

NORTH CAROLINA SCHOOL OF THE ARTS

P. O. Box 4657, Winston-Salem, N. C. 27107 Area 919, 723-0504

1966

THE SCHOOL LOGO

Since the beginning of NCSA, there have been at least five major advertising designs, using three basic symbols: the state seal, the four arches, and the newly designed stage symbol. Arrangements and styles of these have changed virtually every year.

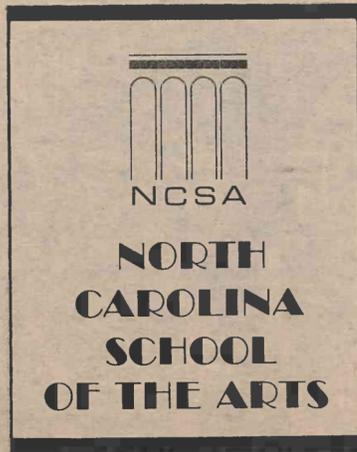
The first stationary used for business correspondence was without benefit of a school symbol, just the name in plain print with the address and telephone number underneath. On the first bulletin of the school, '65 - '66, the state seal was used. In 1966, the first logo for the school was conceived.

The original symbol for NCSA was the four arches, supposedly symbolic of the four Arts schools under one roof. However this has been a meaning imposed through use, as the original artist had only in mind to create a symbol that was dignified. This symbol was somewhat stark, and tended to up-play North Carolina, rather than the School of the Arts.

Later, it was often printed black against a blue background, then white against a blue background, but these didn't xerox well because of the colors.

The most recent revision of the original logo is the one used in the '72 - '73 catalogue and various other publications. This one has the four arches, each under its own roof. This version of the school symbol was difficult to reduce for stationary and it was rather difficult to read. Also, it happens to be almost exactly the same as the symbol for Lincoln Center.

When Roger Hall left the Foundation in 1972, a general reorganization took place. Sam Stone became the Director of the Foundation and he utilized the services of Mattison Associates Inc. as consultants. Mr. Stone saw that the Foundation was in debt and with a need to raise twice as much money that coming year. Mattison Associates did an extensive study of the school and decided on definite changes that needed to be made. One important necessity was some kind of consistency of style in the publications and correspondence: one predominant mode of presentation that would be characteristic of NCSA, instead of several different stationary headings and publicity release styles. The goal, Mr. Stone says, "is to inform, not confuse." So, it was decided that one specific style of presentation was to be used and that a new symbol was needed.

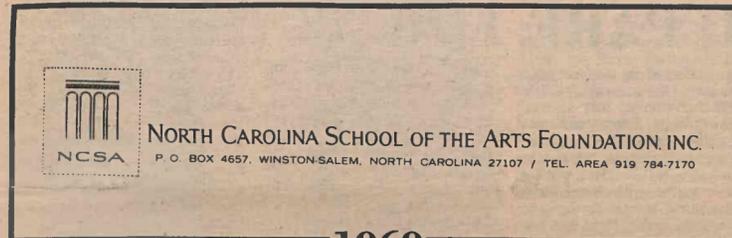


1967

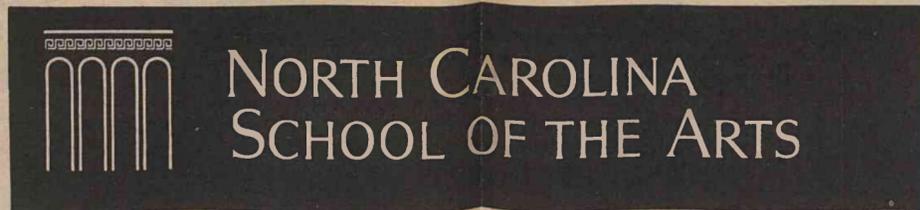
NORTH CAROLINA SCHOOL OF THE ARTS FOUNDATION, INC.

P. O. BOX 4657 WINSTON-SALEM, NORTH CAROLINA 27107

1967



1969



1970

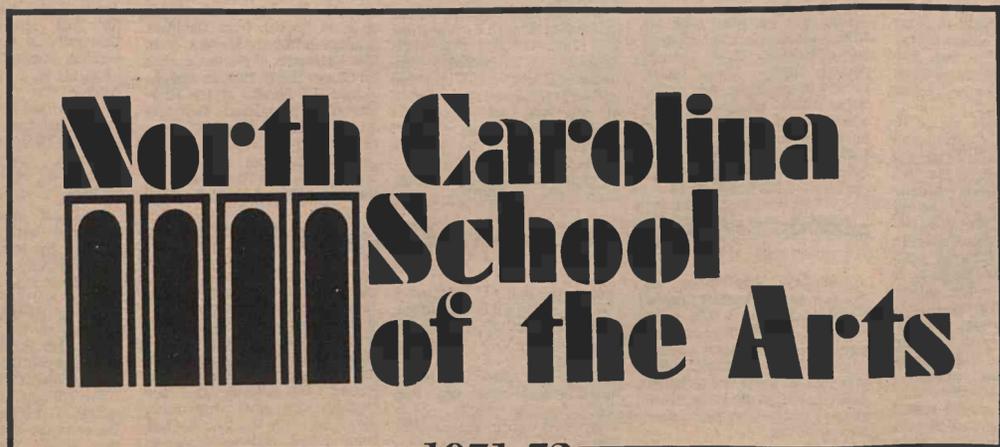
... OR LOCO?

The new logo is the design that appeared in each corner of the first "Happenings" sheet. "The suggested graphic design is an abstraction which symbolizes the stage as the dominant unifying element of the performing Arts. Its classic-modern form conveys with subtlety the distinction towards which the school aspires in all of its endeavors. The use of such a simple, dignified, but striking symbol will quickly identify the NC School of the Arts as the sources of all its promotional and communicative materials. Its continued use is certain to create an indelible impression upon the school's constituents and those it wishes to influence. This symbol is adapted to use in either one or two colors for economy and effectiveness. It is readily adaptable for use with any appropriate message and to different positioning for a variety of purposes." This quote is from Mattison Associates.

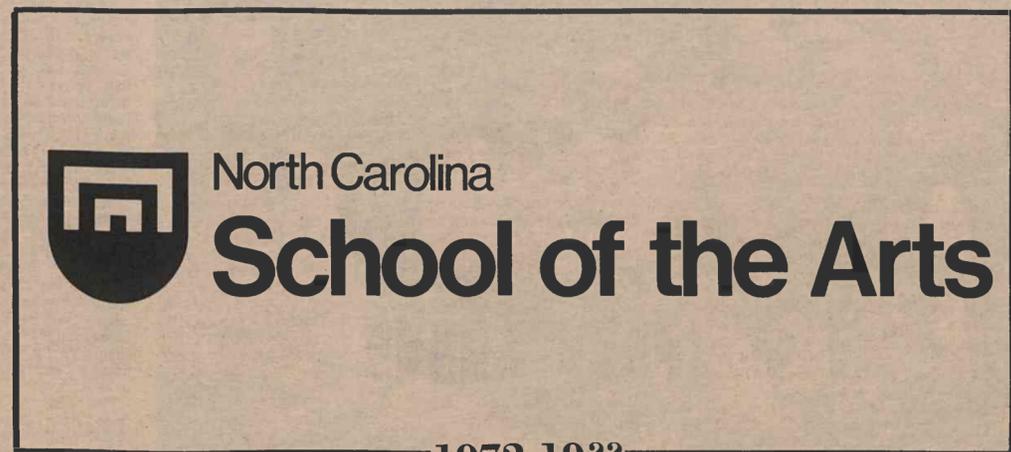
The Publications Board, comprised of Mrs. Donna Jean Dreyer, Sam Stone, Martin Sokoloff, and Dirk Dawson, was set up to make the final decisions concerning advertisement and literature about the school. The Board would consult with other Boards and the various Deans about decisions, but they would have the final word in an effort to have quality control and to establish certain standards. However, on this particular issue, none of the Deans were consulted and no students were involved or even realized what was going on. The decisions concerning the new logo were determined solely by the Publications Board who engaged an artist to work, and were "pleased by the servicability" of the resulting symbol.

In all fairness to the Board, we realize that they were acting under the pressure of necessity. But, in all fairness to the students, we feel that a decision of this nature involving the image of the school and, in turn, the image of the students, should be voted on by the citizenry it affects. Not to mention the little notion that perhaps some of our own students would have some interesting and relevant ideas as to what a logo for our school should look like. For this reason, the NC Essay welcomes letters of opinion and examples of your own conception of a school symbol to be printed in the next issue. Bring these to Box 224Z by November 1 at the latest or The Essay Office Room 103 Commons Building. Things can be changed if energy is applied.

--Karen Campbell and Clifford Young



1971-72



1972-19??