ARES Connect

Logotypes and Wordmarks

A Proposal by
Joe Shupienis W3BC
Western Pennsylvania Section Manager

December 20, 2018

Introduction

As the rollout date of our new ***ARES* Connect**® system approaches, I have been creating training material to share with DECs and ECs throughout the Western Pennsylvania Section. Our approach is to introduce every ARES member in every ARES Group to the new system, and to build their confidence in the new program.

While preparing slide presentations (a.k.a. "PowerPoint™") I went searching for the official logo for the new program, since visual imagery is often much more compelling than words.

I was unable to find such a logo or wordmark.

So I decided to do some graphic design work, as I have done countless other times while preparing lessons for my students, for newsletters I have published, and for a number of organizations.

Design Principles

The famous logo designer, Paul Rand (IBM, Westinghouse, ABC, UPS) identified the characteristics of good design thus:

*"The principal role of a logo is to identify, and **simplicity** is its means… Its effectiveness depends on distinctiveness, visibility, adaptability, memorability, universality, and timelessness."*

Design Process

Following these seven principles, I focused on the name "ARES Connect" as the most vital point of such a logo. The first result was this amazingly *simple* but attractive Wordmark:

ARES Connect

To make it *distinctive*, colors were selected to match the ones used in the Volunteer Hub hosted webpage. The ***ARES* Connect** wordmark is easily *adaptable* to a variety of media – online, printed, apparel, coffee mugs, electronic publications, websites and even embedded in text (word processing, web content, pdf and ppt files, email, etc) with a just few mouse clicks (Bold, Italic, color selection). The result looks like this: ***ARES* Connect**.

To make it *universal*, the font was chosen to match other ARRL typography, notably the extensive use of Helvetica Bold and Helvetica Ultra Black on ARRL certificates and publications. The Helvetica type family is widely used in signage and corporate logos (for example **SEARS**™) thus adding a sense of *timelessness* and history.

The *visibility* is enhanced by the refined and dignified colors on a white background, but blue or gray backgrounds will have a negative effect (which can be corrected by using a single, contrasting color over troublesome backgrounds: *ARES* Connect, or by using it in black and white: *ARES* **Connect**). The thick-stroke, simple letterforms make it *memorable* by imparting an aesthetic of "solidness" or "well-grounded" and "down-to-earth".

Color Matching

The colors are exact matches for the website (RGB #1F4B86, #7E7E7E) but can only be roughly approximated when printed with ink or toner on paper. Using the industry-standard Pantone® Color Matching System, the closest matches are Pantone "7687 C" and "Cool Gray 9 C" (RGB #1D428A, #75787B). Web and Computer developers may find it easier to remember RGB #224488 and #777777, (or their abbreviated form #248 and #777), which are well within tolerance of the Pantone colors.

Typography

The font used in this entire document is the Helvetica Neue LT Pro family from Linotype in OpenType format. The body text is HelveticaNeueLTPro55 and 56, bold is 75 and 76, the wordmark and Logo are set in HelveticaNeue95 and 96. Font analysis of many ARRL graphics shows this to be a very close—if not exact—match.

File Format

All design work was done with vector graphics using a variety of software, and the working files are all available as Adobe® *Illustrator*™ .ai files, the industry-standard OAISIS OpenDocument .odg files, and can be provided in other popular vector formats, such as AutoDESK® .dwg and .dxf, Adobe® Acrobat™ .pdf and PostScript™ .ps and .eps files. Corel™ .cdr files may be available, depending on the version of Corel*DRAW*™ in use.

Raster renderings in any specified size can be provided in lossless bitmap and PNG formats as well as lossy formats such as JPEG and GIF.

Logotype Development

The ARRL Diamond can be added to the wordmark design to make an extremely distinctive logo. Many variations are possible. Following are a few examples…
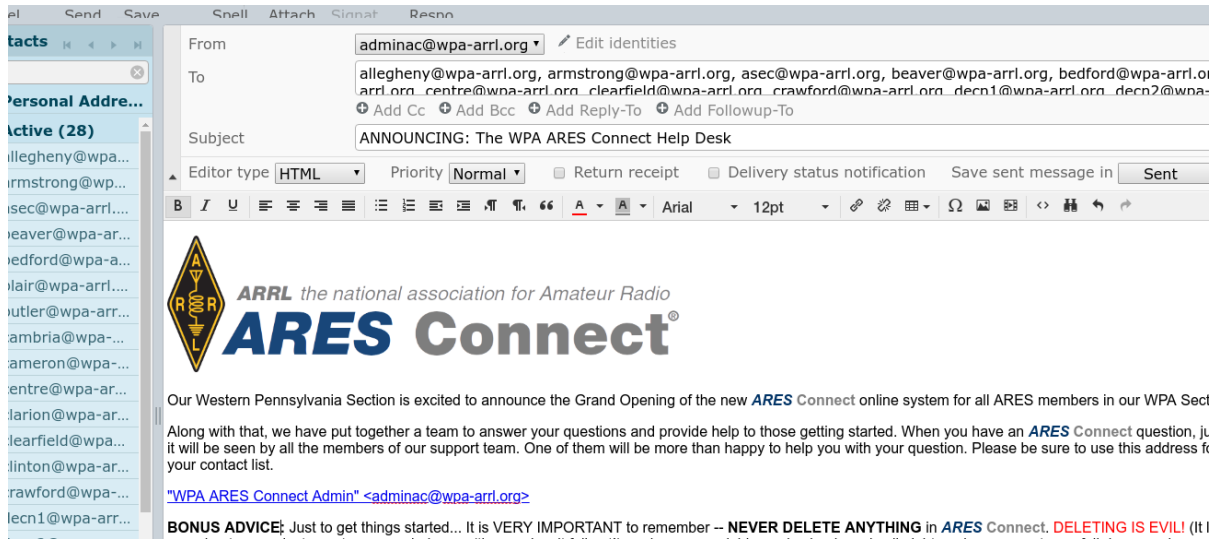
Wide Logo:

Compact logo:

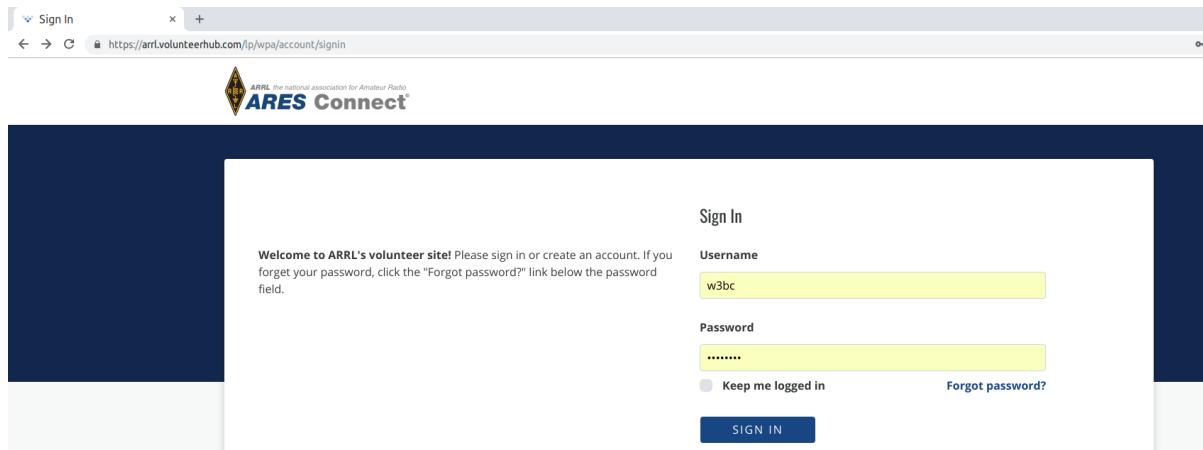Distinctive Two color Compact logo with blue diamond

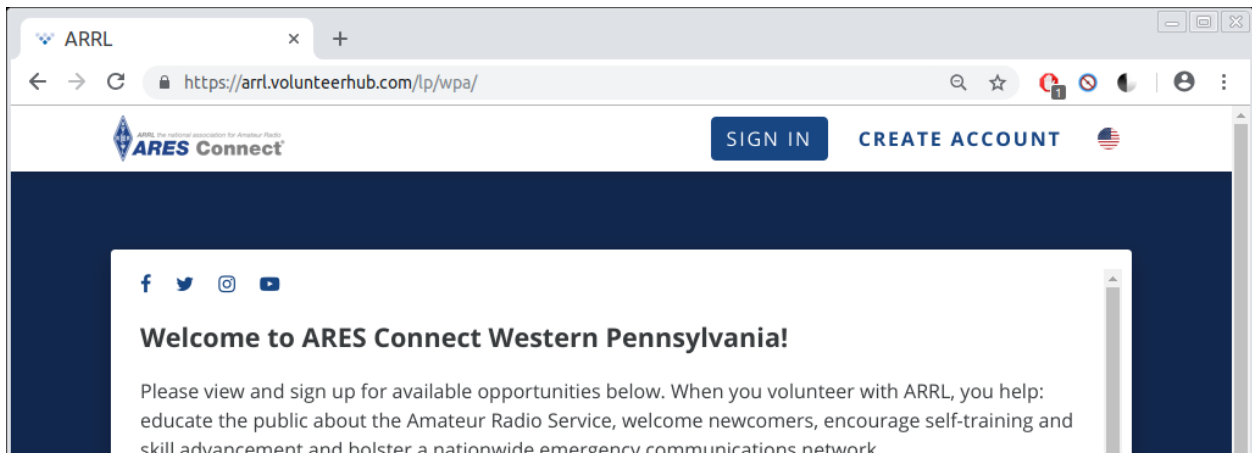Distinctive Two color Full Logo (with name), with matching blue diamond

Use in an email – notice the inline text usage as well as a full logo.

Use on the Volunteer Hub sign-in page

Blue logo on the landing page

Used in Instructional Presentations

New Member Registration

ARES Connect®

ARRL the national association for Amateur Radio
ARES Connect®

Go to *ARES* Connect

ARES Connect Registration for all WPA ARES Members is now open!

Click the [ARES Connect] button below to open the registration screen.

Click the **CREATE ACCOUNT** link

Complete the following blocks:

User Name   [Your Callsign] (only your callsign may be used.)
Password   [   ] (this may be anything you can remember)
Verify Password [   ] (must be the same as Password)

Click [NEXT]

From the list of items, check all that apply to you at the time you are completing the form.
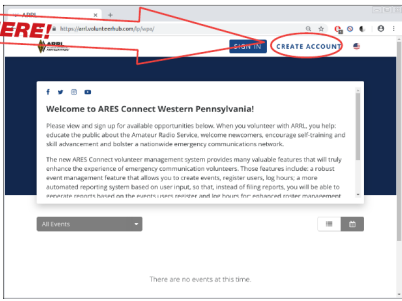
Click [NEXT]

Complete the form filling in the blanks and answering the questions "YES" or "NO" as they apply to you right now.

All questions must be completed

Click [NEXT]

Congratulations! You are now registered and awaiting your Emergency Coordinator's approval!

ARRL the national association for Amateur Radio
ARES Connect®

7