

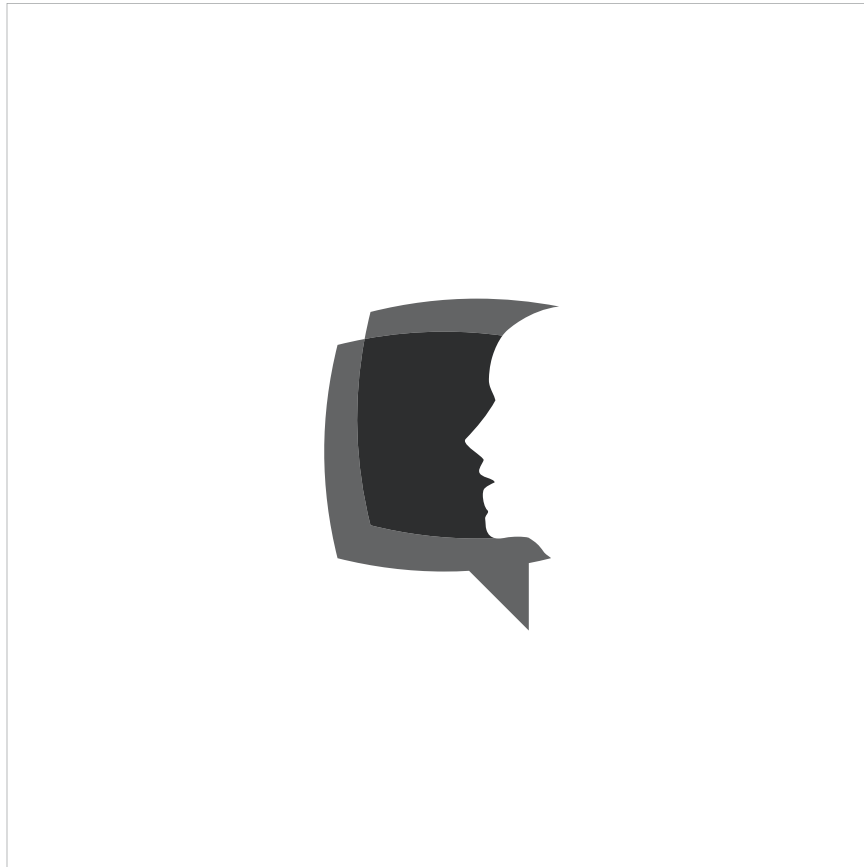


Original Design

Designed to embody Livingston's tagline: Public Media's People. The overlapping, semi-transparent, rounded rectangles represent the blend of both television and radio. The point coming off of the bottom of the mark mimics a speech bubble. The knocked-out silhouette of a person's head represents the core of what Livingston provides - qualified candidates.

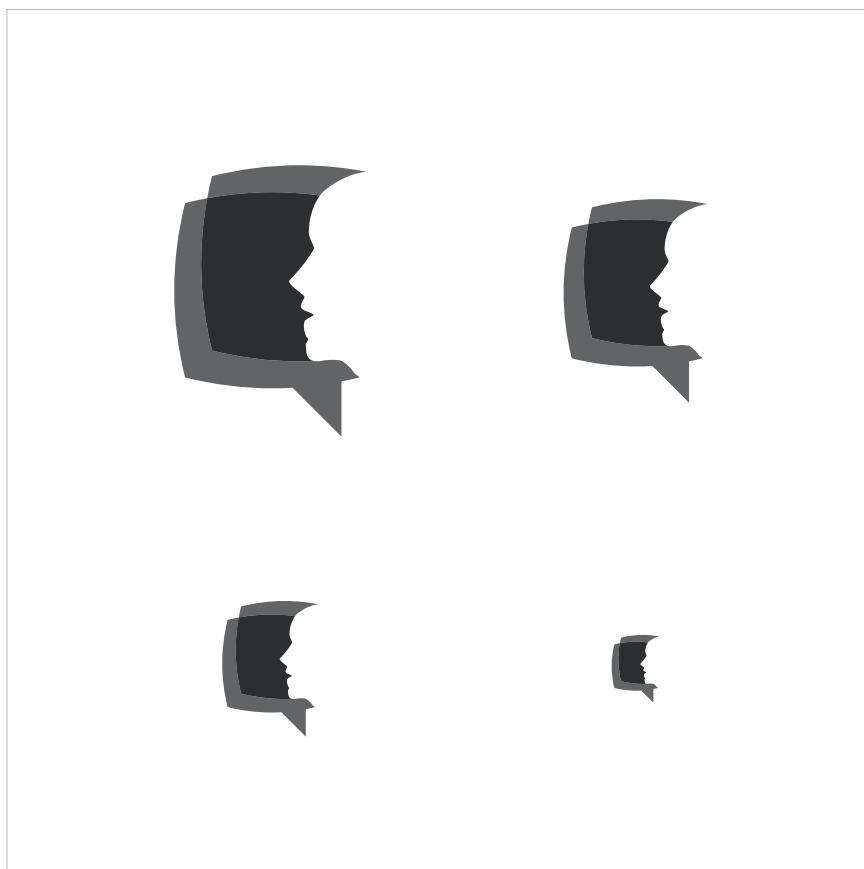
Type & Mark

The type (Frutiger) was specifically selected for its linear simplicity. Because the mark is curvy and dimensional, the Frutiger type face offers a stark contrast. This technique gives the reader's eye enough to generate and hold interest while cleanly, boldly and refreshingly presenting the company name. The silhouette of the face is very soft and subtle, leaving its gender questionable and allowing the type to take precedence.



Logo Mark Refinements

Based on discussions regarding the silhouette's profile, the mark above has been refined to make the facial features of the silhouette more prominent. The speech bubbles have been darkened by 50% to increase contrast and separate them from the silhouette and the background. This increase in contrast diminishes the depth in the mark the original version depicted. The nose has been rendered to create more definition as has the mouth and chin.



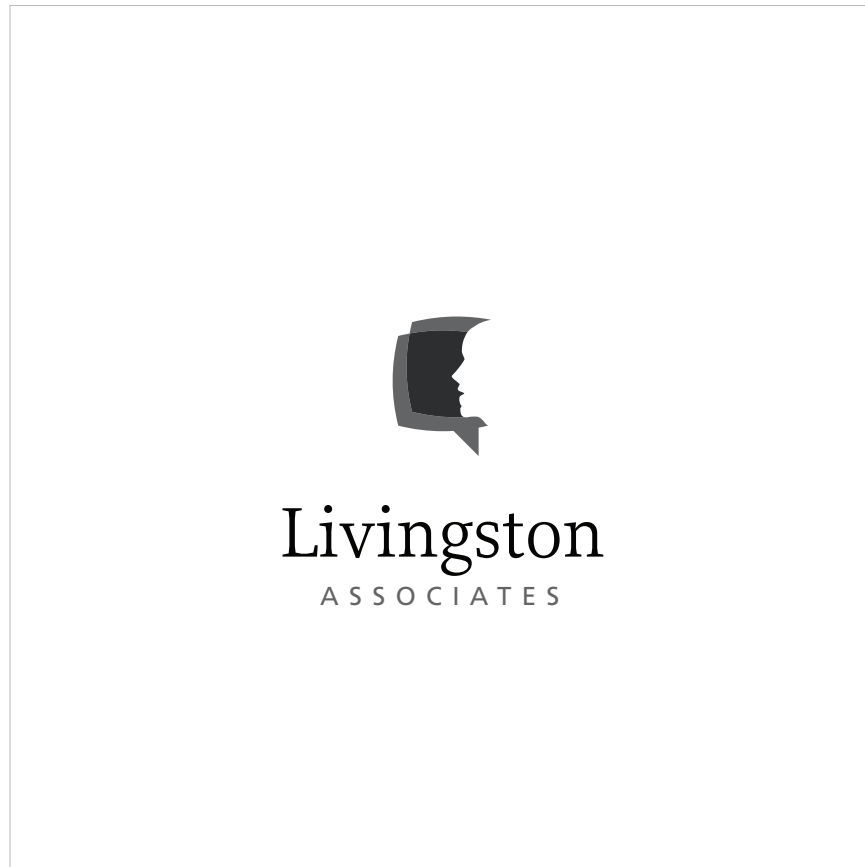
Logo Mark, Various Scales

Top left:	1" wide
Top right:	3/4" wide
Bottom left:	1/2" wide
Bottom right:	1/4" wide



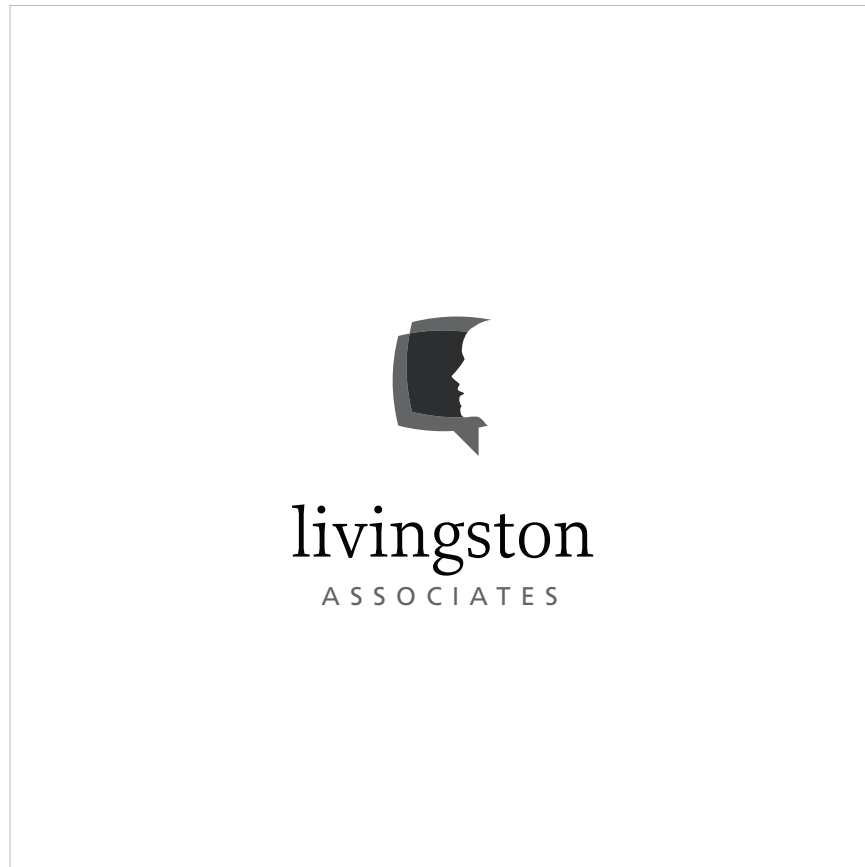
Refined logo mark with original type

To provide a comparison, we placed the refined mark with the original type. The increased contrast, along with a more defined silhouette, bring a solidity and balance to the identity as a whole.



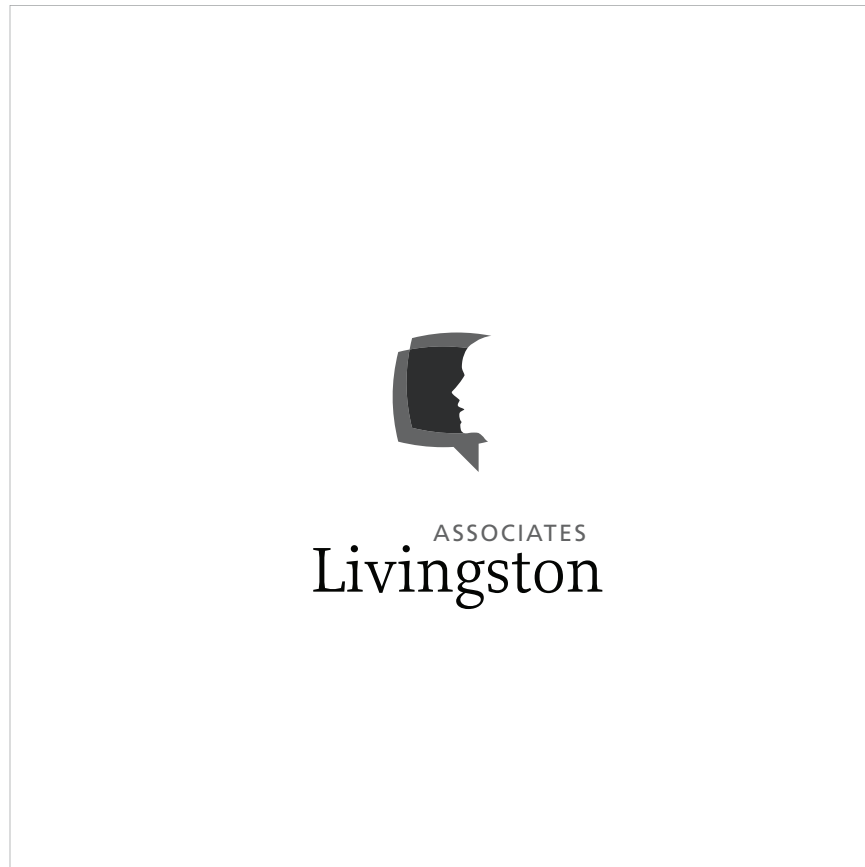
Refined mark with type variation A

This type variation combines the use of serif and sans-serif typefaces. The serif typeface conveys a strong, confident tone, while the sans-serif works to maintain a modern, clean look for the identity. The variation in typefaces also helps to create contrast between the two words, assigning more weight to “Livingston.”



Refined mark with type variation B

Slightly different than type variation A, the word “livingston” uses a lower-case “l” to lessen the seriousness of the identity. The serif typeface conveys a strong, confident tone, while the sans-serif works to maintain a modern, clean look for the identity. The variation in typefaces also helps to create contrast between the two words, assigning more weight to “Livingston.”



Refined mark with type variation C

This variation also uses a mix of of serif and sans-serif typefaces. Scale and positioning of the two words creates great eye movement from mark to “Livingston” to “associates” and back to mark. The downward pointing speech bubble, along with the placement, size, and shade of “associates” causes the reader to view “Livingston” first and guides the eye through the remainder of the logo.