

THE ATHENÆUM ARCHITECTURAL ELEMENTS



THE ATHENÆUM'S THREE MAIN ASPECTS

- History (Renovate/Restore)
- Community (Concept of community – serving/being part of the community)
- Civil Society (Promoting a civil society)

AN ASSUMPTION ABOUT CIVIL SOCIETY

- Difficult to represent visually
- Understood that Athenaeum events support a Civil Society

ALSO...

- The three aspects overlap to some degree. What is a historic building with no community or how can a civil society exist without a community, for example? Civil Society/Community while not a physical part of the building, certainly “take place” within the building and are a large aspect of The Athenæum’s “history.”

SUGGESTION

- Civil Society is “understood/suggested” by tagline and actual Athenæum events
- Promote “Facility” as a third aspect

ABOUT “FACILITY”

- Not just the Building, but Building, Location & most importantly, a *Sense of Place*

SENSE OF PLACE

- *Question:* What is the one common, unifying attribute that Athenæum wishes to promote? *Answer:* The idea of people coming together at The Athenæum for shared purpose.
- All events require a “gathering” or “community”
- “Sense Of Place” should be our brand’s driving message

LOGO DEVELOPMENT – 3 ELEMENTS

- **Symbol** (the art part – the strongest element)
- **Name** (The Athenæum)
- **Tagline** (may or may not appear with logo, but will be helpful if it does)

REPRESENTING THE THREE ASPECTS

- One or two aspects can be represented in the “symbol”
- Tagline, type font and arrangement can be used to support additional aspects
- We believe that “Facility/Sense of Place” should be given priority and more emphasis, although several logos shown here represent it equally or less than the other two aspects
- Our logos represent the three aspects in multiple ways and to varying degrees

TAGLINE PURPOSE

- Should help reflect our three areas (History, Community, Civil Society) in instances where the logo “symbol” or type does not – taglines may or may not be exchangeable with logos
- Strongly support our Facility/Sense of Place theme
- Should give us a memorable phrase to build our brand upon

A SIGNATURE LINE?

- It’s possible that a signature line could be used to broaden and support our brand – used in addition to the tagline or in more “advertising” situations (ad sign off etc.)
- Two issues
 - Confusion of when and where to use it
 - How realistic is it that The Athenæum would budget money for an ad campaign, for example?

TAGLINE SUGGESTIONS

Meet Me at The A

- Covers our one common, unifying attribute – that is, people coming together for a shared purpose
- Supports our “sense of place” approach
- Gives a more casual, human, approachable feel to the Athenæum
- Also solves confusion/difficulty of the Athenæum name and pronunciation

A Place With Purpose

- Covers our one common, unifying attribute – that is, people coming together for a shared purpose
- Supports our “sense of place” approach
- Could be supported by “Meet Me at the A” as a signature line

Conversation, Culture, Celebration (A Place For)

- Covers the areas of what will take place at The Athenæum
- Has advantage of “the three C’s” which helps with tagline recognition/retention

A+Place to Meet

- Covers the areas of what will take place at The Athenæum
- Should be an “umbrella” tagline with” A+Entertainment, A+Business, etc. used where appropriate
- Supports our “sense of place” approach
- Has triple meaning in
 - 1) A+ with “A” referring to The Athenæum
 - 2) A+ meaning “good grade/quality”
 - 3) A+ meaning “in addition to” (i.e. The Athenæum “plus” Business, etc.)
- Could be supported by “Meet Me at the A” as a signature line

A is for... (Meeting)

- Covers our one common, unifying attribute – that is, people coming together for a shared purpose
- A play off of the “A is for Apple” etc. phrase
- Should be used as an “umbrella” tagline with” A is for Business, A is for Learning, etc. where appropriate
- Supports our “sense of place” approach
- Supports the concept of “The A” and should be supported by “Meet Me at the A” as a signature line

A Place for Meeting

- Covers our one common, unifying attribute – that is, people coming together for a shared purpose
- Should be an “umbrella” tagline with” A Place for Entertainment, A Place for Business etc. used where appropriate
- Supports our “sense of place” approach
- Subtly supports the concept of “The A” and should be supported by “Meet Me at the A” as a signature line