

Logo Information and usage

Revision 0108:

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Designer:

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Background

A new version of the SCOA logo was developed in late 2007, with direction from the SCOA Communications Committee and Board. Articulate Eye Design, as recommended by past president Jeanette Dean, was ultimately contracted to develop the logo. Articulate Eye was paid a nominal sum for logo development (approximately 50 per cent of the going market rate) and donated significant hours. After a series of revisions, a new logo was ultimately approved by the board and committee.

Significance

The new logo is an update of the “crane” and “circle” concepts used in the previous logo, the crane signifying longevity and the circle making reference to the circle of life. The new logo better highlights these concepts.

As well, the new logo presents a simplified, animated look. The idea is to present a spirited crane tracing a circle (the circle of life) in flight. Note that the crane is on the ascent, which highlights the fact that aging represents the launch of a new period in life, rather than a decline.

This logo uses a run-on effect with no spacing between words. Shading/colour effects serve to differentiate and highlight the words for readability. The acronym SCOA is also highlighted.

Usage

The main logo folder includes three subfolders: 1) General use logos – Includes jpg and tif versions of the SCOA logo in colour, black and white and grayscale, 2) Usage samples – PDF files for letterhead, and a sample business card and 3) Logo files for commercial printers – Adobe Illustrator vector files for use by commercial printers/designers.

** For most instances, use the logo files in subfolder 1 (General use logos).

1. Black and white documents (except fax documents) – Use SCOAlogogray.tif or SCOAlogoblack.tif
2. Fax documents – Use only SCOAlogoblack.tif
3. Web use – SCOAlogoSmall.jpg
4. Colour documents printed inhouse – SCOAlogoRGB.tif or SCOAlogoCMYK.tif

Placement

Print: In most documents (except for Coming of Age) the SCOA logo should appear in the top left corner. The logo should never be less than one inch in total width. For Coming of Age, the logo is integrated into the publication’s masthead.

Web: