

Three Logo Alternatives for the Project:

Toplam Faktör Verimliliğinin Artırılması
Politika Çerçevesi Geliştirilmesi

Support to Development of a Policy Framework
on Total Factor Productivity

February 2016

Introduction

In developing an identity for the project, “Support to Development of a Policy Framework on Total Factor Productivity” three key considerations are:

1. the overall objective of the project
2. the target groups of the project
3. the functionality and flexibility of the project identity and logo

The overall objective of the project is:

“To improve the contribution of total factor productivity to growth.”

The target groups of the project are diverse and described as:

“...a wide range of stakeholders from public sector to private sector covering policy makers and business actors including think tanks, business service organisations, SMEs etc. “

Considering these two factors, the project identity’s logo should suggest first and foremost “growth” and be broad enough to engage a diverse audience.

However the logo should not express just any kind of growth. It should suggest something about productivity, efficiency, manufacturing or business, since Total Factor Productivity can be considered a measure or description of productivity in manufacturing.

Practically speaking the project identity should embody sufficient functionality and flexibility to accommodate the many outputs required in the project. Consideration should be given to the time needed to design and produce outputs as well as to the costs entailed in their production.

**Please note that colours reproduced in this document are indicative only. Accurate colours will be provided once a logo is chosen and a complete identity developed. In addition, logo applications are hypothetical and intended to give an idea of the potential of a particular logo design.*

Three Alternative Logos:



Alternative 1



Alternative 2



Alternative 3

Alternative 1:





Growth + Efficiency/Productivity

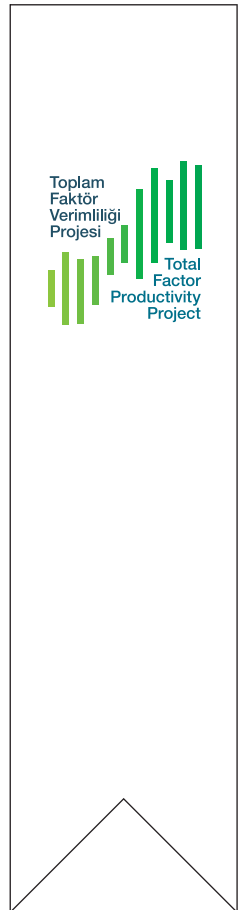
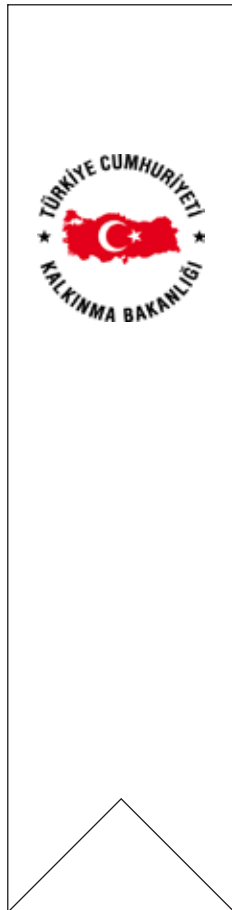
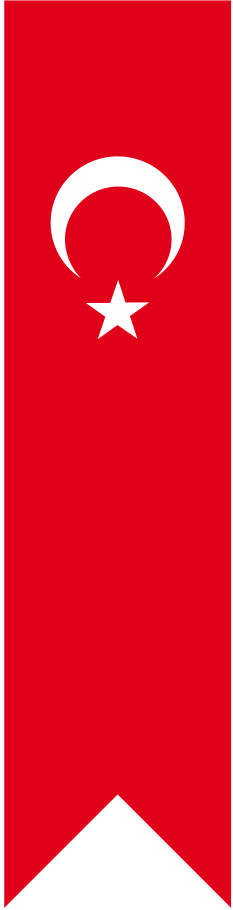
In this logo, the idea of growth is primary and that of efficiency/productivity secondary.

This design shows solid vertical bars that move from left to right and bottom to top. From left to right they increase in height, vertical position and tone. This change suggest growth and efficiency. The growth is both in the height of the bars and also their position relative to the bottom of the logo. Efficiency is suggested via the combined area of the last five bars being more than the combined area of the first five bars. They occupy the same horizontal space, (ie: movement from left to right or time) yet the last five are relatively more “productive” than the first five. The design suggests that the overall movement and change of the bars will continue.

The colour green is used as an indicator of growth. It softens the geometry of the bars and is frequently associated with growth due to its connection to the natural world and the season of Spring. Blue is used in the type as an analogous colour to the green. In this logo, a colour close to green helps with visual unity. In addition, there is an abundance of text for a logo and so a strong colour is required. Two tones of blue are used to echo the tonal shifts on the vertical bars.

Alternative 1
Hypothetical Applications:

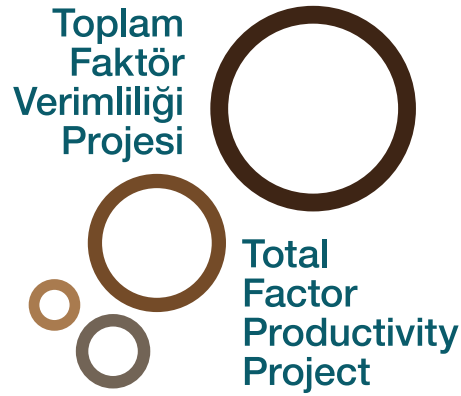
	<p>Toplam Faktör Verimliliğinin Artırılması Politika Çerçevesi Geliştirilmesi</p> <p>Support to Development of a Policy Framework on Total Factor Productivity</p>
	<p>Name Surname <i>Administrative Project Assistant</i> <i>İdari Proje Asistanı</i></p> <p>t: +90 312 123 45 67 m: +90 530 123 45 67 e: n.surname@website.com</p> <p>Ana Cadde No. 12/73 Kavaklıdere 06880 Ankara, Türkiye</p>



Alternative 1
Hypothetical Applications:



Alternative 2:



Growth + Manufacturing

This logo shows four circles that move from bottom left to top right. The circles increase in size, border thickness, vertical position and tone. This change suggests growth. Whereas logo 1 included notions of “efficiency,” this logo suggests “manufacturing” by having the positions of the circles echo the positions and forms of industrial cogs and wheels. Therefore the overall idea is “growth in (or via) manufacturing.”



Total Factor Productivity is not forgotten in this logo. There are four circles that reference the four components of Productivity:

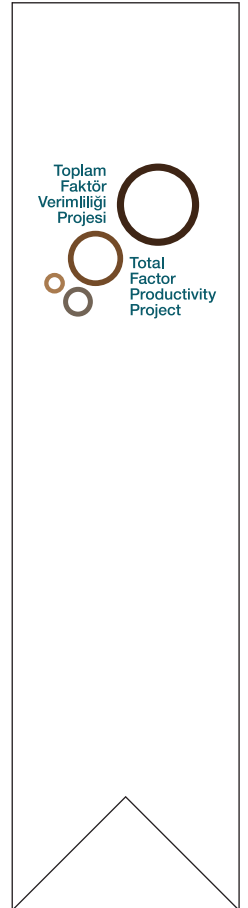
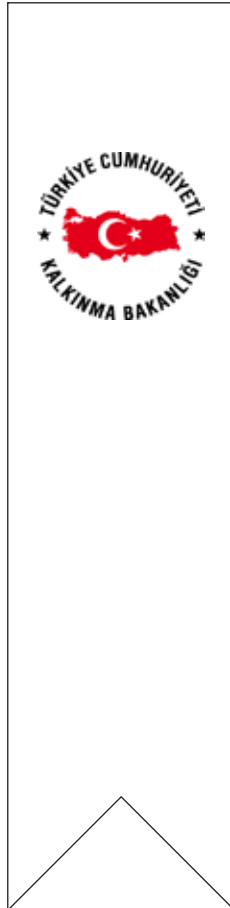
Productivity = Total Factor Productivity \times Labor \times Capital.

Of course this association is far from obvious. However, it is important to note that the number of circles has meaning to the project, it is not arbitrary.

The warm browns and complementary blue reference the woods, metals and natural products used in manufacturing. In this logo the colours are muted and thus complementary colours can be used to liven up the overall design.

Alternative 2
Hypothetical Applications:

	<p>Toplam Faktör Verimliliğinin Artırılması Politika Çerçevesi Geliştirilmesi</p> <p>Support to Development of a Policy Framework on Total Factor Productivity</p>
	<p>Name Surname <i>Administrative Project Assistant</i> <i>İdari Proje Asistanı</i></p> <p>t: +90 312 123 45 67 m: +90 530 123 45 67 e: n.surname@website.com</p> <p>Ana Cadde No. 12/73 Kavaklıdere 06880 Ankara, Türkiye</p>



Alternative 2
Hypothetical Applications:



Alternative 3:



Toplam Faktör Verimliliği + Growth

Alternative 3 is a word-mark “tfv” meaning “Toplam Faktör Verimliliği.” The logo is a direct reference to the core of the project and the means by which productivity and growth can be increased. The lower case forms of the letters show fluid movement, whilst the italicized forms suggest quickness. The italic form of type is suggestive of handwriting, which historically is a form of written communication regarded as efficient and functional.



The second stroke on the last letter “v” is extended and moves both upward and to the right. It is not only an extension of the letter standing in for the word “verimlilik” (productivity) but also connotes increase and growth.

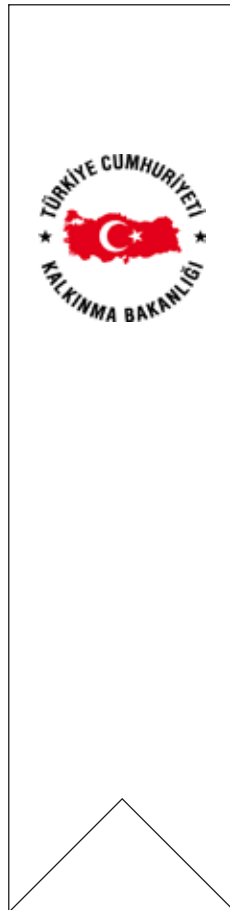
Like logo 1, the colours green and blue are used. The green connotes growth whilst the gradient from green to blue suggests movement and change in an upward direction.

The text for the project is a cool gray. It is a neutral companion to the word-mark.

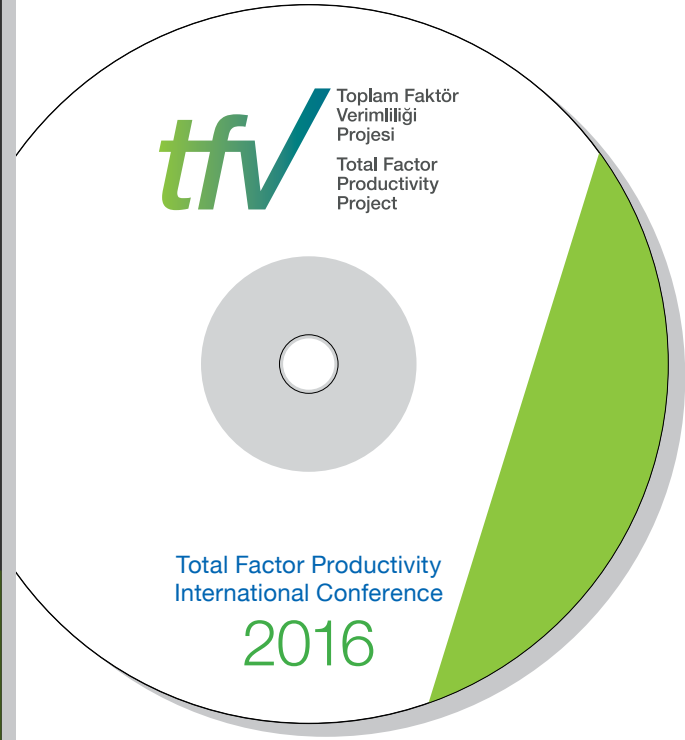
Although the meaning “tfv” might not be immediately apparent to some stakeholders, it would only take a minimum of effort to realize its meaning. In addition, for the logo to generate a question and therefore some curiosity is not a bad thing. Not everything needs to be instant. In addition, although the project is communicated in both Turkish and English, the stakeholders, the policy makers who will utilize the project white paper and the citizens who will benefit from the project are all Turkish. Therefore an equivalent “tfp” is not considered of value and would only be confusing in the context of project visibility. “TFV” is Turkish for “TFP.”

Alternative 3
Hypothetical Applications:

	Toplam Faktör Verimliliğinin Artırılması Politika Çerçevesi Geliştirilmesi Support to Development of a Policy Framework on Total Factor Productivity
	<p>Toplam Faktör Verimliliği Projesi Total Factor Productivity Project</p> <p>Name Surname <i>Administrative Project Assistant</i> <i>İdari Proje Asistanı</i></p> <p>t: +90 312 123 45 67 m: +90 530 123 45 67 e: n.surname@website.com</p> <p>Ana Cadde No. 12/73 Kavaklıdere 06880 Ankara, Türkiye</p>



Alternative 3
Hypothetical Applications:



Finish