
BARBERSHOP HARMONY SOCIETY LOGO PROPOSAL

Proposal by Daniel G. Delaney, January 2005

I have attempted to create a distinctive mark to embody the essence of the Barbershop Harmony Society. As a sixteen year member, three-time chorus silver medalist, and a founding member of the Louisville Times Chorus, I have a passion for this hobby and a strong desire to see it transform into something more appealing to men of my generation and the generations to come. As a designer, I am especially aware of the importance of a clean, modern, professional graphic identity to support that new public image.

I had four considerations in mind while designing this logo:

1. Come up with some representation of four men singing. I wanted this to be somewhat ornamental, not a caricature or cartoon, and not too literal. It should also be simple enough to be produced at small sizes and easily incorporated into other designs.
2. Suggest to the viewer that this is a musical organization. I originally played around with various new drawings of a lyre, but decided that, because this is an *a cappella* organization, using an instrument of any kind in the logo would be inappropriate. Also, the use of literal musical objects (clefs, notes, etc.) would be too trite. I settled on a design that suggests to the viewer a musical staff and clef, without literally being such.
3. Retain the dignity of the original Society logo. The mark is elegant and stylish rather than cartoon-like. I considered over 50 type-faces and finally settled on Trajan, due to the classic dignity of the ancient Roman inscription capitals upon which it was based.
4. Throughout the entire design process, I tested each idea with the thought that I wanted this logo to be something that I, myself, would be proud to wear on a T-shirt, sweater, jacket, etc. (And I am extremely picky about that kind of thing.)

What follows is not merely a proposed design, but the beginning of a complete plan of usage.

CASUAL USAGE

These two forms of the logo can be used on any form of publication or merchandise: letterhead, posters, fliers, T-shirts, sweaters, travel bags, mugs, bumper stickers, name badges, etc.

Emblem

The Emblem is the fundamental mark to represent the Barbershop Harmony Society, signifying the essential unique quality of our art form: four men singing without accompaniment. Each face is a different color to represent diversity. On its own, it can be used informally as a graphic element in just about any application: page or sign background, writ large on the back of a T-shirt, on a golf ball, beach towel, etc.



Signature

The Signature adds the name of the organization to the Emblem and conveys the musical nature of the organization by the visual suggestion of a musical staff and clef. This logo would be the most used, on just about any publications or merchandise: letterhead, apparel, chapter name badges, etc.



FORMAL USAGE

These two forms of the logo should be used for more formal or ornate publications and merchandise: invitations, certificates, award plaques, jewelry, etc.

Formal Emblem

The Formal Emblem is a more formal version of the Emblem. It could be used as a general ornamental on merchandise such as cuff links, signet rings, tie pins, etc.

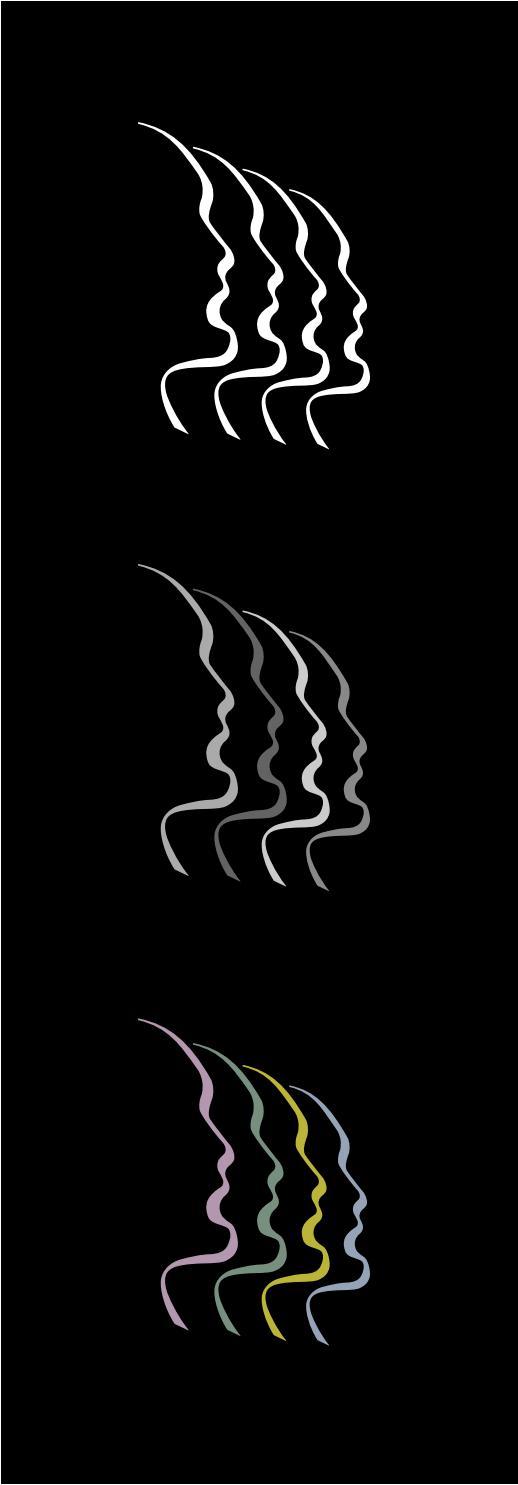
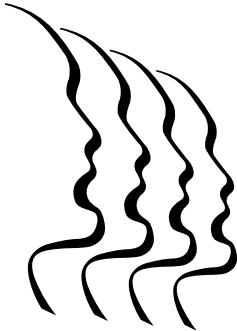


Insignia

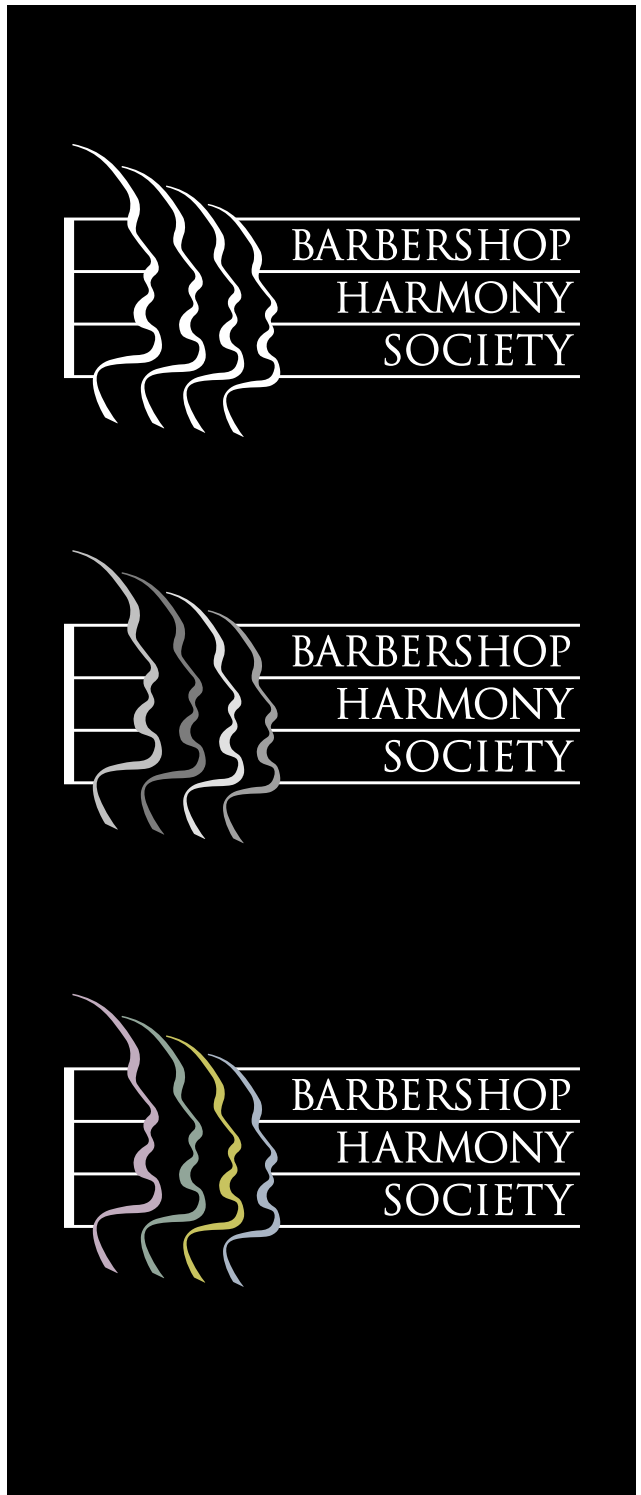
The Insignia would be reserved for use only on official, formal Society documents and honoraries, such as membership and award certificates, contest medallions, name badges for Society officials, etc.



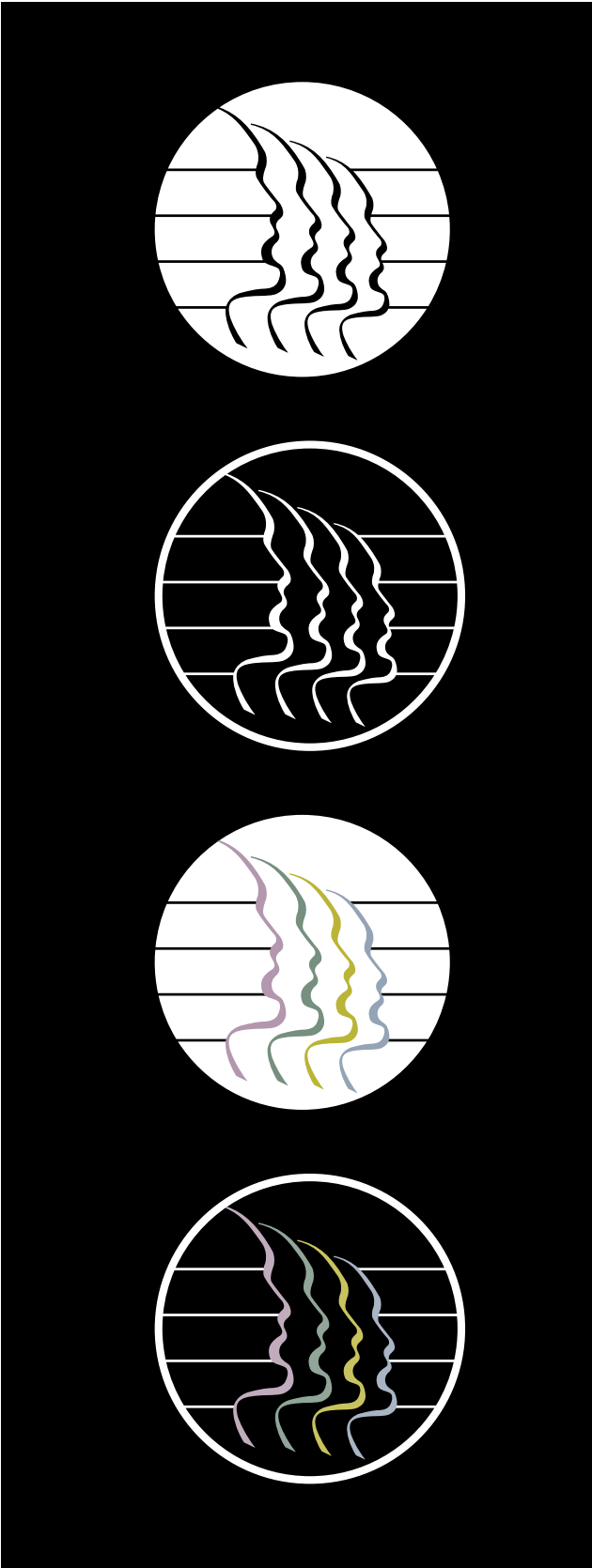
THE EMBLEM



THE SIGNATURE



THE FORMAL EMBLEM



THE INSIGNIA



SIGNATURE ENLARGEMENT



INSIGNIA ENLARGEMENT



EXAMPLE: LETTERHEAD



Barbershop Harmony Society
7930 Sheridan Road
Kenosha, Wisconsin 53143
800-876-SING, Fax: 262-654-5552

10 January 2005

Joseph Schmoe
1000 Schmoe Ave.
Schmoeville, Kentucky 40005

Dear Joe,

Welcome to Barbershopping! We're happy to have you as a new member of the Barbershop Harmony Society. I hope you are already busy with activities in your chapter. After all, the more you are involved, the more fun you'll have and the more you'll benefit from your chapter, district and Society membership.

This kit is designed to introduce you to the many activities in the Barbershop Harmony Society. It includes music selections, brochures and fact sheets about various aspects of our singing organization.

As shown in the enclosed brochures, the Society offers a group insurance plan and a special VISA and MasterCard, designed just for Barbershoppers. These programs are brought to you at no cost to the Society, but as additional benefits of your membership. (A percentage of charges made on your MasterCard does accrue to the Society's Young Men in Harmony program.)

One-time new-member discount coupons are enclosed for use with our all-in-one merchandise and music catalog, *Harmony Marketplace*, which you should receive shortly. Due to postal restrictions, we are obliged to send you the catalog by separate mailing.

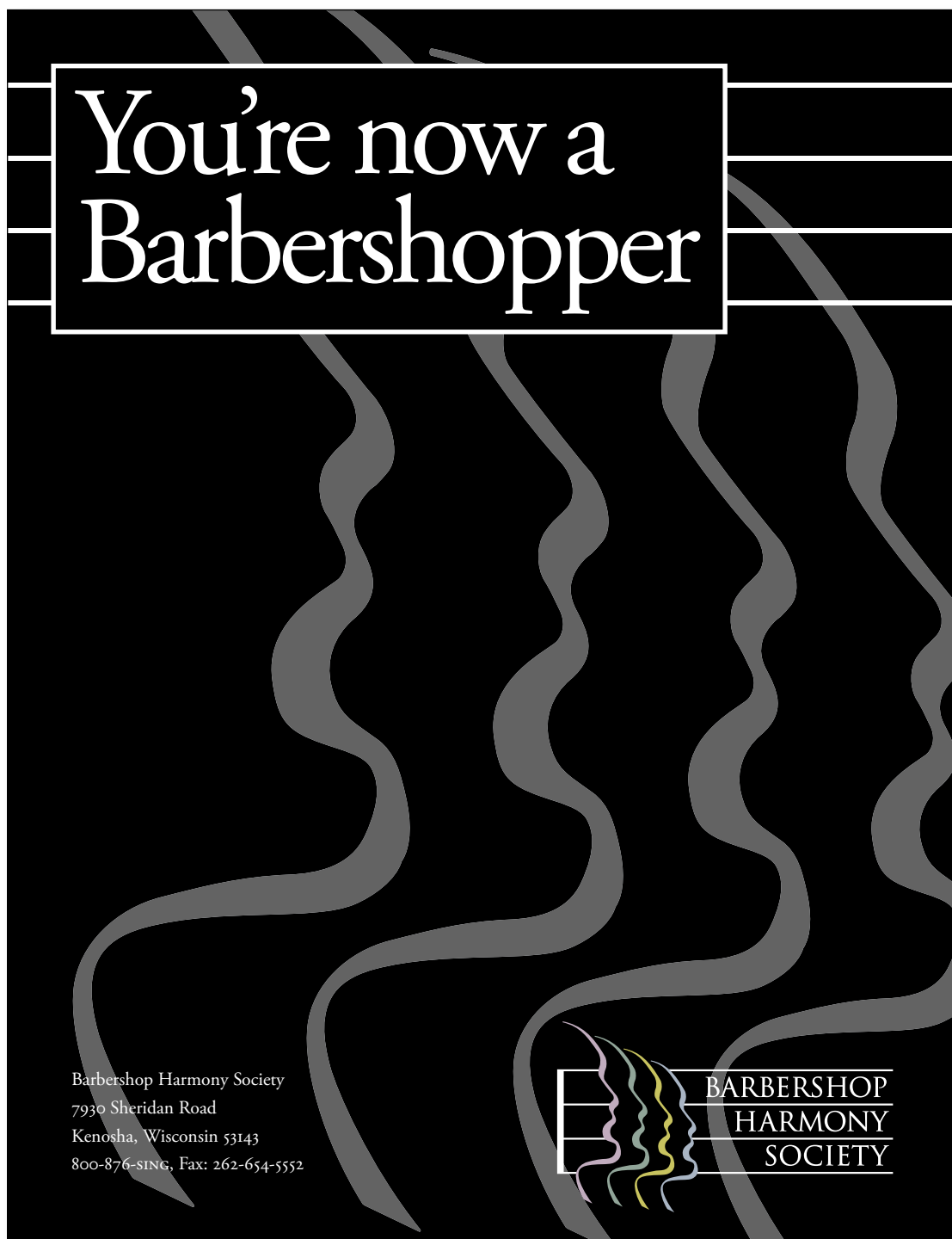
Periodically, you will receive publications from your district. Every other month you will receive *The Harmonizer*, our international magazine. The purpose of this literature is to keep you informed on the activities and events of our great hobby.

I welcome you and look forward to "ringing some chords" with you some day.

In "Seventh" Heaven,

Don Harris
Executive Director

EXAMPLE: NEW MEMBER FOLDER COVER



Barbershop Harmony Society
7930 Sheridan Road
Kenosha, Wisconsin 53143
800-876-SING, Fax: 262-654-5552



EXAMPLE: MEMBERSHIP CERTIFICATE



This document is to certify that

Joseph P. Schmoe

has been accepted as a member in good standing of the

Schmoeville Metropolitan, Kentucky

chapter of the

BARBERSHOP HARMONY SOCIETY

*(an incorporated, non-profit, educational and charitable
society founded in the state of Oklahoma)*

*and that he is hereby granted all rights and privileges in accordance with the bylaws of his
chapter and of the Society, and he is entitled to harmonize at any time, day or night,
subject only to the Code of Ethics and other rules and regulations of the Society and
conforming always to the applicable laws pertaining to the preservation of the public peace.*

*In witness hereof, this certificate
has been signed and presented.*



EXECUTIVE DIRECTOR

CHAPTER SECRETARY

DATE

EXAMPLE: INCORPORATED INTO DISTRICT LOGOS



EXAMPLE: LAPEL PIN



EXAMPLE: CHORUS CONTEST MEDALS

