



A T H E N Æ U M

*Meet Me at The A*

- 1. History:
  - Type font
  - Arrangement (classic, conservative)
- 2. Community:
  - Tagline (Meet Me)
- 3. Facility:
  - Symbol ("The A")



THE  
ATHENÆUM  
A PLACE TO MEET

- 1. History:
  - Type font
  - Arrangement (classic, conservative)
- 2. Community:
  - Symbol (people meeting – circular shape suggests a group/friendly exchange etc.)
  - Tagline (...to meet)
- 3. Facility:
  - Tagline (A place...)



A T H E N Æ U M

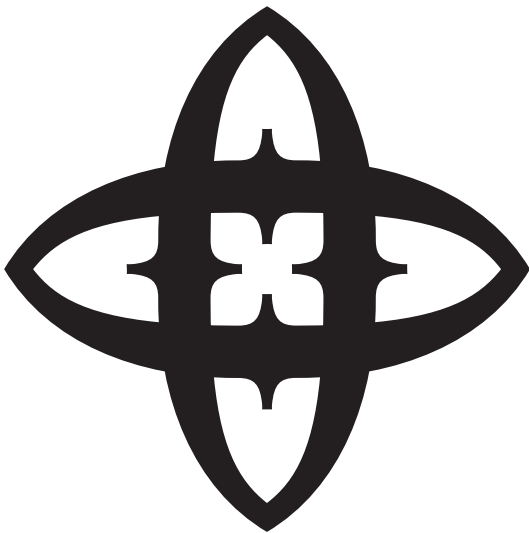
*a place for*

CONVERSATION • CULTURE • CELEBRATION

- 1. History:
  - Symbol - Unique Architectural element
  - Type font
  - Arrangement (classic, conservative)
- 2. Community:
  - Tagline (...Conversation, Culture, Celebration)
- 3. Facility:
  - Tagline (A place for...)



- 1. History:
  - Symbol - Unique Architectural element (Greek Goddess Athena - Goddess of wisdom, the arts among other things)
  - Type font
  - Arrangement (classic, conservative)
- 2. Community:
  - Tagline (Meet Me...)
- 3. Facility:
  - Tagline (...The A)



A T H E N Æ U M



A M E E T I N G P L A C E W I T H P U R P O S E

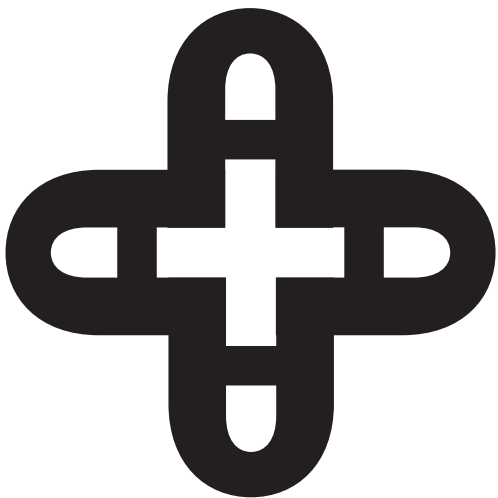
- 1. History:
  - Type font
  - Arrangement (classic, conservative)
- 2. Community:
  - Symbol (merging A's)
  - Tagline (Meeting...with Purpose)
- 3. Facility:
  - Symbol (A's)
  - Tagline (...Place...)



THE  
ATHENÆUM  
*A is for Meeting*

- 1. History:
  - Type font
  - Arrangement (classic, conservative)
- 2. Community:
  - Symbol (“meeting” A’s)
  - Tagline (...is for Meeting/Learning/Business etc.)
- 3. Facility:
  - Symbol (A’s)
  - Tagline (“A” is for...)

*(A is for Entertainment, A is for Business, A is for Learning etc.)*



A T H E N Æ U M

A + P L A C E   T O   M E E T

1. History:
- Type font

• Arrangement (classic, conservative)
2. Community:
- Symbol ("Meeting" A's)

• Tagline (... "plus/+" Meeting/Learning/Business etc.)
3. Facility:
- Symbol (meeting A's)

• Tagline ("A" plus/....)

*(A+Business, A+Entertainment, A+Learning etc)*



ATHENÆUM

*Meet Me at the A*

- 1. History:
  - Type font
  - Arrangement (classic, conservative)
- 2. Community:
  - Symbol (people meeting)
  - Tagline (Meet Me...)
- 3. Facility:
  - Symbol (A)
  - Tagline (...The A)





THE  
ATHENÆUM  
A PLACE TO MEET

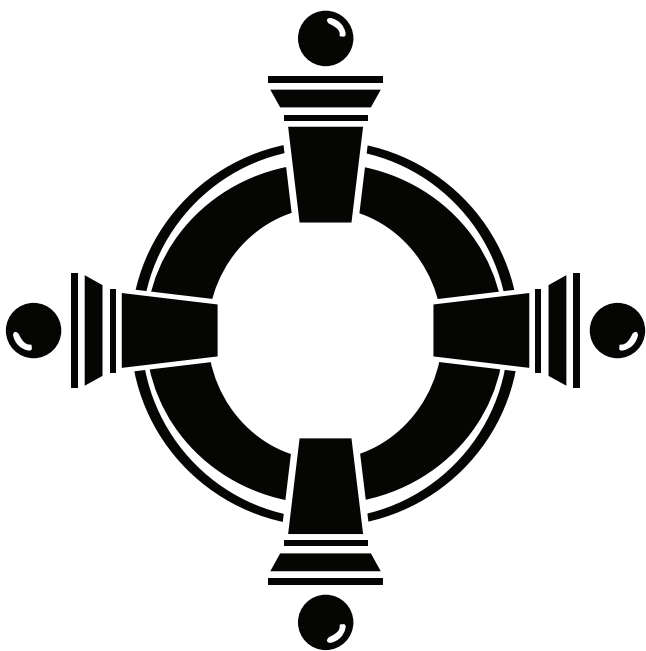
- 1. History:
  - Type font
  - Arrangement (classic, conservative)
- 2. Community:
  - Symbol (people meeting)
  - Tagline (...to Meet)
- 3. Facility:
  - Symbol (implied A)
  - Tagline ("A" place to...)



ATHENÆUM

*Meet Me at The A*

- 1. History:
  - Type font
  - Arrangement (classic, conservative)
- 2. Community:
  - Symbol (people meeting – the idea that people are necessary to “complete” the A – a vital part of The Athenæum)
  - Tagline (Meet Me...)
- 3. Facility:
  - Symbol (A)
  - Tagline (... “The A”)



A T H E N Æ U M



A P L A C E W I T H P U R P O S E

- I. History:
- Symbol - Unique Architectural element (window & keystone)

• Type font

• Arrangement (classic, conservative)
2. Community:
- Symbol (implied human figures - people)

• Tagline (...with purpose)
3. Facility:
- Tagline ("A" Place...)



A T H E N Æ U M

*Meet Me at The A*

1. History:
- Symbol - Unique Architectural element (horizontal lines from the exterior of The Athenæum)

• Type font

• Arrangement (classic, conservative)
2. Community:
- Tagline (Meet Me...)
3. Facility:
- Symbol (implied letter "A")

• Tagline (...at "The A")



- 1. History:
  - Symbol - Unique Architectural element (horizontal lines from the exterior of The Athenæum)
  - Type font in symbol (reflects decorative elegance of building)
  - Arrangement (classic, conservative - slightly art deco)
- 2. Community:
  - Tagline (Meet Me...)
- 3. Facility:
  - Symbol (letter "A")
  - Tagline (...at "The A")



- 1. History:
  - Symbol - Unique Architectural element (horizontal lines from the exterior of The Athenæum)
  - Type font
  - Arrangement (classic, conservative)
- 2. Community:
  - Tagline (...for Meeting)
- 3. Facility:
  - Symbol (letter "A")
  - Tagline (...at "A Place")

*(A place for Entertainment, A place for Business, A place for Learning etc.)*