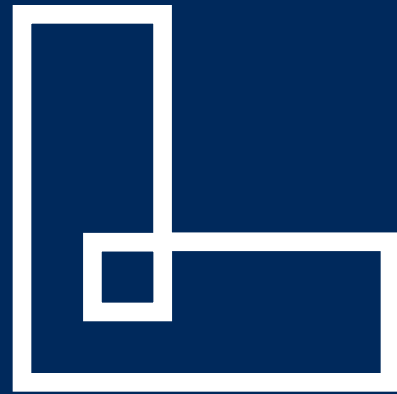


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BACKGROUND

Two prevailing directions emerged from discussions, site visits, and research:

- **Binary**
- **Overlap**

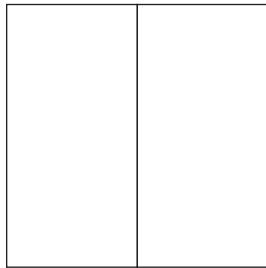
Binary is a 'base of two' notion, like two sides to the same coin or a toggle switch with on/off positions. In the case of United Lutheran Seminary, some of the binary relationships included: rural/urban, past/future, heaven/earth, war/peace, etc.

Overlap is the premise of 'occupying the same area' or 'having something in common.' Overlapping was believed to be present in: theological/ecumenical, pastor/congregation, self/others, etc.

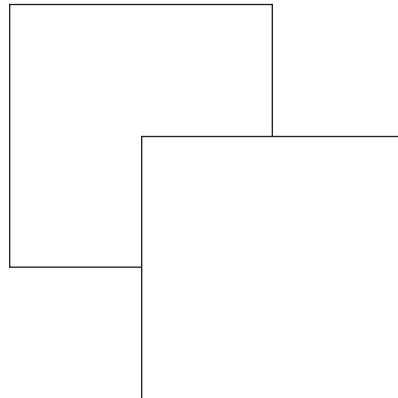
PART I

A parti diagram is the simplest visual expression of something. In the cases of Binary and Overlap as concepts, the following parti diagrams were reviewed:

Binary



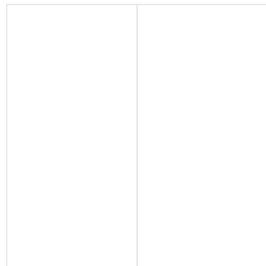
Overlap



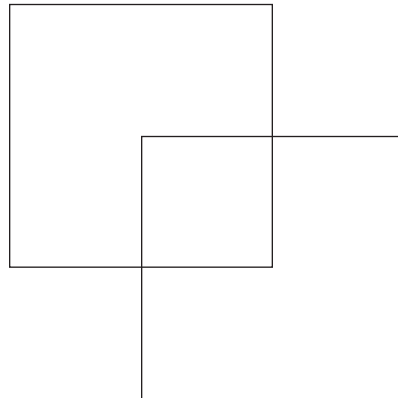
INTERSECTION

The concept of 'overlap' evolved to be better approached as one of 'intersection' - United Lutheran Seminary was embarking on a new path whereby the intersection of Gettysburg and Philadelphia would become the most beneficial sense of the newly-formed entity.

Binary



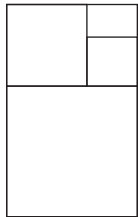
Intersection



GOLDEN RECTANGLE

The parti was adjusted to reflect the shape of a golden rectangle - a mathematical proportion that is found the world over in both organic and constructed forms. The golden ratio (Fibonacci sequence) can be seen in natural forms like pine cones, sunflowers, etc. and in architecture as early as that from Vitruvius.

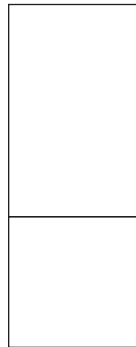
Golden Ratio



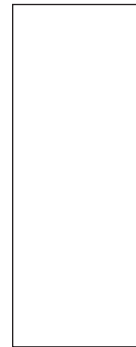
Golden Rectangle



w/Square



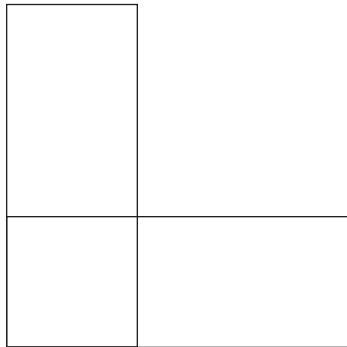
Working Shape



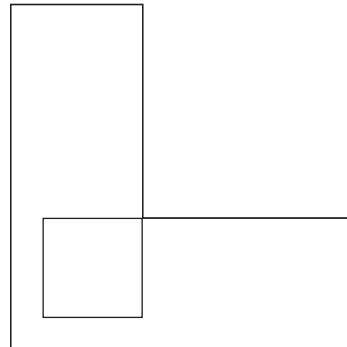
INTERSECTION

Two rectangles (one each for Gettysburg and Philadelphia) were composed at a right angle and the intersecting shapes created a stylized 'L' form which is reflective of 'Lutheran.' The intersection area became the focal point as it was pulled away from the edges; the final form includes a square form that can become an active element that finds new positions around the 'L.'

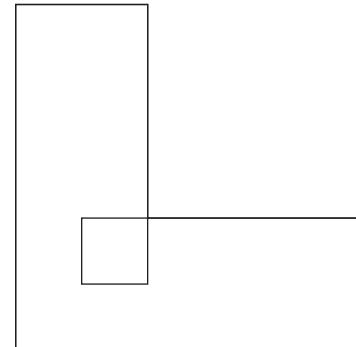
Gettysburg + Philadelphia



Focus on Intersection

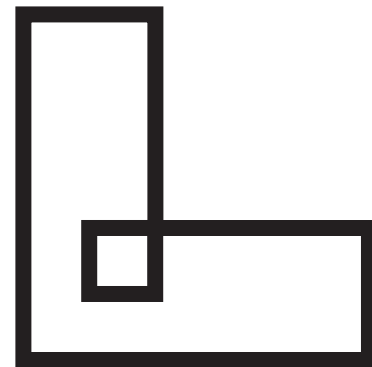


Final Form of 'L'



PRESENCE

The outlined form had its visual weight increased to provide an ability for the mark to have more presence when viewed as a standalone icon; the thicker lines also provide better visibility when the mark is reduced in size.



COLOR PALETTE



TYPOGRAPHY

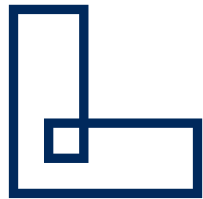
Typography selection was driven primarily by the geometric forms found in the architecture at both campuses. A sans serif font, Objektiv, was chosen first due to the proliferation of screen-based media; sans serif fonts are typically more conducive to viewing on screens than serif fonts.

A companion serif font, Galaxie Copernicus, has been paired with Objektiv to provide greater range of expression.

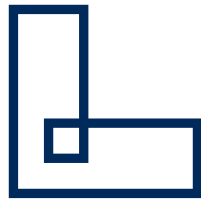
Objektiv

Galaxie Copernicus

LOGOS

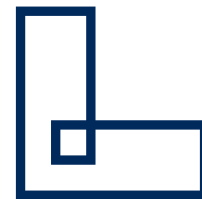


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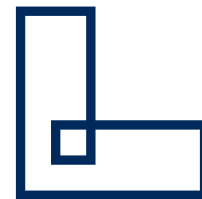


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LOGOS

