

# (SJRK) Partners Meeting July 10, 2018

## SJRK logo

- Like the Uniqlo logo <http://www.uniqlo.com/ca/en/>
- J has a lot of negative space
- Stitches / stitching idea maybe doesn't work as stand-alone (out of context)

Liam: (10:07 AM)

- I like the quilting metaphor :) I like the idea of weaving experiences and ideas together
- "breaking it up"- the tile design also looks cool as it shows pieces coming together as well
- with the negative space, maybe the J could extend upwards to the top of the tile (to convey an idea growing out from the project and influencing the world at large
- I could also possibly see colours changing the way this is perceived and multiple different colour configurations would look and feel different
- for different pages on (or version of) the site for example
- Repair kit / first aid kit - the red + idea - superimpose? Like the idea conceptually but not so much in reality :)

monochrome for logos certainly makes sense

juliana: (10:16 AM)

I like the idea that it looks like a stamp

Liam: (10:23 AM)

is there anywhere where the letters would be spelled out all horizontally?

- How to make it less rigid and capture the dynamic nature of the project and of social justice?
- How to capture a sense of all the different facets of this program? All the different work that the partners are doing?
- Could the blocks move in and out in some way?
- Consider different languages
- Could we use a gradient in some way -
- Play with reverse colours - black on white with white on black
- Could the logo incorporate speech bubbles somehow?
- Or a mola logo? (sketch)

Wireframes

- the shorter intro blurb could be tweet length
- the background of the footer could also be that quilting aesthetic
- "Get involved" - link to something other than wiki - could be confusing/annoying
  - Take instead to a page in the site that explains all the different ways they could get involved - introduce the different resources
- Categorizing resources would help a lot
- List different ways of getting involved, ordered easiest (check out the resources) to ones that require more effort (becoming a partner)