

PROPOSED VISUAL CLASSIFICATION SYSTEM FOR THE
IDENTITY ELEMENTS SECTION OF THE
GRAPHIC DESIGN ARCHIVE ON VIDEODISC*

1. DESIGN WORK

A. DRAWN/PRINTED IMPRESSIONS (2 DIMENSIONAL)

2. INSTITUTIONAL GRAPHICS

A. IDENTITY ELEMENTS

1. VERBAL SYMBOLO (uses letters and words)



SWISSAIR

A. INITIAL (single letter)

B. WRITTEN CHARACTER (written, whole name)

IBM

C. ABBREVIATION (multiple letters, condensed words)

2. ICON (sign with similarity to object)



A. PRODUCT ICON (symbol related to product or service)



B. METAPHORICALLY APPLIED SIGN (symbol indirectly related to the product or service, subject to individual interpretation)

3. MARK (sign which is semantically open)



A. FIGURATIVE MARK (symbol is a figurative representation of an object, not necessarily related to product/service)



B. ABSTRACT MARK

4. EMBLEM (abstract or figurative sign concept for a group of individuals, i.e. coat of arms)



A. PRIVATE EMBLEM (states a certain idea, group, club, or organization of individuals i.e. family crest)



B. PUBLIC EMBLEM (open ended meaning, individual interpretation, i.e. Rochester City Mark)

* Classification originally designed by HANS WECKERLE, Altered by William M. Covino 1/10/87. Further explanation as to classification levels may be found in Walter Diethelm's SIGNET, SIGNAL, SYMBOLO pages 214-222.