progressive</td>
<td>Interesting</td>
</tr>
<tr>
<td>Historical</td>
<td></td>
</tr>
</tbody>
</table>

Relative Visual Iconology

<table>
<thead>
<tr>
<th>Greek Arch</th>
<th>Waterways</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howe House Museum</td>
<td>Early Transportation</td>
</tr>
<tr>
<td>Color; Forest Green</td>
<td>Farming</td>
</tr>
</tbody>
</table>

Each relative visual icon is derived from two main divisions of subject, which are inseparable from each other. These are the organization of the Historical Society of Greece and the Town of Greece. The greek arch and the Howe House Museum are
icons directly related to the subject of the Historical Society, where as the iconological reference of early transportation, waterways, and farming are more related to the history of the Town of Greece. The icon element which crosses the boundaries of both subjects is the color of forest green, which makes reference to both the Howe House Museum physically in its exterior and to the concept of farming and its role in the history and development of the Town of Greece.

From the use of the Marketing Design Interpretent Matrix, the designer merges concrete marketing input with the process of formulating ideas which will help direct and dictate the course of the graphic to be produced.
### MARKETING DESIGN

Interpretent Matrix

<table>
<thead>
<tr>
<th>Key Terms; Historical Society of Greece</th>
<th>Greek Arch</th>
<th>Howe House</th>
<th>Relative Visual Iconology</th>
<th>Color; Forest Green</th>
<th>Waterways</th>
<th>Early Transportation</th>
<th>Farming</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>Serves to educate the Town about prominent Gordon Howe Family, Town political history, and architecture of the past.</td>
<td>The Town could benefit from being aware of the history of the early farmers who aided in the physical and cultural development of the Town.</td>
<td>Learning about waterways located in the Town could help educate children and the community. However, the subject is narrow and does not represent the Town as a whole.</td>
<td>Awareness of the early forms of transportation help educate about the past, present and future of the Town of Greece, as well as other communities.</td>
<td>Educating the residents about the importance of the occupation of farming and the early farming families and their effect on the early formation and development of the Town of Greece.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Historical</td>
<td>Reference to Ancient Greece and the Town's connection with the more recent Republic of Greece.</td>
<td>Reference to the history of farming among many of the early settlers of the Town of Greece.</td>
<td>The Charlotte Lighthouse, for example, is an important element of Town history, as well as Lake Ontario and the Beach Park.</td>
<td>The roadways and early forms of transportation reflect the various stages of growth within the Town. The evolution of transportation parallels the growth and realization of Greece as a town.</td>
<td>Farming provides a reference for the community to the early immigrants who founded the Town. These were the Dutch and German farming families of which only a few still reside in Greece.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interesting</td>
<td>A aesthetically and visually interesting form. Evokes a sense of strength and reliability through its form.</td>
<td>The house is a large and visually appealing structure, located in front of what will eventually be the Town of Greece Business and Cultural Center.</td>
<td>Forest Green is a popular and visually appealing color and holds many references to other visual icons such as farming and growth.</td>
<td>Lake Ontario, numerous ponds and streams, and a bay compose the waterways of Greece. These are constantly changing, as is the Town itself, and are areas of interest.</td>
<td>The element of farming may not hold enough interest among the community at large to be used as a visual iconological reference, although it suggests vivid imagery.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community</td>
<td>As residents of the Town of Greece, all share in the tradition of the Greek Republic and purpose for naming the Town.</td>
<td>The whole community of Greece will eventually be familiar with the sight of the Howe House and will eventually associate it with the Historical Society of Greece.</td>
<td>Because new residents now live on land that in the past was used for the life-giving occupation of farming, they are in an essential part of that history.</td>
<td>The community of Greece, as well as that of the whole of Rochester, benefit from the waterfront. Therefore, it is an important natural element of the Town.</td>
<td>The community may appreciate the presence of farms still located in the Town, but few can truly identify with them and therefore this icon may not be appropriate by itself.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Progressive</td>
<td>A form which has experienced a renewed appreciation in today's modern architecture. Functional and timeless.</td>
<td>The Howe House is a living, growing history place, retaining an emphasis on the past present and future.</td>
<td>Green suggest the idea of propagation and growth, to important elements which relate to the future development of the Town.</td>
<td>The changing waterways parallel the changes in the growth and development of the Town of Greece. Waterways &quot;progress&quot; as does the community.</td>
<td>Roads and highways within the Town are also in a constant state of evolution and progression as is the Town.</td>
<td>Farming and its era holds an interesting contrast to the fast-paced development and population of Greece, and could serve as a reminder to the past history of the Town.</td>
<td></td>
</tr>
</tbody>
</table>
1. List below 10 words which to you best describe the nature and function of your organization.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

2. From the words listed above, extract the five most important terms and place below in priority.

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

3. What difference does it make that organization exists?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

4. As you understand it, what is the mission of your organization?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________
5. On a daily basis, what specific ways do you see this mission becoming operationalized.


6. Looking into your personal future, list five words that might characterize your organization in ten years.


7. From your own perspective, please list the key audiences for your organization's public messages.


8. From the list above, please extract the most important and place below in a priority listing.


9. In terms of your personal point of view, how do you feel that your audience should perceive your organization. Simplify your answers to one or two words if possible.


PROPOSED OUTLINE FOR GRAPHIC STANDARDS GUIDE

Winter-892; December 10, 1989

I Introduction
   A. Table of Contents
   B. Introduction Letter from President
   C. Purpose and Use of Guidebook
   D. Basic Terminology Glossary

II Symbol
   A. Introduction/Presentation of Symbol
   B. Black/White and Reversal Versions
   C. Color Standards
      -Primary Color Standard
      -Secondary Color Standard
   D. Reproduction Guidelines

III Organizational Signature/Logotype
   A. Presentation of Signature
   B. Presentation of Signature with Symbol
      -Specifications for Reproduction
   C. Typography Standards
      -Primary Typeface Specification
      -Secondary Typeface Specification
      -Signature Color Standards
   D. Compatible Typeface Standard

III Formats for Printed Communications
   A. Presentation of Grid
      -Guidelines for Applications Use
      -Formats for Size Variations
   B. Stationery-Letterhead
      -Layout and Format
      -Paper Stock and Color
   C. Stationery-Business Card
      -Layout and Format
- Paper stock and Color

D. Stationery-Envelope
   - Layout and Format for Size Variations
     - Standard #10
     - Monarch
     - Standard #11 Manila
   - Paper Stock and Color

E. Stationery-Mailing Label

F. Public Relations Materials—Layout and Format
   - Direct Mail Piece
   - News Release
   - Newspaper Advertisements
   - Newsletter
   - Announcement and Invitation
   - Brochure
   - Program
   - Poster

V Signage
   A. Guidelines for Signage
      - Line of Sight
      - Long-distance Signage
      - Materials
      - Colors
   B. Exterior Signage
   C. Interior Signage
   D. Historical Markers

VI Technical Supplement
   A. Grid Format
   B. Reproduction Art
      - Symbol Master Artwork
      - Marks for Reproduction
      - Signature Master
      - Signatures for Reproduction
1.0 Introduction
   A. Introduction
   B. Contents
   C. Purpose & Use of Guidebook

2.0 Identity Symbol
   A. Presentation of Symbol
   B. Black & White Versions
   C. Primary Color Standards
      - Secondary Color Standard
   D. Reproduction Guidelines

3.0 Organizational Signature
   A. Presentation of Signature
   B. Signature & Symbol
      - Specifications for Reproduction
   C. Typography Standards
      - Primary Typeface Specification
      - Secondary Typeface Specification
      - Signature Color Standards

4.0 Formats for Printed Communications
   A. Presentation of Grid
      - Guidelines for Applications Use
      - Formats for Size Variations
   B. Stationery-Letterhead
      - Layout and Format
      - Paper Stock and Color
   C. Stationery-Business Card
      - Layout and Format
      - Paper stock and Color
   D. Stationery-Envelope
- Layout and Format for Size Variations
  - Standard #10
  - Monarch
  - Standard #11 Manila
- Paper Stock and Color

E. Stationery-Mailing Label

5.0 Public Relations Materials
  - Direct Mail Piece
  - Press Release
  - Drop-in Advertisements
  - Newsletter
  - Invitation
  - Brochure
  - Poster

6.0 Signage
  A. Signage Guidelines
     - Line of Sight
     - Long-distance Signage
     - Materials
     - Colors
  B. Exterior Signage
  C. Interior Signage
  D. Historical Markers

7.0 Technical Supplement
  A. Grid Example
  B. Reproduction Art
     - Symbol Master Artwork
     - Marks for Reproduction
     - Signature Master
     - Signatures for Reproduction
My Graphic Design Thesis Project dealt with the integration of marketing theory and principles with the initial stages of the graphic design process. An additional aspect of my thesis project included the exclusive use of the Macintosh IIx computer and accompanying illustration and layout software in all phases of the research and design process. I used as a model for my research into Marketing Design Strategy, the Historical Society of Greece, New York, a non-profit organization concerned with preserving the history of the Town of Greece. I have outlined the steps by which the graphic designer can develop a marketing design program for a non-profit organization such as the Historical Society. Major steps include defining the organizational mission, determining objectives and goals, image assessment, market segmentation and targeting, market positioning and determining the proper marketing mix to achieve the desired effect from the target market or audience. After careful research of the concerned marketing environment, I developed a comprehensive graphic communications program and accompanying guide to be implemented by the Society. The contemporary graphic designer, in order to create successful and relevant product, must take into consideration the role of marketing in order to achieve the maximum effect through the discipline of graphic design.
Thesis Presentation and Discussion
October 17, 1989

Important aspects of Thesis project which make it ground-breaking
1) Marketing Design Emphasis
2) Use of the Digital Medium of computers

Marketing/Design Emphasis
- outline the specific steps taken in the marketing research process
- research should bridge the gap between marketing information and the relationship to the design process
- how does marketing influence design and the application for the standards guidelines of the Historical Society of Greece.
- should contact the Greece Chamber of Commerce to obtain demographic information about the Town of Greece.
- need to outline marketing objectives and meet with the Historical Society to review research
- the Society members will serve as a focus group and marketing committee

Digital/Computer Medium
- use of the Macintosh II as a primary medium for the development of the standards program
- committee encourages the use of HyperCard as an interactive medium
  1. Thesis documentation
  2. Medium for standards guideline program

Thesis Committee Meeting Summary
1. Research Hypercard
2. Outline Marketing Objectives
3. Meet with Historical Society and review Marketing Objectives
COMMITTEE MEETING SUMMARY - 892.1

Thesis Progress Report
December 12, 1989

I. Organizational Marketing/ Design Emphasis
-need to bridge the gap between marketing research and data obtained so far and the implications on the communications program I am in the process of developing
-conclusions reached as to graphic design directions need to be documented, possibly in the form of a matrix
-implementations of marketing data/research on proposed standards and applications

II. Proposed Symbol Revisions
-specific graphic revisions need to be completed for design to function as a symbol
-process of moving from an illustration, to a translation, to the final symbol
-further modifications to arch element to make it function as an enclosing form for the house, but not to the point where it is visually restraining it
-arch form needs to be opened up so that the viewer must form closure rather than being so literal. This will make the form much more visually interesting
-the translation of the Howe House and the arch element need to be merged to visually create one symbol rather than each a separate element

III. Proposed Standards Guidebook and Applications
-need to develop standards and apply them to select applications, evaluate results, then revise standards
-standards guidebook may be too detailed for purposes of organization
-develop guidebook so that it is simple and understandable-
it will be much more useful and followed if it is easily understood
-consider process by which standards will be implemented properly and guidebook will be used accordingly in the future

IV. Symbol Generation Processes
-finish Fusion Process results, develop composite, and document

Thesis Committee Meeting Summary
1. Revisions to symbol design
2. Bridge gap between marketing data/research and the design implications
3. Placement of marketing importance within the design process
4. Development of communications standards, implementation into applications, revisions
5. Finish and compose composite of Fusion Method ideas
Thesis Progress Summary Report
February 6, 1990

I. Historical Society Standards Guide
- display actual applications and examples whenever possible in guide to further aid in the implementation of the standards
- public relations materials will be of great importance to the Society
- cover black pages in final version
- guide book may be too extensive at the present time for the Society, but they may "grow into it" in the future
- begin planning for presentation of guide to Society
- meet with Society to discuss possible PR opportunities which could coincide with the presentation of the new symbol (example: press and media coverage)
- possibly advise Society to contact the AD Council to see if they could aid in PR effort

Thesis Committee Meeting Summary
1. Continue progress on guide
2. Further bridge gap between marketing data/research and the design implications
3. Begin organizing Thesis exhibit materials
PHOTOGRAPHY & SCANNED IMAGERY
**FUSION METHOD**

**KEY TERMS**
- **EDUCATION:** Progressive, simple and complex
- **HISTORICAL:** Progressive, simple
- **INTERESTING:** Irregular, complex
- **COMMUNITY ENCOMPASSING:** Regular, simple and complex

<table>
<thead>
<tr>
<th>TRIANGULAR SHAPE</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
<td>△</td>
<td>△</td>
<td>△</td>
<td>△</td>
<td>△</td>
</tr>
<tr>
<td><strong>HISTORICAL</strong></td>
<td>△</td>
<td>△</td>
<td>△</td>
<td>△</td>
<td>△</td>
</tr>
<tr>
<td><strong>INTERESTING</strong></td>
<td>△</td>
<td>△</td>
<td>△</td>
<td>△</td>
<td>△</td>
</tr>
<tr>
<td><strong>COMMUNITY</strong></td>
<td>△</td>
<td>△</td>
<td>△</td>
<td>△</td>
<td>△</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CIRCULAR SHAPE</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td><strong>HISTORICAL</strong></td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td><strong>INTERESTING</strong></td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td><strong>COMMUNITY</strong></td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SQUARE SHAPE</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EDUCATION</strong></td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td><strong>HISTORICAL</strong></td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td><strong>INTERESTING</strong></td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td><strong>COMMUNITY</strong></td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>
GRAPHIC STANDARDS GUIDE
Historical Society of Greece

GRAPHIC STANDARDS GUIDE
The preceding literature was produced to be used as a guide of standards for the printed communications of the Historical Society of Greece. In today's world of endless information and printed media, it is very important that a non-profit organization such as the Historical Society be recognized and acknowledged as an asset to the community of Greece. Careful use of this guide and implementation of these standards will enable the Society to produce consistent and visually attractive graphic communications which will aid in this process.

This guide was produced as part of the Graduate Thesis Project of Michelle De Meyer, a Master of Fine Arts candidate in Graphic Design at the Rochester Institute of Technology, College of Fine and Applied Arts, 1990.
Introduction
Purpose & Usage 1.1

Identity Symbol
Presentation of Identity Symbol 2.1
Black & White Version 2.2
Color Standard 2.3
Reproduction Guidelines 2.4

Signature
Presentation of Signature 3.1
Signature & Identity Symbol 3.2
Primary Typeface Standard 3.3

Grid & Stationery System
Presentation of Grid 4.1
Grid Guidelines 4.2
Stationery+Letterhead 4.5
Stationery+Business Card 4.6
Stationery+Envelope 4.7
Stationery+Mailing Label 4.8

Public Relations Materials
Direct Mail 5.1
Press Release 5.2
Drop-in Advertisement 5.3
Invitation 5.4
Newsletter 5.5
Brochure 5.6
Poster 5.7

Signage
Signage Guidelines 6.1
Interior Signage 6.2
Exterior Signage 6.3
Historical Markers 6.4

Technical Supplement
Grid Example 7.1
Identity Symbol Master 7.2
Symbols for Reproduction 7.3
Signature Master 7.4
Signatures for Reproduction 7.5
The Historical Society of Greece Graphic Standards Guide is meant to serve as a visual set of standards and rules for the treatment of print media and graphics generated by a non-profit organization such as the Society. An organization's image is extremely important and is the primary vehicle of visual contact with its community and target audiences. The Historical Society of Greece will benefit greatly from a strong consistent visual communication program, thus giving the impression consistency and appropriateness. These two main factors aid in community familiarity and acceptance of the organization as a valid and useful resource of local history.

The guide will introduce the new identity symbol and organizational signature for the Society and the ways in which they should be displayed within all the organization's printed media and signage. The guide will cover all aspects of the layout of the printed communications following the basic organizational tool of the grid. Each section will include graphic examples of how such items as news releases and invitations should be laid-out and printed. Shown on the left, opposite pages within this guide are examples of how the items should actually appear when printed.

The Technical Supplement section includes an example of the grid to be used and ready-to-use reproductions of the identity symbol and organizational signature.
The new identity symbol of the Historical Society of Greece evolved from the research and development surrounding the formation and history of the Society as well as that of the Town of Greece. The identity symbol and accompanying identity system of graphics reflect the essence of the Society as it combines important literal and referential visual elements. Its design evolves from the architectural elements of the historical Howe House Museum and of Town of Greece history. The graphic element of the arch is reference to interior elements of the house and to the purpose behind the naming of the Town of Greece. The use of the color of forest green evokes a sense of the strong history of farming which was a main occupation of many of the early settlers of Greece.

The identity symbol will be recognized by the Town of Greece community and surrounding areas as a graphic visual representation of the Historical Society of Greece for many years to come. Please refer to the color standards and organizational signature sections for guidance in color selection and placement of the identity symbol.
Shown below is the black and white or positive version of the identity symbol of the Historical Society of Greece. The identity symbol is only to be reproduced in the positive format and not in a reversal or negative version. In addition, the identity symbol is not to be reversed out of any color.
Color Standard- The color standard for the identity symbol refers to the primary color which the symbol is intended to be represented in under all circumstances in which the option of color is provided.

Secondary Color- Secondary color is the color to be used to represent the symbol under special circumstances when the primary color standard is not available.

The application of a color standard for the identity symbol is very important for the unified and consistent appearance of the symbol. The color of Forest Green was chosen for the primary color standard of the symbol for literal as well as symbolic meaning. The color should be specified as the Pantone Matching System color 343 (PMS 343). The color works well as a suggestion to Town farming history as well as the color of the shudders of the Howe House. The mark should be specified to be printed in the color PMS-343 exclusively.

The secondary color standard of PMS-348 should be used only in the circumstances that the primary color standard of Forest Green, PMS-343, is not available at the time of printing.
Guidelines for the reproduction of the identity symbol should be followed very carefully as to ensure that the symbol is correctly and consistently reproduced and presented. Please follow the application guidelines in the succeeding sections for reproduction guidelines within different types of formats and applications. The identity symbol should never be reproduced smaller than 1/2 inch. This is the minimum size at which the symbol will still retain its visual clarity and quality. The symbol should be reproduced in either black, the primary color standard of Forest Green, PMS 343 or under special circumstances, the secondary color of PMS 348.
**Signature:** The organizational name, represented in an ordinary or unique manner. A specific set of guidelines are to be followed which outline rules such as typeface style, size, flush, leading, color, and staging with identity symbol.

**Leading:** Leading refers to the amount of space, in units of points, between lines of text.

**Point:** A point is the common unit of measurement in typography and the graphic arts. Twelve points equal one pica and six pica equal one inch.

The organizational signature for the Historical Society of Greece will be presented in the typeface Times Bold from the Times Type family. This classic yet common face lends itself well to the historical essence of the Society. The typeface of Times Bold should be horizontally scaled 90%. This gives the face a condensed appearance which works well with the linear quality of the identity symbol. The signature will always appear flush left, ragged right, and will always be staged preferably underneath or to the right of the identity symbol. The signature will also always be stacked on three lines, as shown below, with Historical, Society, and of Greece each on a separate line. The leading, or space between the lines in units of points, for the typeface Times Bold should always be 3 points. The size of the signature should always appear approximately 50% of the height of the identity symbol. The color standard for the signature is black and it should always be presented in this color.

**Historical Society of Greece**

Times Bold  
Horizontally Scaled 90%  
Flush left, ragged right  
3 Point Leading  
Stacked on three lines  
Primary Color; Black
The organizational signature will be usually presented along with the identity symbol to assure immediate recognition of the Historical Society of Greece by the public. The signature will always appear in Times Bold and the size will be approximately 50% of the size of the identity symbol. The primary method of display is in the vertical format with the signature underneath the identity symbol, as shown in figure (A). The alternative method is to present the signature and identity symbol in the horizontal format, as shown in figure (B). In the vertical method of display, the signature should be a specific distance away from the identity symbol. This distance is derived from the space between the exterior line of the arch form and the black form which encloses the figure of the Howe House. This distance is doubled for the vertical format. For the horizontal method of display, this distance is kept the same or constant.
Horizontally Scale—Through the use of electronic typesetting devices, type can now be horizontally scaled or condensed to give the typeface a more modern and visually pleasing appearance.

The primary typeface to be used for the organizational signature and accompanying information will be the Times Typeface family. Times Bold will be utilized for the organizational signature and Times Regular will be used for the address and tag line. The typefaces have been horizontally scaled 90% of original. This gives the typefaces the appearance of being condensed and is visually appealing. Whenever possible, the faces should be horizontally scaled preferably but no more than 90%.

The secondary typeface to be used for the signature when the Times typeface family is not available will be the Goudy Typeface family. Goudy Bold will be used for the organizational signature and Goudy Regular will be used for the address and tag line. This face should also be horizontally scaled preferably but no more than 90%.

**Primary Typeface;**
The Times Type Family
Horizontally Scaled 90%

**Times Bold**
For Signature

**Times**
For Address and Tag Line

```
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
```

```
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
```
The use of a grid will aid the Historical Society of Greece significantly with the way that all communications print media is designed and laid-out. It is an invisible organizational tool for determining structure and formats. It provides a disciplined and consistent look while increasing production efficiency and maintaining a unified system. For example, this guide utilizes use of the same grid that the Historical Society will use to layout all its communications. It can be seen underneath this page. This three column grid in based on points but corresponds to inches as well for ease of application. It will be used to organize and place text, headlines, pictures and any other element which is applied to the printed page.
Guidelines for use of the grid are simple to understand and must be followed in order to achieve the desired look of all of the Society's print media and communications. The grid is based on the 8 1/2 x 11 inch right page format although the same grid should be applied to every suggested format shown below. The grid's basic unit is the 2 1/4 x 1 inch rectangle layed-out horizontally into a three column format with 3/16 inch spaces between each column.

For example, a brochure could utilize one column of grid rectangles for layout. Considerable efficiencies are gained with the use of predetermined format. Important decisions have already been made. Text can be set in one, two, or three 2 1/4 inch columns. Margins, borders, and gutters have also been established. An example of the grid is provided for usage in the Technical Supplement section of this guide.
<table>
<thead>
<tr>
<th>Measurement</th>
<th>Equivalent in Pica</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/8 inch</td>
<td>2 pica</td>
</tr>
<tr>
<td>5/8 inch</td>
<td>4 pica</td>
</tr>
<tr>
<td>2 1/4 x 1 inch</td>
<td>13.5 x 6 pica</td>
</tr>
<tr>
<td>3/16 inch</td>
<td>1 pica</td>
</tr>
<tr>
<td>3/4 inch</td>
<td>4.5 pica</td>
</tr>
<tr>
<td>3/8 inch</td>
<td>2 pica</td>
</tr>
</tbody>
</table>

PAGE 4.3
The layout of the stationery system of the Historical Society of Greece will follow the format established by the grid on the preceding pages. Below are the guidelines for the layout of the letterhead. In order to achieve the maximum advantage from each written organizational communication, it is essential that the society conform to the example shown below. On the following page is an example of the letterhead laid-out on the grid. Please use this as a guide for placement of all the elements.

Art for all the elements of the Society's letterhead are provided in the Technical Supplement section at the end of the guide (pages 7.1-7.5). The reproduction art is camera-ready and should be used whenever the letterhead is to be reprinted. Replacement art is available from Michelle De Meyer, 716-225-0242.
Business cards are intended as official representations of the Historical Society of Greece and its personnel. The business card is the prime opportunity for the organization to present the identity symbol and signature and at the same time achieve important communication goals for the Society. All business cards produced should conform to the guidelines shown in the below cards. Shown below are the two versions of the business cards to be used, shown at original size, with guidelines for layout of elements. The horizontal format shown in figure (A) should be used as the first choice of format and figure (B) as the alternative format. In order to achieve the maximum advantage from each written organizational communication, it is essential that the society conform to the example shown below. All elements are provided in the Technical Supplement section at the end of the guide (pages 7.1-7.5) and are camera-ready. These elements should be used whenever the business card is to be reprinted. Replacement art is available from Michelle De Meyer at 716-225-0242.
Another important component of the stationery system for the Historical Society of Greece is the envelope. The envelope presents the Historical Society's identity system to a much larger audience and should aid in establishing a strong visual recognition of the identity symbol.

Shown below is the envelope at original size with guidelines for layout of elements. In order to achieve the maximum advantage from each written organizational communication, it is essential that the society conform to the example shown below. Elements are provided in the Technical Supplement section at the end of the guide (pages 7.1-7.5) and are camera-ready. These elements should be used whenever the envelope is to be reprinted. Replacement art is available from Michelle De Meyer at 716-225-0242.
Another important component of the stationery system for the Historical Society of Greece is the mailing label. The mailing label presents the Historical Society's identity system to a much larger audience and should aid in establishing a strong visual recognition of the identity symbol. Shown below are two versions of the mailing labels at original size with guidelines for layout of all the elements. In order to achieve the maximum advantage from each written organizational communication, it is essential that the Society conform to the examples shown below. All elements are provided in the Technical Supplement & Reproduction Art section at the end of the guide (pages 7.1-7.5) and are camera-ready. These elements should be used whenever the mailing labels are to be reprinted. Replacement art is available from Michelle De Meyer at 716-225-0242.
The direct mail piece is a very important tool for building and maintaining effective public relations with the community. The layout of the direct mail piece for the Historical Society of Greece will follow the format established by the grid and letterhead discussed in the preceding sections. Direct mail should always be set in 11 point type with at least 8 points of leading or double-spaced typewriter text. Below are the guidelines for the layout of the direct mail piece. Please use this as a guide for placement of all the elements. Art for all the elements of the Society's direct mail pieces are provided in the Technical Supplement section at the end of the guide (pages 7.1-7.5). Reproduction art is camera-ready and should be used whenever the direct mail layout is to be reprinted. Replacement art is available from Michelle De Meyer, 716-225-0242.
February 27, 1990

Dear Greece Resident:

Northampton is a sixty acre tract of land near the northwest intersection of Latta and Long Pond Roads that is owned by the Town of Greece. The new home of the Historical Society of Greece, the historic Howe House, is located at 595 Long Pond Road and is the first building on this site. In the last program in our series on historic house acquisition and renovation, we will have an update and discussion on today's Northampton of Greece and how it may affect our home and future museum complex.

Making the presentation will be Gary Tajkowski, Senior Town of Greece Planner and David Nutter of Nutter Associates, the Town's development consultant. The presentation will take place on February 27 at 7:30 PM at the West Ridge Community Center.

All are welcome, so please attend!

Lorraine Beane
Assistant Treasurer
(716) 225-4041
Press Release

The press release is one of the most important tools for building and maintaining an effective communications program. The layout of the press release for the Historical Society of Greece will follow the format established by the grid and letterhead discussed in the preceding sections. Press releases and feature stories should always be set in 11 point type with at least 8 points of leading or double-spaced typewriter text. Below are the guidelines for the layout of the press release. Please use this as a guide for placement of the elements. Art for all the elements of the Society's press release is provided in the Technical Supplement section at the end of this guide (pages 7.1-7.5). Reproduction art is camera-ready and should be used whenever the press release is to be reprinted. Replacement art is available from Michelle De Meyer, 716-225-0242.

February 27, 1990

Lorraine Beane
Assistant Treasurer
(716) 225-4041

Historical Society of Greece

The Historical Society of Greece will present its new identity symbol and accompanying communication program which will represent the Society in all its print communications media. The presentation will include a glimpse of the Society's new identity symbol, organizational signature, stationery system, and proposed signage and historical markers. The new communication program and graphic standards will aid in better awareness among the residents of the Town of Greece and surrounding communities as to the purpose and goals of a non-profit organization such as the Historical Society of Greece.

The presentation will be given by Michelle De Meyer, Graphic Designer for the Historical Society of Greece, on April 27, 1990 at 5:00 PM, at the Howes House Museum, 595 Long Pond Road, Greece, New York.

All residents and media representatives are welcome so please attend.

1 3/8 inch from top,
2 1/2 inch from left margin

FOR IMMEDIATE RELEASE Text-11 point

1/8 inch from top, 2 1/5 inch from left margin

Press Release Text
Size-11/13 point or double-spaced
3 3/4 inch from top
2 1/2 inch from left margin

Date-11 point

Identity Symbol
5/8 inch (4 pica) in height

Rule
Size-5 1/4 inches x .003 inch
(31 pica x 2 point)
2 1/2 inches (15 pica)
from left margin
3/4 inch (4.5 pica)
from right margin

Identity Symbol
5/8 inch (2 pica)
from top

Signature
1 1/7
Times Bold
2 5/8 inches
(16 pica)
from top
(3rd grid unit)

Address
9/9 Times
5 inches
(30 pica)
from top
(5th grid unit)

Tag Line
9/9 Times
3/8 inch
(2 pica)
from bottom

Sender
2 5/8 inch from top
3/4 inch from right margin

2 1/2 inches from top,
2 1/2 inches from left margin

Dingbat
Centered below to indicate end of copy

PAGE 5.2
FOR IMMEDIATE RELEASE

The Historical Society of Greece will present its new identity symbol and accompanying communication program which will represent the Society in all its print communications media. The presentation will include a glimpse at the Society's new identity symbol, organizational signature, stationery system, and proposed signage and historical markers. The new communication program and graphic standards will aid in better awareness among the residents of the Town of Greece and surrounding communities as to the purpose and goals of a non-profit organization such as the Historical Society of Greece.

The presentation will be given by Michelle De Meyer, Graphic Designer for the Historical Society of Greece, on April 27, 1990 at 5:00 PM, at the Howe House Museum, 595 Long Pond Road, Greece, New York.

All residents and media representatives are welcome so please attend!

#
Drop-in advertisements should be prepared for distribution to any publication in the community which has advertising space. Most drop-in ads are simply the organization's name and logo prepared to be "dropped-in" as the need arises or space is available. Drop-in ads can meet the requirements for a public service announcement. The Society should review the size requirements of local publications that receive these ads, including column width and page size. The average column width is 3 inches. The example below of a drop-in ad was designed for a 3 inch column and measures 2 inches in height. It can be reduced or enlarged for use in various column widths. Shown on the opposite page is the black and white versions and color versions of the drop-in advertisement.
You are cordially invited to bring your family and friends for a guided tour of the Howe House Museum which is currently in the process of renovation.

The Howe House is located at 595 Long Pond Road, just north of Latta Road.

Tours will be conducted on Sunday October 8, between the hours of 12:00 and 5:00 PM.

All are welcome, so please attend!

Help Preserve the Past for the Future
The format for the newsletter of the Historical Society of Greece should conform to the grid, identity symbol and signature usage and typography standards established within this guide. The front page of the newsletter shown below is formatted in the standard size of 8 1/2 x 11 inches. It can be printed or copied double-sided onto 11 x 17 inch paper and then folded for mailing purposes. Text for the newsletter should preferably be set on a Macintosh computer of other typesetting device, but a typewriter may also suffice as long as the grid is followed. The text below is set in Helvetica, 10/11 (10 point type, 10 point leading), and scaled 95%. Helvetica is an easily readable and available typestyle. Pictures may be dropped in according to the grid also.

<table>
<thead>
<tr>
<th>Rule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: 11/16 inches x .003 inch (28 pica x .4 point), 3 inches (16.5 pica) from left margin, 3/4 inch (4.5 pica) from right margin</td>
</tr>
<tr>
<td>Rule: 1 point</td>
</tr>
<tr>
<td>8.5 point Helvetica</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Headlines</th>
</tr>
</thead>
<tbody>
<tr>
<td>14/14 point Helvetica Bold Horizontally Scaled 90%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/11 point Helvetica Horizontally Scaled 95%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hairline</th>
</tr>
</thead>
<tbody>
<tr>
<td>.001 inch (.1 point)</td>
</tr>
</tbody>
</table>

### November Meeting & Elections

Northampton is a sixty-acre tract of land near the northwest intersection of Latta and Long Pond Roads that is owned by the Town of Greece. The new home of the Historical Society of Greece, the Historical House, is located at 595 Long Pond Road and is the most striking building on this site. The last program in our series on historic house acquisition and renovation, we will have an update and discussion on today's Northamptom of Greece and how it may affect our home and future museum complex.

Making the presentation will be Gary Tjalkows, Senior Town of Greece Planner and David Nutter of Nutter Associates, the Town's development consultant. The presentation will take place on February 27, 7:30 PM, at the West Ridge Community Center.

Our contribution dictates that November is the time for our Annual Meeting. This means, specifically, the nomination and election of officers for two-year terms. We are grateful to the Nominating Committee of Kay Pollock, Chairperson, Ron Bogardus, Paul Earl, Lesetta Phillips, George Rohde, and Lee Straus for their time and effort in preparing the following slate of nominees:

- President: Art Searse
- Vice President: Chris Sailer
- Harvey Mitchell
- Treasurer/Lostine Searse
- Recording Secretary: Betty Fetter
- Assistant Recording Secretary: Catherine Schantz
- Corresponding Secretary: Isabel Reitold
- Assistant Corresponding Secretary: Carollee Vlazz
- Trustees: David Andrews, Kay Pollock, and George Rohde

<table>
<thead>
<tr>
<th>Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size: 1/2 X 11 inches</td>
</tr>
<tr>
<td>(51 x 68 pica)</td>
</tr>
<tr>
<td>60% of Original</td>
</tr>
</tbody>
</table>

### WNY Association Workshop Attended by Members

The Western New York Association of Historical Agencies, to which the Historical Society has belonged for several years, offers a series of workshops each spring and fall. The Fire professional speakers and the sharing of ideas and experiences with other museums and historical societies have supplied us with essential information that we could not have obtained in any other way.

The Western New York Association of Historical Agencies Workshop Attended by Members

- PHILIP BROWN
- MALCOLM SMITH
- ATTENDED THE WORKSHOP ON VOLUNTEER RETRAINING AND MANAGEMENT.
- Lee and Rich Straus learned about Evaluating the Board of Trustees.
- Lee also attended Toward Financial Security, dealing with the membership campaign and grants.
- Melinda Rohde and Lee drove to Corning to learn helpful information about Exhibit Development for the Small Historical Society and Museum.

The Western New York Association of Historical Agencies Workshop Attended by Members

### Family Open House at Howe Museum

The Howe House Museum, through the hard work of Grace Van Putte, a list of 200 descendants of early Greek families was prepared. These families, as well as all members of the society, were invited to an Open House at the Historic Howe House, 595 Long Pond Road on Sunday, October 8th. The families were asked to consider donating memorial funds to honor family members. Twenty people attended and presented only a small gift, but it is hoped that future gifts will be forthcoming.

The Howe House Museum
Society Charity Bazaar Produces Rewards

Chairperson Phyllis Brown reports a whopping profit of $809 from sales at our booth at the Long Ridge Mall Charity Bazaar, October 12-14. She credits a calling committee that produced baked goods from 85-90 donors, craft items and bunches of dried weeds (a hot item) from our Tuesday morning craft group, and the 20 people who turned out to staff the booth during the three-day event. Walt Goulding was there everyday to display the group's applehead dolls and to demonstrate the carving of the heads. We sincerely thank Phyllis, Walt, the callers and Alexander, Barbara Belanger, Helen Bellor, Margaret Blehier, Esther Clark, Edith Crawford, Ann Doerner, Betty Englert, Vi Gabby, Ardelle Goulding, Joan Korsch, Phyllis Meredith, Shirley Munson, Kay Pollok, Midge Richards, Marietta Rohde, Marion Smith, Lee Straus, Lorriane Beane and Virginia Tomkiewics.

Society History Course

Each fall, the Greece Central Continuing Education curriculum includes a course on local history, which is sponsored by the Historical Society of Greece. This year's six-session course is coordinated by Virginia Tomkiewicz and Lee Straus and is composed of several new topics and speakers. Below is the schedule for the History courses offered:

1. "The History of Greece" - a Historical Society of Greece slide program
2. The Village - Bill Davis
3. The Erie Canal - Donovan Schilling
4. Genealogy and the Tools of Research - Virginia Tomkiewicz, followed by a tour of the Greece History Museum
5. Early Settlements & Settlers of the Genesee River Area & Development of the Port - Bill Davis
6. Early Settlers/Colonies - Art Newcomb, followed by visit to the Newcomb homestead

WANTED!

Strings of old-fashioned Christmas lights - the dreadful kind that goes out when a single light is burned out. Call the museum Curatorial Committee's Marion Smith at 865-2972.

Also needed are painters for the baseboards and window frames at the Howe House and carpenters to frame the new downstairs bathroom for the handicapped. To arrange for a convenient time to volunteer, call Art Beane at 225-4041, or Pete Smith at 865-2972.

Attention Florida Snowbirds and Others!

If you will be going to Florida or some other warm climate for an extended stay this winter, Membership Chairperson Luella Phillips would appreciate your early payment of dues, which are payable in January. You may use the form at the top of page 5 in this newsletter. The same form may be used by anyone who has not yet paid the 1989 dues or who would like to join as a new member.

Howe II & Riley to Chair Phase II

Phase I of our Major Donor Fund Drive, under the direction of Jerry Alamo and Charles Lissow, is now concluding, and Gordon Howe II and Don Riley have agreed to co-chair Phase II. Each phase concentrates on the contacts of its chairman, and we are indeed grateful to these men for their support and outstanding efforts.

The Perfect Gift Year-round for your holiday hostess, history buffs, former residents, and anyone who lives in and loves Greece!

"Eight Miles Along the Shore"

An Illustrated History of the Town of Greece.

By Virginia Tomkiewicz and Shirley Cox Husted

212 glossy 8 1/2x11 pages of text, photos, maps with chapter titles such as:

- Wilderness to Metropolis
- King's Landing-Fort on the Hilltop
- Historic Old Ridge Road and Other Highways
- Horticulture in Greece
- Read's Corner and Paddy Hill
- School Days
- Charlotte Celebrations/History Remembered
- Hours of Fascinating Reading

No home should be without a copy!

Softbound @$16.95 with tax Available at the Greece History Museum (Sundays 2:00-4:30 pm), Steve Voellinger-865-4624, Greece libraries, the Town Clerk's Office, Scramtom's Northgate and Ridgemonet, and the Village Green Bookstore.

Hard Cover @$21.95 with tax Available at the Greece History Museum, and through Steve Voellinger-865-4624.
Historical Society of Greece brochures can be utilized as a strong vehical of the identity program when designed according to the graphic standards established by the grid. The standard printing size of a brochure is 8 1/2 x 11 inches. This provides up to six 3 5/8 x 8 1/2 panels to rely on. Columns of text should be set with a width of 2 1/4 inches or 13.5 pica. The brochure should adhere to the format established by the grid, as shown with the front and back of the brochure on the opposite page.
Fulfil Our Destiny in the Nineties

The new museum building is not only an important architectural landmark, but also a symbol of the growth and development of the town. Designed to accommodate future needs, the building will be a focal point for community events and activities. The museum will be open to the public, providing a space for research, education, and cultural enrichment.

Eight Miles Along the Shore

In the late 19th century, the town of Greece was a popular destination for visitors seeking to escape the city and enjoy the natural beauty of the Finger Lakes region. The area was known for its picturesque scenery, sandy beaches, and fresh air. Today, the town continues to attract visitors from all over, offering a variety of activities and attractions for all ages.

The Greece History Museum

The Greece History Museum is dedicated to preserving and interpreting the history of the town of Greece. The museum features exhibits on local history, including the history of the Greek Orthodox Church, the history of agriculture in the area, and the history of the local industry. The museum also hosts a variety of events and programs throughout the year, including lectures, workshops, and demonstrations.

Coming of Age

With the growth of the town and the increased interest in its history, the Greece History Museum is poised to play a key role in the community for generations to come. The museum is a vibrant and dynamic space that reflects the rich history and culture of the town of Greece.

Historical Society of Greece

The Historical Society of Greece is a non-profit organization dedicated to preserving and interpreting the history of the town of Greece. The society was founded in 1972 and has been instrumental in preserving local history, including the history of the Greek Orthodox Church, the history of agriculture in the area, and the history of the local industry. The society also hosts a variety of events and programs throughout the year, including lectures, workshops, and demonstrations.

The Howe House Museum

The Howe House Museum is a Living History Museum dedicated to preserving and interpreting the history of the town of Greece. The museum features exhibits on local history, including the history of the Greek Orthodox Church, the history of agriculture in the area, and the history of the local industry. The museum also hosts a variety of events and programs throughout the year, including lectures, workshops, and demonstrations.

Board of Directors

Officers
President
Arthur Stone
Vice President
Irene Pollock
Treasurer
Samantha Hall
Secretary
Chris Sauder & Harvey Mitchell

Members
David Andrews
Ray Pollock
George Roberts

Historical Society of Greece
507 Long Pond Road
Rochester, New York 14626
(716) 227-7330

Help Preserve the Past
for the Future

TOWN OF GREECE

Brochure
Front & Back Pages
8 1/2 x 11 inches
55% Goff
55% Cotton

Celebration of the 1972 Sesquicentennial

The Historical Society of Greece was formed when twenty-four Greece residents came together to create the Mitchell Road Library as a celebration of Greek history, the Town Historian. The society's objective is to collect, preserve, and share the rich history of Greece. The society's library is located in the former Greek Orthodox Church and features a variety of exhibits on local history.

The Greece History Museum is dedicated to preserving and interpreting the history of the town of Greece. The museum features exhibits on local history, including the history of the Greek Orthodox Church, the history of agriculture in the area, and the history of the local industry. The museum also hosts a variety of events and programs throughout the year, including lectures, workshops, and demonstrations.

The Howe House Museum is a Living History Museum dedicated to preserving and interpreting the history of the town of Greece. The museum features exhibits on local history, including the history of the Greek Orthodox Church, the history of agriculture in the area, and the history of the local industry. The museum also hosts a variety of events and programs throughout the year, including lectures, workshops, and demonstrations.
The application of the graphic standards to signage is a very important aspect of the communications program of the Historical Society of Greece. Presenting the Society through its identity symbol and accompanying signature requires that the established standards guidelines be followed carefully and consistently. Signage is a very significant medium and is one of the most visible aspects of the Society's communications. The guidelines will apply to all elements of signage for the Society, including interior and exterior signage as well as historical markers. The following pages will instruct the Society on how to apply all the standards established through this manual to the medium of signage.

Exterior Signage

The De Meyer Family Farm
Built in the late 1800s, the farm was initially occupied by the Verwulst Family. Camille and Irma De Meyer, immigrants from the country of Belgium, purchased the farm in the early 1900s and began the family which still occupies and farms the homestead to this day.

Historical Marker

Research Center 25-A

Interior Signage
The use of interior signage provides the Historical Society of Greece with the opportunity to present itself once again to the community. Presenting the Society through its identity symbol and accompanying signature requires that the established standards guidelines be followed carefully and consistently. Signage is a very significant medium and is one of the most visible aspects of the Society's communications. Interior signage should follow the suggested format below in order to complete a consistent, well organized system of signage. Shown below is an example of signage which would be hung from a wall to designate a specific section of the Howe House Museum, the Research Center. The signage should be displayed on the left side of any door or doorway. The signage should also be hung at eye level, approximately 5 feet from the floor, for easy recognition.
Exterior Signage
Size: 3 1/4' x 4 1/2' x 3'
Scale: 1 inch = 1 foot

The Historical Society of Greece will utilize exterior signage for installation at the location of the Howe House Museum. The sign will be displayed in front of the museum to indicate to the community of Greece that the Historical Society owns and operates a museum on the property at 595 Long Pond Road. The identity symbol and signature will be displayed on the sign through the process of silkscreen. These two elements should be laid-out in the horizontal format discussed on page 3.2. All standards outlined within this guide should be followed in order to present the Society's graphic program correctly and consistently to the Greece community.
Historical markers are an important feature of the standards program for the Historical Society of Greece. The historical marker will fulfill important functions for the Society, including the designation of the location of significant historical homes, farms, roadways, and other important locations. A brief description of the site will be included on the marker. The historical marker will also serve as a means by which the Society will communicate with the community. The identity symbol and signature will be displayed on the marker according to the standards shown below. Therefore, it will be clear to the viewer as to the association of the Historical Society of Greece with the historical locations within the Town of Greece.

The De Meyer Family Farm

Built in the late 1800s, the farm was initially occupied by the Verwulst Family. Camile and Irma De Meyer, immigrants from the country of Belgium, purchased the farm in the early 1900s and began the family which still occupies and farms the homestead to this day.
the homestead to this day.
which still occupies and farms
1900s and began the family
purchased the farm in the early
from the country of Belgium,
Irma de Meyer, immigrants
Verwulst family. Camille and
was initially occupied by the
Built in the late 1800s, the farm

FARM
The De Meyer Family
The Technical Supplement section of the Graphic Standards Guide of the Historical Society of Greece contains examples of graphic materials which are to be used to accompany the standards mentioned in the preceding sections. An example of the grid is included on page 7.1. This grid can be photo-copied onto a piece of acetate for use in the placement of the elements within a particular layout or mechanical. The Identity Symbol Master is to be used for reproduction purposes when the symbol is being produced on a large scale, as with interior or exterior signage. The Symbols for Reproduction section includes various different sizes of symbols for use on mechanicals for any application. This page can be used repeatedly to produce photo-stats for paste-up onto mechanicals. Also included in the Technical Supplement section is the Signature Master. This larger version of the signature for the Historical Society of Greece can be used for placement in signage or other large-scale applications. Signatures for Reproduction are also included for standard, smaller layouts, such as the stationery system or public relations materials.
The identity symbol master is to be used for reproduction purposes, whether color or black and white. This master is a camera-ready master and should be given directly to a printer. This version may also be used when the identity symbol is to be reproduced larger than the examples given on the following page, which are smaller in size.
The identity symbols for reproduction below should be used on all mechanical art produced for the Society's printed communications, including the stationery system and all public relations materials. Photo-stats can be produced of this page for paste-up onto the mechanical art. The identity symbol for the Society should not be reproduced in size smaller than 3/4 of an inch in order to preserve the quality and clarity of the image.
The signature master is to be used for reproduction purposes. The signature master can be used as an alternative to typesetting under special circumstances when budget is low or the typeface of Times Bold is not available. This signature master is camera-ready and should be given directly to a printer. This version may also be used when the signature is to be reproduced larger than the examples given on the following page, which are smaller in size.

Times Bold
Horizontally Scaled 90%
72 point size
3 point leading

Historical Society of Greece
The signatures for reproduction below should be used on all mechanical art produced for the Society's printed communications, including the stationery system and all public relations materials. Photo-stats can be produced of this page for paste-up onto the mechanical art. The signature for the Society should not be reproduced in a size smaller than 10 point size in order to preserve recognition of the typeface and its graphic representation of the Historical Society of Greece.
Help Preserve the Past
The Home Museum

The Greek History Museum opened on December 7, 1980. The museum is housed in a restored Greek Revival mansion located on the village green. The museum contains exhibits on the history of Greece, including artifacts, photographs, and videos. The museum is open to the public on a regular schedule. The museum also features a gift shop offering a variety of Greek-themed items. The museum is located at 123 Main Street, Home, NY 12345.
November Meeting & Elections

Northampton is a sixty acre tract of land near the northwest intersection of Latta and Long Pond Roads that is owned by the Town of Greece. The new home of the Historical Society of Greece, the historic Howe House, is located at 595 Long Pond Road and is the first building on this site. In the last program in our series on historic house acquisition and renovation, we will have an update and discussion on today's Northampton of Greece and how it may affect our home and future museum complex.

Making the presentation will be Gary Tajkowski, Senior Town of Greece Planner and David Nutter of Nutter Associates, the Town's development consultant. The presentation will take place on February 27, 7:30 PM, at the West Ridge Community Center.

Our constitution dictates that November is the time for our Annual Meeting. This means, specifically, the nomination and election of officers for two-year terms. We are grateful to the Nominating Committee of Kay Pollok -Chairperson, Ron Bogardus, Paul Earl, Luella Philips, George Rohde, and Lee Straus for their time and effort in preparing the following slate of nominees:

President- Art Beane
Vice President- Chris Sadler and Harvey Mitchell
Treasurer- Lorriane Beane
Recording Secretary- Betty Fetter
Assistant Recording Secretary- Catherine Schantz
Secretary- Mabel Rintoul
Assistant Secretary- Carline Wiley
Assistant Corresponding Secretary- David Andrews, Kay Pollok, and George Rohde

The Western New York Association of Historical Agencies, to which the Historical Society has belonged for four years, offers a series of workshops each spring and fall. The fine professional speakers and the sharing of ideas and experiences with other museums and historical societies have supplied us with essential information that we could not have obtained in any other way.

To guide us in our future endeavors, Phyllis Brown and Marion Smith Attended the workshop on Volunteer Recruitment, Training and Management. Lee and Rich Straus learned about Educating the Board of Trustees, and Lee also attended Toward Financial Security, dealing with the membership campaigns and grants. Marjatta Rohde and Lee drove to Corning to learn helpful information about Exhibit Development for the Small Historical Society and Museum. In addition to giving of their time, each of our representatives paid his or her own Members Fee of $10-$20. We are indeed grateful and look forward to reaping the benefits of their newly acquired knowledge.

Family Open House at Howe Museum

Through the hard work of Grace Van Putte, a list of 200 descendants of early Greece families was prepared. These families, as well as all members of the Society were invited to an Open House at the historic Howe House, 595 Long Pond Road on Sunday, October 8. The families were asked to consider donating memorial funds to honor family members. Twenty people attended and generated only a small sum, but it is hopeful that future gifts will be forthcoming.

The Historic Howe House Museum
Society Charity Bazaar Produces Rewards

Chairperson Phyllis Brown reports a whopping profit of $809 from sales at our booth at the Long Ridge Mall Charity Bazaar, October 12-14. She credits a calling committee that produced baked goods from 85-90 donors, craft items and bunches of dried weeds (a hot item) from our Tuesday morning craft group, and the 20 people who turned out to staff the booth during the three-day event. Walt Goulding was there everyday to display the group's applehead dolls and to demonstrate the carving of the heads. We sincerely thank Phyllis, Walt, the callers and Alexander, Barbara Belanger, Helen Bellor, Margaret Biehler, Esther Clark, Edith Crawford, Ann Doerner, Betty Englert, Vi Gabby, Ardelle Goulding, Joan Korsch, Phyllis Meredith, Shirley Munson, Kay Pollok, Midge Richards, Marietta Rohde, Marion Smith, Lee Straus, Lorriane Beane and Virginia Tomkiewics.

Society History Course

Each fall, the Greece Central Continuing Education curriculum includes a course on local history, which is sponsored by the Historical Society of Greece. This year's six-session course is coordinated by Virginia Tomkiewicz and Lee Straus and is composed of several new topics and speakers. Below is the schedule for the History courses offered:

1. "The History of Greece" - a Historical Society of Greece slide program
2. The Village - Bill Davis
3. The Erie Canal - Donovan Schilling
4. Genealogy and the Tools of Research - Virginia Tomkiewicz, followed by a tour of the Greece History Museum
5. Early Settlements & Settlers of the Genesee River Area & Development of the Port - Bill Davis
6. Early Settlers/Settlements - Art Newcomb, followed by visit to the Newcomb homestead

WANTED!

Strings of old-fashioned Christmas lights - the dreadful kind that goes out when a single light is burned out. Call the museum Curatorial Committee's Marion Smith at 865-2972. Also needed are painters for the baseboards and window frames at the Howe House and carpenters to frame the new downstairs bathroom for the handicapped. To arrange for a convenient time to volunteer, call Art Beane at 225-4041, or Pete Smith at 865-2972.

Attention Florida Snowbirds and Others!

If you will be going to Florida or some other warm climate for an extended stay this winter, Membership Chairperson Luella Philips would appreciate your early payment of dues, which are payable in January. You may use the form at the top of page 5 in this newsletter. The same form may be used by anyone who has not yet paid the 1989 dues or who would like to join as a new member.

Howe II & Riley to Chair Phase II

Phase I of our Major Donor Fund Drive, under the direction of Jerry Alaimo and Charles Lissow, is now concluding, and Gordon Howe II and Don Riley have agreed to co-chair Phase II. Each phase concentrates on the contacts of its chairmen, and we are indeed grateful to these men for their support and outstanding efforts.
Historical Society Hosts Barbecue & Exhibit

We had a great turnout for our chicken buffet at the North Greece Firemen's Field on October 17. A day-long deluge of rain altered plans to barbecue the chicken outside, but four members of the committee baked it in their home ovens instead. Eighty-six people enjoyed its juicy goodness along with a variety of delectable dishes made by Greece's best cooks. A formal business meeting was eliminated so that folks could get home early for the World Series game, only to learn that San Francisco has suffered the second worst earthquake in its history.

But a word about or exhibitors:
Kay Hogan, folk artist, paints on wood mand antique tins items. She and husband Walt hail from old Greece/Charlotte families. Walt's family lived on Latta Road and was originally part of the Larkin family. Kay's family home was on Petten Street. She is cousin of Bob Pignone, who has put in so many hours at the Howe House.

Frank Crawford's interest in model railroading began early in life, prompted by his father, who worked for New York Central. He enjoys researching area railroads and trolleys and builds exact models of many. His touch of realism with the distant sound of a train's whistle really brought back memories.

Art De Matteo is obviously hooked on marbles. The clay ones he displayed date back to Egyptian times. His display for us on the 17th was extensive, but he says that he has 16,000 more at home. Art is also a fine artist.

Welcome New Members:
Cole, M/M Robert (Faye)
146 Frisbee Hill Rd., Hilton, 14468
(392-4206)

Hetzler, Miss Irene M.
338 Sandalwood Dr., 14616
(665-5394)

Thompson, Miss Helen
1404 Long Pond Road, 14626
(227-0439)

Ulrich, Mr. Richard J.
9 Apollo Dr., 14626
(225-9069)

Wallenhorst, M/M Urban (Bernice)
300 Longridge Ave., 14616
(663-8587)

Wooden, Mrs. Wesley J.
2981 Latta Rd., 14612
(225-5079)

Applehead Dolls Create New Interest in Old Pioneer Craft

According to Walt Goulding's extensive research, applehead dolls date back to the Indians, Appalachia, and early New England folk art. He became interested in the craft back in 1986 and involved the nucleus of what is now known as our Tuesday Morning Craft Group in the production of the dolls. To date, approximately forty dolls have been made, ten have been sold or commissioned, and eighteen are presently available for sale. They are priced at $40 each and all proceeds go directly to the Historical Society of Greece.

Walt has demonstrated this pioneer craft and displayed the dolls, each with its own personality and characterization, at two Long Ridge Mall Craft/Charity Bazaars, this fall's Greece Grange Craft Sale, and the Hilton Apple Fest. His invitation to participate in a special day at the Genesee County Museum in Mumford attests to his growing recognition. In all these events, he is a goodwill ambassador for the Historical Society of Greece, talking about its endeavors and creating an interest in local history.

What is involved in the process of creating an applehead doll?

The multiple steps include: paring the apple and carving the features, dipping it in a preservative, and hanging it for some days to air dry. During the drying, Mother Nature produces the wrinkles and distortions of features that give each doll its special uniqueness. Then, the carver refines the face, adds acrylic coloring, cores and fills the apple with a modeling compound, dips it in varnish to air-seal, and positions a wire armature to be covered with a filled body sock. Handmade costumes, hair, eyes, and special props complete the product, which will last indefinitely if kept in a warm, dry place, such as your curio shelf of cabinet.

Jack Pearson, owner of Green Acre Farm Market and a veteran apple grower, has taken an interest in the applehead doll project. He is providing Walt with rare varieties of apples for experiment and is supplying free apples for the group's use. Kay Polok heads the group of 14 crafters who presently carve, costume, and make the tiny accessories. Others who might like to join in the fun should talk to her or Walt for more information.

A Loss

We are saddened by the death a few weeks ago of Gladys Weiland, a longtime member of the Society. Some of us remember the meeting in 1984 at which Gladys and three other Greece "old-timers" (Ruth Janes, Irene Wheeler and Nellie Carter) shared their memories of "Old Days on the Ridge."
MEMBERSHIP

NAME: ________________________________

ADDRESS: ____________________________ STATE: ________

CITY: _______________________________ ZIP CODE: ________

PHONE: ______________________________

☐ I would like to renew my membership. Check is enclosed in amount of $_____
   ($5 Individual, $10 Family, $25 Contributing, $50 Bus./Prof./Inst., $75 Patron)

☐ I would like to join as a new member. Please send application.

Mail this form to:
Luella Phillips, 186 Baird Street, Rochester, NY 14621

PROGRAM SUGGESTIONS

The Board of Directors would like your program suggestions for our 1990 monthly
meetings (the third Tuesday of each month). Please list your ideas below and give them
to President Smith at the March meeting or mail them to:
The Board of Directors, Historical Society of Greece, P.O. Box 16249, Rochester,
NY 14616

GENERAL TOPICS

SPECIFIC SPEAKERS/PROGRAMS

Name, Topic, Phone

OTHER COMMENTS/SUGGESTIONS:

If you need additional space, please attach a separate sheet. Thank you for your input!

NAME (Optional, but perhaps needed)
GRAPHIC STANDARDS HYPERCARD STACK

150
The business card is intended as the official representation of the Historical Society of Greece. The business card is the prime opportunity to present the identity symbol and signature and at the same time achieve important communication goals for the Society. All cards produced should conform to the size and placement standards established on page 4.6 of the Guide. The cards should be the standard size of 3 1/2 x 2 inches and should be laid-out in the vertical format shown at the left.
The new identity symbol of the Historical Society of Greece evolved from the research and development surrounding the formation and early history of the Town of Greece. Its design combines important literal and suggestive visual cues and evolves from the architectural elements of the Howe House Museum. The graphic element of the arch is reference to the interior of the house as well as the purpose behind the naming of the Town of Greece. The identity symbol will be recognized by the Town of Greece community and surrounding areas as the graphic representation of the Historical Society for years to come.

COLOR STANDARD

The application of a color standard for the identity symbol is very important for the unified and consistent appearance of the symbol. The color of Forest Green was chosen for the primary color standard of the symbol for literal as well as symbolic meaning and works well as a suggestion to the Town farming history as well as the color of the trimming on the Howe House. The Pantone Matching System color of 343 should be used when specifying color to a printer. The symbol should be specified to printed in this color exclusively. The secondary color standard of PMS-348 should be used only in the circumstances that the primary color standard of Forest Green is not available at the time of printing.
The organizational signature for the Historical Society of Greece will be presented in the typeface Time Bold from the Times type family. This classic, yet common face lends itself well to the historical essence of the Society. The typeface should be horizontally scaled or condensed 90%. The signature will always appear flush left, ragged right, and will be stacked on three lines as shown to the left. The leading, or space between the lines will always be 3 points, regardless of the text size. The size of the signature should appear to be approximately 50% of the height of the identity symbol. The color standard for the signature should be process black.

The signature will usually be presented along with the identity symbol to assure immediate recognition of the Historical Society of Greece to the community. The primary method of display is in the vertical format shown in (A). The alternative method of display, the horizontal format, is shown in (B).
Guidelines for the reproduction of the identity symbol should be followed carefully as to ensure that the symbol is correctly and consistently reproduced and presented. Please follow the application guidelines in the succeeding sections for reproduction guidelines within different types of formats and applications. The identity symbol should never reproduced smaller than 1/2 inch. This is the minimum size at which the symbol will still retain its visual clarity and quality. The symbol should be reproduced in either black, the primary color standard of Forest Green, PMS-343 or under special circumstances, the secondary color of PMS 348.

INTRODUCTION

The purpose and use of this guide is to provide a set of graphic standards for all the printed communications media produced by the Historical Society of Greece. In today's world of endless information and printed media, it is very important that a non-profit organization, such as the Historical Society, be acknowledged as an asset to the community of Greece. Careful use of this program Guide and implementation of these standards will enable the Society to produce consistent and visually attractive graphics and communications. This Guide was produced as part of the Graduate Thesis Project of Michelle De Meyer, a Master of Fine Arts Candidate in Graphic Design, at the Rochester Institute of Technology, 1989-1990.
The primary typeface to be used for the signature and accompanying information will be the type family of Times or Times Roman. The typefaces have been horizontally scaled 90%. The secondary typeface standard to be used when Times or Times Bold are not available is of the Goudy Type family. Goudy Bold will be used for the signature and Goudy Regular for the address and accompanying words. This face should also be scaled 90%.

This Historical Society of Greece Graphic Standards Guide was produced on the Macintosh IIcx computer using the application HyperCard. The identity symbol and accompanying organizational signature were originally produced in Aldus Freehand software and were imported into this application.

For Further information or correspondence, please contact:

Michelle De Meyer Graphic Design
2100 Maiden Lane
Rochester, New York 14626
716.225.0242
The layout of the stationery will follow the format established by the grid shown on the preceeding card. An example of the grid and its exact measurements is included in Technical Supplement section of the Guide. Shown at the left is the letterhead with the identity symbol, signature, address, and tag line placed in the proper areas on the 8 1/2 x 11 inch page. Please refer to page 4.5 of the accompanying Guide for exact size and placement locations.

PRESENTATION OF GRID

The use of a grid will aid the Historical Society of Greece significantly with the way that all communications print media is designed and layed-out. It serves as an invisible organizational tool for determining structure and formats. It provides a disiplined and consistent look while increasing production efficiency and maintaining a unified system. The three column grid corresponds to points as well as inches. It will be used to organize and place text, headings, pictures, and any other element which is applied to the printed page. Please refer to the Technical Supplement section of the accompanying Guide for an example of the grid to be used and exact measurements.
Another important component of the stationery system of the Society is the envelope. Shown below is an example of the envelope with the placement of the elements. Please refer to page 4.7 of the Guide for exact sizes and placement locations of the identity symbol, signature, address, and tag line.

The design of the invitation of the Historical Society of Greece shown follow the format shown at the left. The identity symbol and signature should be displayed in the vertical format explained previously in this guide. Text for the invitation should be presented on the top right side of the format, under the rule, set in Times and flush left, rag right. Please refer to the accompanying Guide for exact sizes and placement locations.
The drop-in advertisement shown at the left is an ideal way for the Society to gain public relations benefits for newspapers or other local publications. The format can be reproduced and sized according to the measurements of the standards of the publication it will be featured in. Please refer to the accompanying Guide for exact size and location standards.

HISTORICAL MARKERS

Shown at the left is an example of a historical marker to be utilized by the Historical Society of Greece for the purpose of marking historical homes and buildings within the Town of Greece. The identity symbol and signature should be presented in the vertical format with the signature below the identity symbol. Information concerning the historical site should be displayed to the right of the graphics and should be set in preferably the Times type family.
The Society will utilize the format shown at the below left for interior signage within the Howe House Museum. The identity symbol will be placed on the left of the sign. The signature will not be displayed on the sign. Room name and number will be presented below the rule, on the top right side of the sign. If color is an option in the production of the sign, the color standard of PMS-343 should be followed. Interior signage should be displayed to the right of the designated room, at eye level.

At the left is shown an example of how the exterior signage should appear for the Historical Society of Greece. The identity symbol and signature should appear in the horizontal format with the symbol to the left of the signature. The identity symbol should also appear, if color is applied, in the color standard of PMS-343 or as close to this color as possible. The sign may be constructed in fiberglass, aluminum, or any other cost-effective, yet attractive material.
The Historical Society of Greece Graphic Standards Guide was produced using the software application, HyperCard. The identity symbol and signature of the Historical Society should not be reproduced except with permission from the organization.

For further information, please contact:

Michelle De Meyer
2100 Maiden Lane
Rochester, New York 14626
716.225.0242

INTRODUCTION
Purpose & Use of Guide

PRESENTATION OF IDENTIY SYMBOL
Identity Symbol
Color Standard
Reproduction Guidelines

PRESENTATION OF SIGNATURE
Organizational Signature
Signature/Identity Symbol
Primary Typeface Standard

APPLICATIONS
Presentation of Grid
Stationery•Letterhead
Stationery•Business Card
Stationery•Envelope
Invitation
Drop-in Advertisement
Historical Markers
Interior Signage
Exterior Signage
BIBLIOGRAPHY


