

Client:
VAWOR

Project:
Identity Design

Stage:
Research Presentation



Center for Genome Engineering

Contents:

Competitive Landscape

Northwest Genome
Cellectis
Sangama
Nat'l Human Genome
Finnzymes
Embo
PlasmidFactory
Biogemma
Zinc Finger Consortium
Synthetic Biology
J. Craig Venter

Inspiration

Clear Science
Photoresearchers
Logos
Websites
Color Palettes
Typefaces
Other Findings

Design Objectives

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Outreaching Hands



Inspiration

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Outreaching Hands

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890**

Akzidenz Grotesque BQ

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Outreaching Hands



Wordmark

Outreaching Hands

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violence against women online resources



PROBLEMS ASSOCIATED WITH CHILDREN'S WITNESSING OF DOMESTIC VIOLENCE

This document discusses children's problems associated with witnessing violence and the factors that influence the degree of those problems. The author also offers a critique of the research methods used to study child witnessing of violence and explores the policy implications of the data on this issue. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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Problems Associated with Children Witnessing

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DOCUMENT LIBRARY

Criminal Justice
Law Enforcement
Advocacy

Domestic Violence
Sexual Assault
Stalking
Human Trafficking

ABOUT VAWOR

This web site is supported by grant number 2004-WT-AX-K075 awarded by the Office on Violence Against Women, U.S. Department of Justice. Points of view in this document are those of the authors and do not necessarily represent the official position or policies of the U.S. Department of Justice.

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Spreading the Hope



Inspiration

Spreading the Hope

ABCDEF GHIJKLM
NOPQR STUVWXYZ
abcdefghijklmnop
nopqrst uvwxyz
1234567890

Brighton T

Client:
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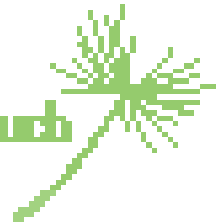
Stage:
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Spreading the Hope

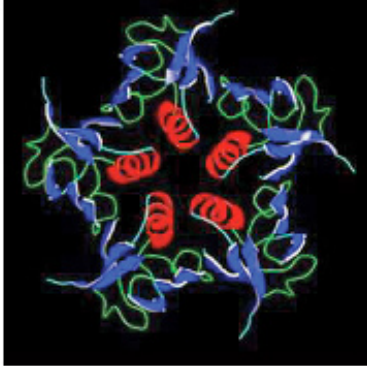


Logos showing change

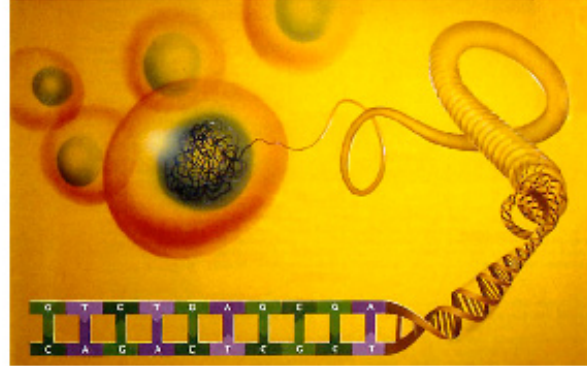
Inspiration Logo: Myspace showing repetition of similar figure, but change within one of the figures (tilt) to show individuality among a group.

Changing Tate logo appears differently in different contexts. Shows change through varying logo treatments.

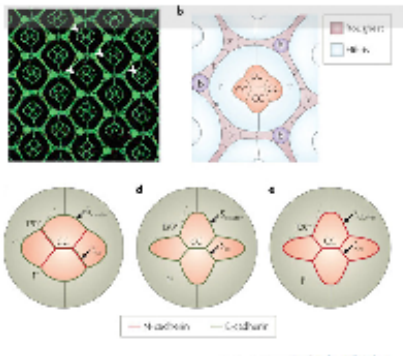
Inspiration



Pattern within a shape



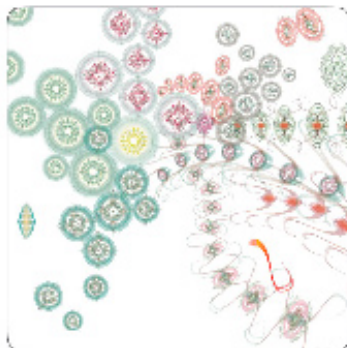
Color and style inspiration



Using scientific elements as pattern



Contrasting change: similar shapes with differences in an abstract way



Interconnectedness, structure, change from geometric to organic



Infinite variations, interesting metaphor

Inspiration

Images of inspiration
Circles showing change
Scientific images

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Design Objectives

Accommodate funders

The logo system has to be flexible and adaptable so the names of the funders can change and work within the logo. It must have the ability to change while maintaining the same visual identity.

Versatile

The logo must reduce successfully while maintaining legibility and recognition. It has to work in a range of media including, print, web, and other electronic sources.

Communicates Purpose

The logo should show the Center's involvement with genes and the changing of genes/ genome engineering (mutation, rearrangement and sequence duplication). It should also communicate to a scientific audience. Important aspects: establishment, development and dissemination of tools.

Discussion

Center Desired Messages/ Priority:

CHANGE
Sequential (linear, transitional)
Abrupt (contrasting, overt)

TRANSPOSITION
Mutation
Rearrangement
Sequence Duplication

ESTABLISH
DEVELOP
DISSEMINATE
Audiences?

Audience Priority:

Scientists (basic & clinical?)
Researchers
Public

Center Desired Image:

Cutting edge
Established
Conservative

Center Desired Purpose/ Priority:

Educate
Discover
Implement
Research

Expertise?:

Transposition—everything?
Others are specific—cancer, children, etc.
Other?