



## Frequently Asked Questions About Our New Logo

### **Does the new logo have any special meaning?**

The core concept for the logo was generated at a series of community “charrettes” (collaborative working sessions). The theme of “inspiration” arose again and again during these sessions as participants talked about how the programs and services they received through TLC impacted their lives, helped them gain a brighter future, and inspired them. These discussions led the design team to explore how to capture the essence of inspiration – and if possible the ASL sign for inspiration – in a graphic symbol.

The final logo is an abstract representation of the sign for “inspiration”. It also invokes the sign for “hands waving/deaf applause”, “Ghosts on Fire” (a nod to Marie Philip School sports teams), butterflies (a symbol of the deaf community), and books (a gateway to the English language and a representation of our commitment to bilingual/bicultural education). See the chart below for more information on the different meanings the committee identified in the logo.

### **What was the process and who was involved?**

Over the past three years, TLC has invested in a major marketing and rebranding effort. This has led to clearer messages about who we are and what we do, changes to some of our program names, and now to a new visual identity system. The visual identity system will be built around the new logo and will include campus signage, stationery, brochures, the website, advertising, and other print and electronic collateral to support all of the programs and services under the umbrella of The Learning Center for the Deaf.

An internal Marketing Committee was established and provided guidance throughout the process. The names of the committee members are listed below. The committee relied on the expertise of Hershey Cause Communication and Michele Levy, brand strategy consultants, who facilitated the work and helped us collect and review feedback from the TLC community.

The Marketing Committee worked with a design team on the development of the logo. The team included Michele Levy, Betsy Blazar of blazar design studio as our lead

designer and Scott Carollo, a graphic design professor at Gallaudet University, as a consultant and subject matter expert. The design team reviewed 20-25 concepts before narrowing it down to “inspiration” and then they reviewed 20-25 variations of that concept before the final logo was selected.

### **Why did you choose green and blue?**

Previously, the organizational colors were navy blue and gray. We wanted to keep navy blue as the primary color for the organizational logo but add a new accent color that was more vibrant and captured the energy and beauty of our community. The green was chosen as a color that works well visually with the logo and because it represents our beautiful campus and represents the growth our students and families experience during their time here.

### **Does the new logo replace or change the mascot/colors for Marie Philip School?**

The Marie Philip School (MPS) colors and mascot will remain the same – the Galloping Ghosts depicted in royal blue, black, gray, and white.

Navy blue and green will represent the entire organization and were selected to work well with the school colors as part of the full palette of colors that will be part of our visual identity system.

### **What about Walden School? Do they have a mascot?**

Not yet, but they will soon! The Walden School leadership team will begin working with the Institutional Advancement Office on a process to help the students and staff in the Walden School program develop a mascot and colors that will support their work and reinforce their identity as one of our key programs. Our goal is to unveil their mascot sometime during the 2016-2017 school year.