

## GRAPHIC IDENTITY GLOSSARY

**Abstract mark:** a mark that has no obvious visual relationship to a company's goods, services, name, etc.

**Alphaglyph:** a mark formed around a letter or letters that pictorializes a company's service or area of competence. Example: General Cinema's movie camera, Goodwill's smiling G.

**Combination symbol:** a symbol that contains both a mark & a signature.

**Corporate (or graphic) identity:** the visual elements that represent an organization.

**Corporate identity manual:** the written instructions used to govern a company's identification system.

**Corporate image:** the cumulative effect of all verbal & visual elements -- planned or not -- that represent a company and leave an impression on the observer.

**Design consultant:** the person or firm retained by an organization to develop a visual image to be employed consistently by that organization.

**Equity:** the value that an existing mark or symbol has. In planning a new symbol, or any facet of an identity program, the equity of the existing symbol must be considered.

**Glyph:** a mark that pictorializes a company's service or area of competence. Example: United Fund's hand, AT&T's bell.

**House mark (house colors):** symbols used to identify companies, stemming from the 1600s when innkeepers, guild members & breweries began using them to identify their houses & affiliations.

**Identification system:** a standardized set of rules regarding the use

of a company's corporate mark, signature, typography, colors, etc.

**Logo:** synonymous with trademark, stemming from the word logotype, which referred to the drawers full of trademark plates, or signature cuts, stocked by letterpress printers in the mid-1900s when trademarks were used repetitively.

**Monogram:** a letter or combination of letters rendered in a distinctive manner devoid of confinement. Example: IBM, RCA.

**Monoseal:** a monogram or initial within a shape or seal-like form. Example: Westinghouse's W, General Electric's GE.

**Mark:** a design used consistently as a visual symbol to represent a company or organization. It may or may not be used with a signature.

**Registered Trademark:** a trademark that is registered with the US Patent Office, thus giving the trademark owner legal protection against infringement.

**Seal:** a name or group of words rendered in a cohesive form. Example: Ford, New York Life.

**Signature:** an identifying name or group of words used consistently in a particular typographic style.

**Trademark:** a word, name, symbol or device or any combination of these used by a merchant or manufacturer to identify his goods and distinguish them from those of his competitors.

**Tradename:** an identification of a business, not a product.

-- Sherri Korfin, grad student,  
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TRAINING PUBLIC RELATIONS STAFF & NON-PUBLIC RELATIONS MANAGERS  
IS OPPORTUNITY TO BUILD THE FUNCTION'S SKILLS & CREDIBILITY

One way to do staff training is to join with another organization and share the work. Joe Epley of Epley Associates and Ken Clark of Duke Power (both Charlotte, NC) collectively trained 25 members of their organizations. "Ken & I came up with this plan while flying to the PRSA Conference last fall. A weakness in our field is that once we get a job and go to work, there's little chance for in-service training. We felt a formalized training program would accomplish far more than just letting employees pick it up by osmosis over 3 or 4 years," Epley told prr.

Class was held every Thursday evening (not on company time) from Jan 3 thru March 7, and all day Saturday, March 16 & 23 -- a total of 38 classroom hours. 3 texts were used: Managing Public Relations by Grunig & Hunt; Fundamentals of Public Relations by Nolte; and Guidelines For Effective Writing by Lubars & Sullivan. Epley & Clark did the bulk of the teaching, tho some outside people were brought in -- including a trademark & copyright lawyer for a section on pr law. Program concluded with solving a case study.

Epley sees the following advantages from doing their own training program:

1. Employees "got a better understanding of what it is we do in the function."
2. They "learned where we are coming from as management."
3. "As managers, we got a better sense of our employees' capabilities."
4. Books were read for theory. Then Epley & Clark focused on those theories as they applied to their or-

In addition to training staffs, some practitioners advance their organizations' effectiveness by training management in public relations philosophy & strategies. "Practitioners who aren't looking at training are really missing the boat because that's how they build their credibility with management and build management's skills," believes Ladonna Robson of Los Alamos National Laboratory (NM).

In an effort to prepare managers -- mostly Ph.D.s with technical backgrounds -- to meet the community, Robson & her staff have created training programs that are offered twice yearly for 24-26 managers. Comprehensive program is held Thursday & Friday, every other week, for 6 months. After graduation, managers are brought back 2 times yearly for an alumni course. "I've had comments from managers saying, 'This is one course we thought we could miss. And yet it has turned out to be one of the most valuable in the series.'"

ganizations. Instead of talking in hypothetical & theoretical terms, they talked specifics -- "problems that face

our clients or Duke Power. Why should we talk about the NYTimes when we're more concerned about the Charlotte Observer? We zeroed in to where we are."

5. 1-day seminars here & there only cover 1 subject effectively.

Why combine staffs? "To do something this extensive is too demanding on one organization. To teach a 1-hour class requires 8 hours of preparation...minimum. You can't just go in and wing it. You have to make it meaningful." Time rather than money was the primary investment. "It put a drain on Ken & me, but it was worth it."

YET MORE VITUPERATION ON THE PROFESSION

This time from a disgruntled ex-practitioner who's now teaching journalism at UTexas-Austin. Marvin Olasky's article, "Inside the Amoral World of Public Relations: Truth Molded for Corporate Gain," appears in the latest issue of Business and Society Review.

His article "leads the uninformed reader to conclude that pr practitioners routinely 'lie...cheat...& cover up' for management in order 'to build up managements' trust' in their pr departments. If he is to be believed, even blackmail can be pulled from pr's bag of tricks when circumstances warrant. He suggests that 'many' pr practitioners are 'friendly, honest persons on an individual level' who check their morals, ethics & brains at the door when reporting to work," explains Albert Abend of Aetna (Hartford) in a letter to prr.

In a response to the editor of B&SR, Abend writes: "Where Olasky operates in the belief that there is only one self-evident 'truth' for any given issue, many thinking people ascribe to the thought that there are many views of the world, and one of public relations' tasks is to help clients test their views against the views of others, to see which will have more merit in varying courts of public opinion.

"Please let this much be clear: Executives in the public relations business do not simply articulate a client's point of view, as Olasky seems to believe; rather, they help the client form a view, and they work to change this view over time as new evidence and circumstances warrant," responds Abend.

"It is most unfortunate that Olasky may now be shaping erroneous public opinions through notorious stories such as the one you have published and through the personal biases he may pass through to his journalism students." (For copies of article & response, write prr.)

"In the current PRReview, Olasky says pr itself is integral to modern democratic society -- but suggests the rise of paid practitioners has lost the ethics & honor of "decentralist & voluntaristic" 19th C. public relations: "When was the last time we heard someone saying about the average modern, professional practitioner, 'He has a high sense of honor'?"

Epley & Clark covered numerous subjects.

6. It stimulates discussion among employees during the day about what was studied in the evening.

7. You have control over the program.

GETTING PSAs AIRED REQUIRES KNOWING BROADCASTERS' NEEDS; SURVEY TELLS WHAT STATIONS WANT

1,000 tv stations each use public service announcements (PSAs) more than 200 times per week -- totaling 200,000 PSA showings per week. That's what Planned Communication Services (PCS) found in its survey of tv public service directors' needs & requirements. Questionnaires were mailed to 1,057 VHF & UHF stations. 665 responded. Some findings:

1. Desired formats: PSAs are moving from film to tape and from wider to narrower tape standards. How to get around stations' diverse requirements? a) Distribute on 2" tape which has the highest acceptance, or b) begin with an offer mailing that invites stations to request the spots in the format they prefer (and keep a record of preferences for future mailings).

Format	Prefer	Accept	Don't Accept
2" Tape	45%	39%	16%
3/4" Cassette	28%	51%	21%
16mm Film	14%	50%	36%
1" Tape	17%	30%	53%
Slide/Script	3%	35%	62%

2. Spot length: PCS' experience is that :60s and :30s distributed together receive almost equal number of plays. Also, most stations will accept more than one length of a message and then air them noncompetitively.

Length	Prefer	Accept	Don't Accept
:30	57%	40%	3%
:60	28%	62%	10%
:20	31%	55%	14%
:10	26%	57%	17%

3. Subjects desired and for what audiences (both volunteered unaided) and the number of forms on which they appeared include:

Subject	# of Mentions	Subject	# of Mentions
Health	68	Nutrition	8
Safety	46	Communities	7
Alcohol Abuse	36	Consumer Tips	6
Drug Abuse	34	Outdoor Recreation	6
Child Abuse/Molestation	21	Fitness	5
Family/Social Relations	20	Religion	5
Education	18	Human Resources	4
Crime Prevention	14	Jobs/Unemployment	4
Drunk Driving	11	Armed Forces	2
Arts	10	Economy/Inflation	2
Energy/Environment	9	Fire Prevention	2
Agriculture	8	Housing	2

Audience	# of Mentions	Audience	# of Mentions
Children	116	Blacks	10
Elderly	38	Parents/Families	10
Handicapped	17	Native Americans	4
Minorities	16	Agricultural	3
Hispanics	14	College Educated	3
Teens	11	Gays	3
Women	11	Middle Americans	3