

Visual Identity Project (VIP)

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Last year, the Board agreed that the time had come to revisit the ISCC's image with a new visual identity. This includes not only a new logo, but its overall graphic presence on the website and social media (LinkedIn, Instagram, Facebook). Such an undertaking requires revisiting an organization's mission and goals, so the Visual Identity Project (VIP) team conducted a systematic review of the ISCC brand and articulated a "brand statement" that was approved by the Board (below).

ISCC BRANDING STATEMENT

VALUES

- State-of-the-art research
- Practical application of research
- Cross-pollination
 - S.T.E.A.M.*
 - Collaboration
 - Networking
- Rigorous education standards
 - Grounded in Color Science

*Science | Technology | Engineering | Arts | Math

MOTIVATION



IMAGE / PERSONALITY

Traditional	—■—	Contemporary
Elite	—■—	Approachable
Established	—■—	Youthful
Authoritative	—■—	Friendly

Based on a survey that showed that our membership is strongly skewed toward people ages 50+, one of the goals articulated in the brand statement is to draw in younger members who will ultimately be the ones to shepherd the organization into the future. In keeping with ISCC's commitment to involve students, we decided to host a design competition to generate ideas for a new graphic identifier logo, color palette, font etc., and also to introduce the ISCC to a younger generation and their academic institutions.

The design brief, which included the brand statement, was disseminated via Cumulus, an online design platform. Professors at five universities, located in Indonesia, Peru, Mexico, France and Chile, chose to include it as a Fall semester project. A total of 197 students, working independently or in teams, submitted 87 projects by the December 12 deadline. Our team selected the best designs and forwarded them to a panel of judges, featuring our own Renzo Shamey and Jodi Baker, as well as design professionals Elio Carmi, Marianne Rosner Klimchuck and Antonella Porfido

The judges have made their final decisions and we offer congratulations to the following winners and our gratitude for participating:

First Prize (\$750)



By: Andrea Nurizza, Daylen Shi & Nathaniel Clement

Second Prize (\$350)



By: Alonso Kohatsu & Joaquin Manrique

Third Prize (\$150)



By: Kenny Irvandy, Alvin Fablo & Michael Oktarinus

Honorable Mentions



Alana Castillo,
Marcelo Chacon,
Nathyel Chumbimune



*Brisa Montano,
Daniela Palomino,
Erick Rosales*

It has been revealing to see our organization through the eyes of the contestants who were presented with a challenging branding project (explaining the ISCC is no simple task). The judges observed strong design elements and noted that some of the projects were “evolutionary” vs “revolutionary,” i.e., building on an existing brand identity vs. starting anew. This is a concept that we will take forward as we move into the next phase of the VIP project, which involves working with a professional design studio to craft a graphic identity with the winning student competition entries as inspiration. This may come as a surprise to members who may have expected the competition to yield a ready-to-go logo. We anticipated the possibility that even the winning submission would likely need revision—this is the process of design! As we move forward into this next phase of the project, we will keep you apprised of what continues to be a rich journey of defining the way the ISCC presents itself to the world.

Team: Luanne Stovall, Lina Cardenas, Maggie Maggio, Ellen Divers, and Ignacia Vizcaya (student)