

NATIONAL REGISTRY LOGO PROCESS

NATIONAL REGISTRY NAMING BRAINSTORM ROUND 1-2

ROUND 1

List of words/brainstorm (not for National Registry name – just starting points for brainstorm):

Connect
Linked
Network
Equity
Integrity
Upright
justness
Just
Balance
Bridge
Equate
Unite
Hook
Meld
Band
Cobweb
Blend
Corporate
League
Fasten
Guild
Alliance
List
Up
Core
Base
Root
source
Seed
Stem
Basis
Nucleus
Radix
Up

Concepts for NR name:

Equip
WorkBlend
MeldIn
Banded
CoreBase
RootBase
RootHere
WorkBasis
Blendix
BlendRadix
BlendList
BlendCore
BlendRoot
BlendBase

Conclusion:

Focus on 'Core' and names like 'WorkDay'

ROUND 2

Words to keep exploring after list 1:

Corps

Workforce
Core
Identicore
Employ
Ore

InCore

List of brainstorm words:

Crew	Quality
Force	Essence
Form	Forte
Admin	Ability
Exec	Aptitude
Task	Connected
Forum	Linked
Factor	Allied
Instrument	Affiliated
Op	Collective
Agency	Banded
Industry	Unified
Labor force	pool
Cultivate	Wired
Crop	Synchronize
Succeed	anchor
Hire	
Assignment	Core
Craft	Chief
Field	Ace
Mission	Trader
Trade	Rep
Build	
Form	
Function	
Utility	

Concepts for Names:

CoSync
CoWire
CoreSync
WorkCore
CoreWire
CoreLink
AlliCore
CoreNet
CoBuild
UtilityCore
CorePool
CoreLine
CoreStream
CoreRep
ChiefCore
AceRep
AceSync
TheCollective
CoreHire
Synced
Anchored
TheAnchor
AnchoredIndustry
AceIndustry
CoreIndustry

Conclusion:

Think about integrating education

NATIONAL REGISTRY NAMING BRAINSTORM ROUND 3-4

ROUND 3

Education works to bounce off of:

Sync
Core
Essence
Study
Higher education
Universities
Anchor
Academic
Elevation
Knowledge
Chalk talk
Learning
Scholar
Training
Cultivate
Book learning
Learning
Learn
Improve
Coach

Concept ideas:

SyncEd
EdCore
WorkEd
WorkOpp
Workademic
ElevateEd
OneOpportunity
EdOpp
HighEdDay
HighEdCore
Coredemic
EduCore
EduSync
ODHE – Opportunities for Diversity in Higher Ed

Existing networks:

The Gates Foundation - Success in Higher Education
SEND (Smart Education Networks by Design) | CoSN
Diversity education
The Century Foundation

Conclusion:

Don't be too literal.
Think of concise names.

ROUND 4

Concepts for Names:

Nuclear
Centro
Mas Alta
Vista
Altaverse
Zon
Syncro
Nucleo
Vivo
Pulse
Compass (kind of taken)
Journey
Path
(di)(uni) Versity
Vue
Ver
CentraVue
ProVue
Prism

ProVue

- professional
- vue/view
- **PRO**fessional
& **PRO**files
- if something is pro -
you're for something
- similar to 'preview'

Prism

- adding color
- changing the scope of the field
- **using/adding light**
- multiple facets and angles,
much like diversity
- "glass object with refracting surfaces
at an acute angle with each
other and that separates white
light into a spectrum of colors"

NATIONAL REGISTRY LOGO DRAFTS 1

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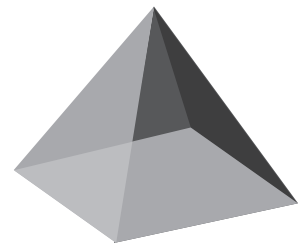

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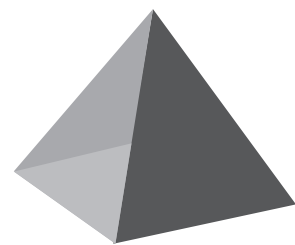

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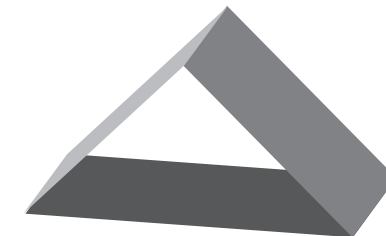
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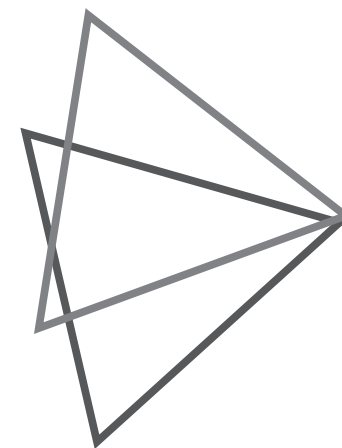
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P R  S M

P R  S M



P R I S M




P R I S M

NATIONAL REGISTRY LOGO DRAFTS COLORING

P R I S M 



P R  S M

P R  S M

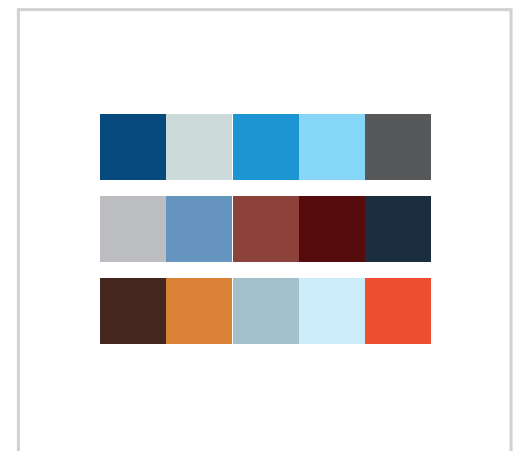
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DOMINANT
COLOR IN REC
BRANDING



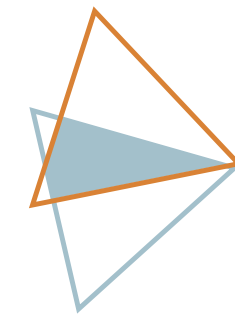
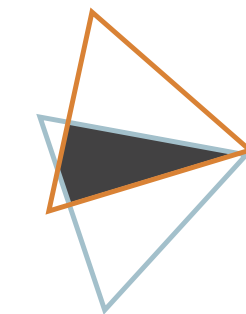
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NATIONAL REGISTRY LOGO DRAFT - FINAL OPTION 1



NATIONAL REGISTRY LOGO DRAFT - FINAL OPTION 2



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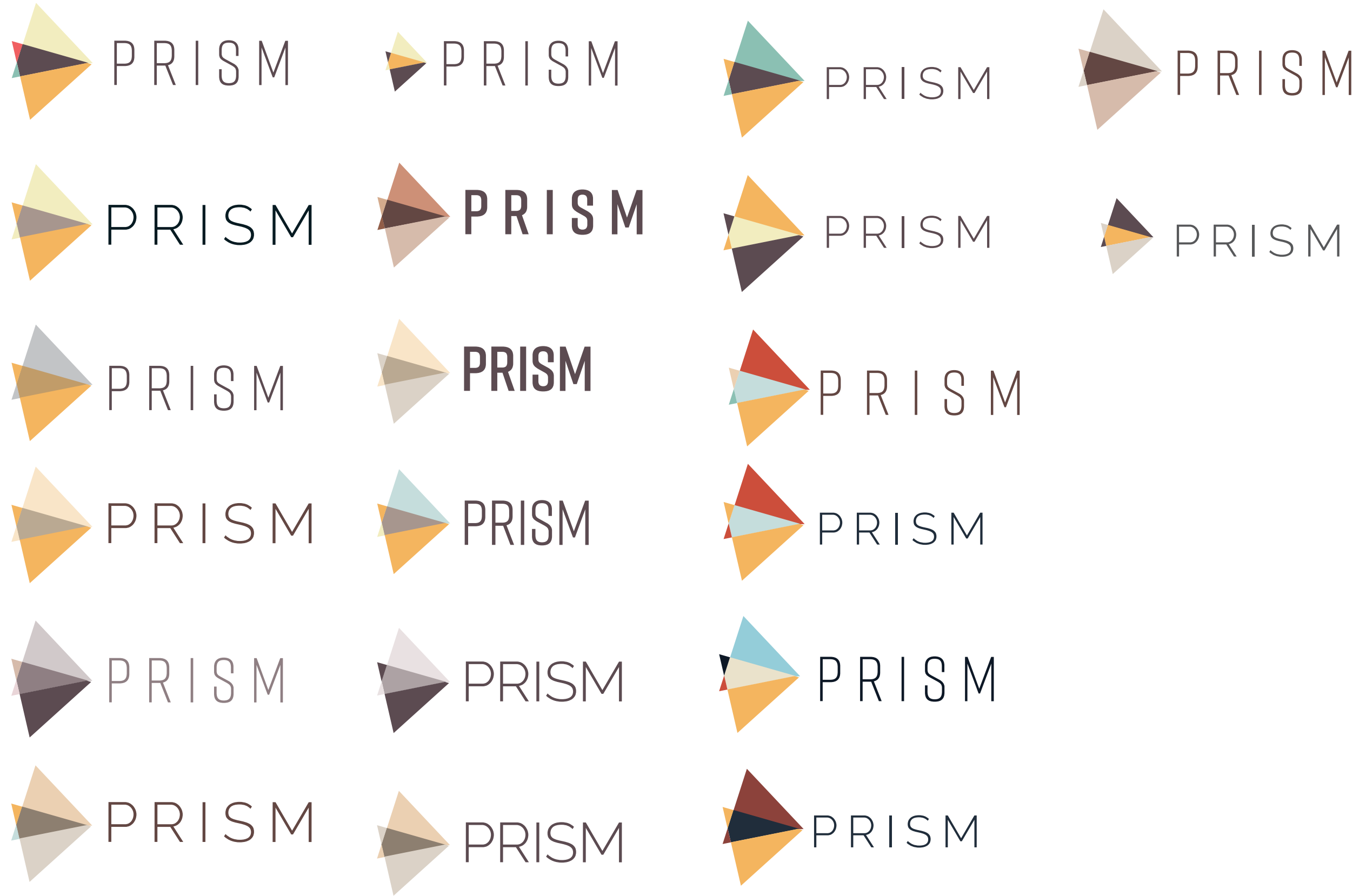
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P R ▲ S M

P R ▲ S M

NATIONAL REGISTRY LOGO DRAFT - FINAL OPTION 4



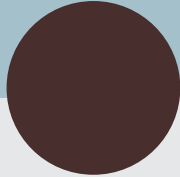
NATIONAL REGISTRY LOGO DRAFT - FINAL OPTION 5






NATIONAL REGISTRY LOGO DRAFT - APPLICATION ON PHONE APPS

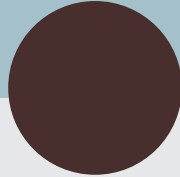
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First Last Name
Work experience
Education
Discipline
Current school /employment
Publications
Project Sections



PRISM



University
Specialty
or field



PRISM



John Doe
Director of Community Engagement
University of Southern California, USC Race and Equity Center

2006-2010
Assistant Director of Undergraduate Programs
Florida State University, College of Communication and Information

2010-2012
Director of Graduate Student Life
University of Arizona, Center for the Study of Higher Education


2012-2017
Director of Special Programs & Initiatives
University of Pennsylvania, Center for the Study of Race & Equity in Education

EDUCATION
2004
Bachelor of Arts, Business Administration
Florida Agricultural and Mechanical University

2006
Master of Science in Education, Higher Education and Student Affairs
University of Indiana, Bloomington

2016
Doctor of Education, Higher Education
Penn Graduate School of Education

PRISM



Jane Doe
Director of Community Engagement
University of Southern California, USC Race and Equity Center

2006-2010
Assistant Director of Undergraduate Programs
Florida State University, College of Communication and Information

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Director of Graduate Student Life
University of Arizona, Center for the Study of Higher Education


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Penn Graduate School of Education

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Employee Search

Job Title

Current Region

Q Search

Results


Jane Doe
Seeking Opportunities in Higher Ed
Current location: Florida
University of Southern California
Doctor of Education, 2016

John Doe
Seeking Opportunities in Higher Ed
Penn Graduate School of Education
Doctor of Education, 2014
Current location: Los Angeles

Jen Lee
Seeking Opportunities in Higher Ed
University of Indiana
Doctor of Education, 2014
Current location: Indiana

LEGEND
▶ Willing to relocate
◀ Resides in location
▶ Seeking telecommuting opportunities

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University of Souther California
Est. 1880

Specialty
Higher Ed

Current Employment Opportunities
Faculty in School of Education

PRISM



University
Specialty
or field

Job Title Location **Q Search**


Results

First Last Name
Work experience
Education
Current school /employment

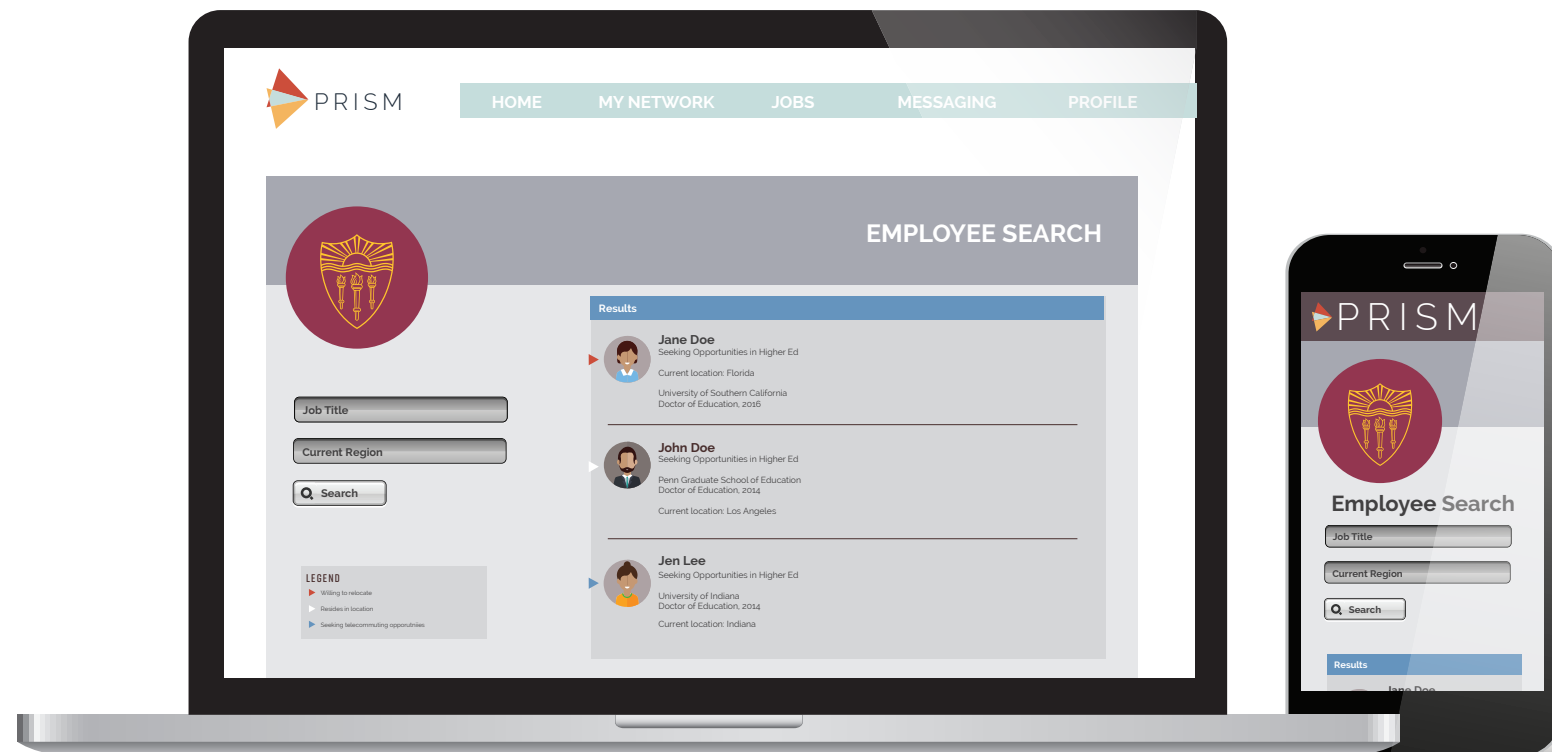
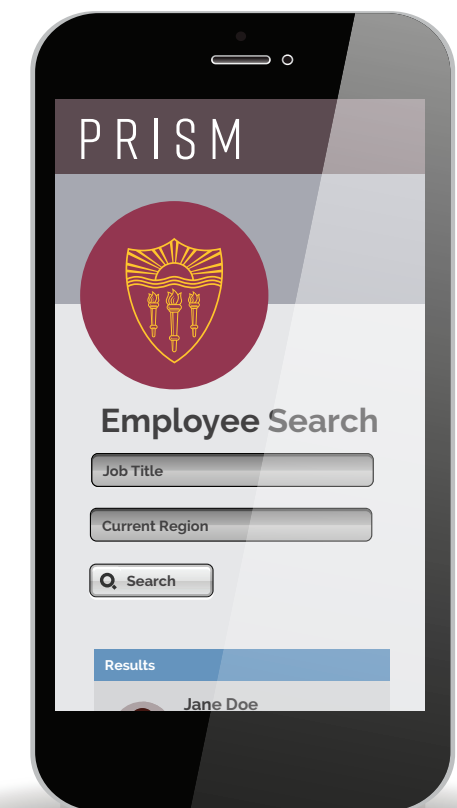
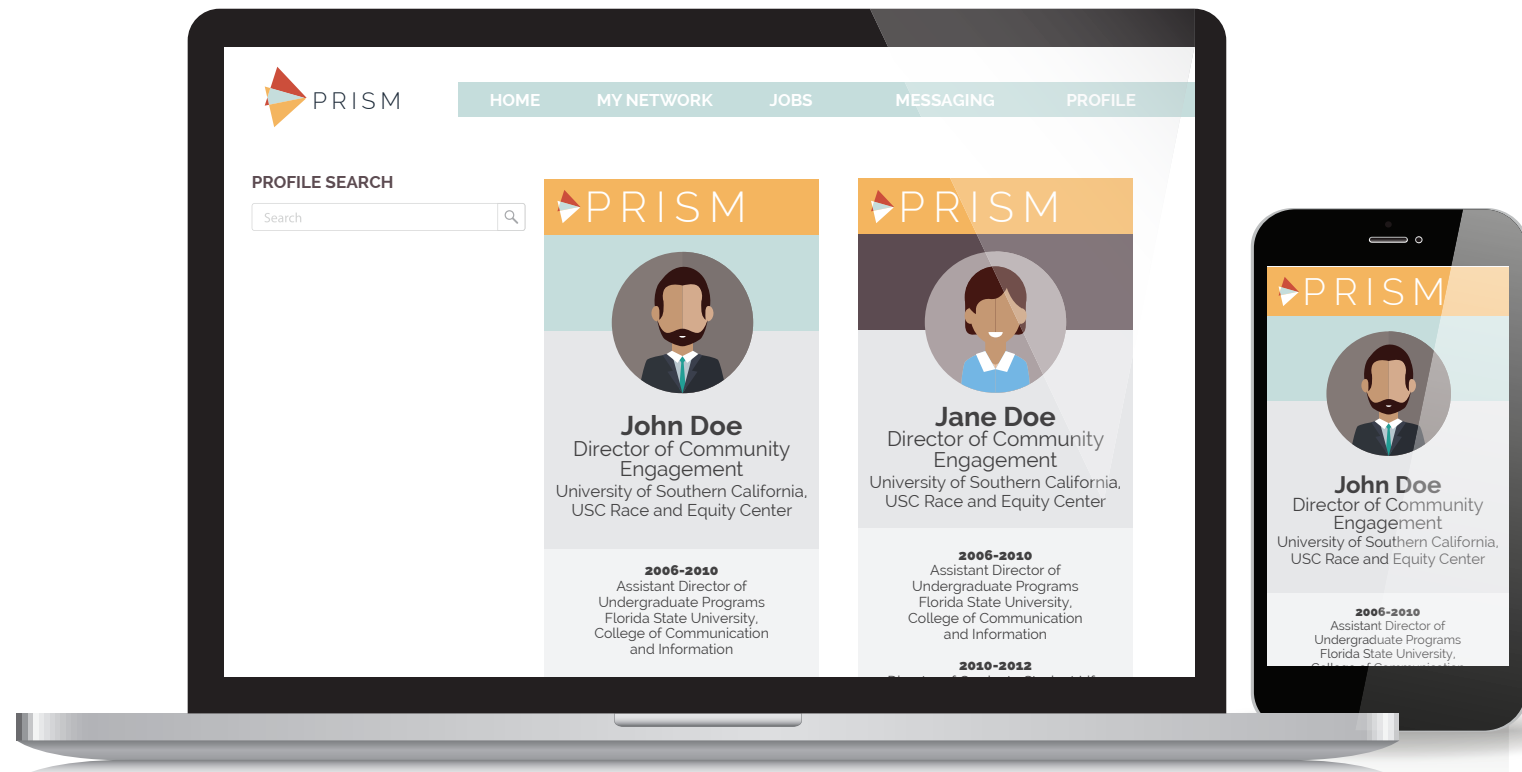
First Last Name
Work experience
Education
Current school /employment

First Last Name
Work experience
Education
Current school /employment

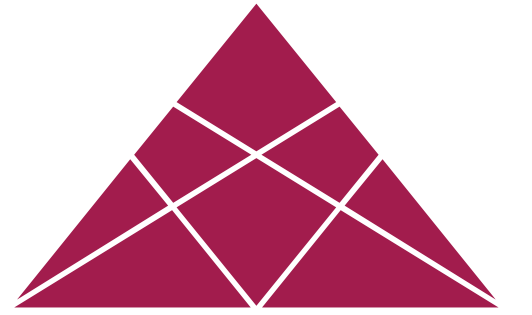
LEGEND
▶ Willing to relocate
◀ Resides in location
▶ Seeking telecommuting opportunities



NATIONAL REGISTRY LOGO DRAFT - APPLICATION ON SCREENS







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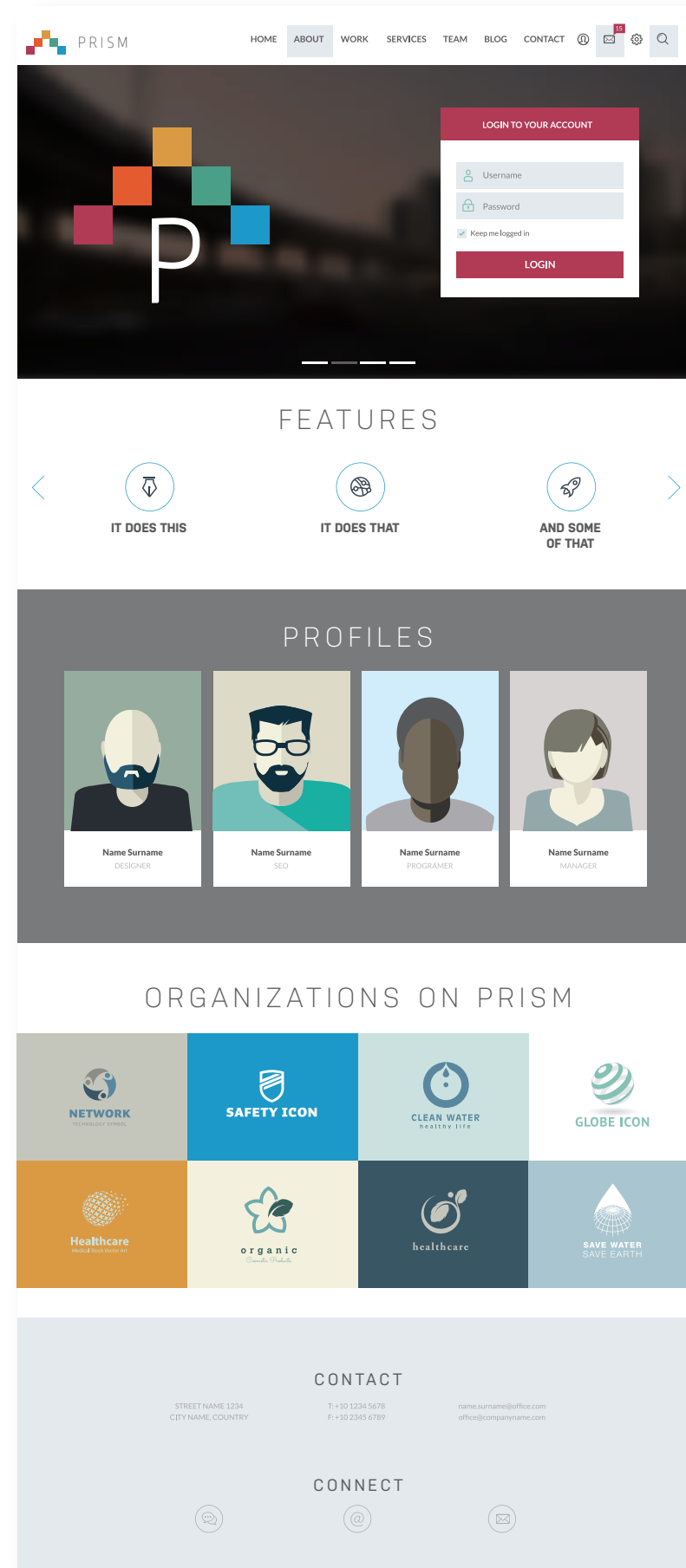
NATIONAL REGISTRY LOGO DRAFTS - DIFFERENT ITERATIONS OF FINAL OPTIONS



NATIONAL REGISTRY LOGO FINALS - APPLICATION AND COLOR WAY STUDY V1



NATIONAL REGISTRY LOGO FINALS - APPLICATION AND COLOR WAY STUDY V2



NATIONAL REGISTRY LOGO FINALS - APPLICATION AND COLOR WAY STUDY V3

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HOME ABOUT WORK SERVICES TEAM BLOG CONTACT

LOGIN TO YOUR ACCOUNT

Username

Password

Keep me logged in

LOGIN

FEATURES

IT DOES THIS IT DOES THAT AND SOME OF THAT

PROFILES

Name Surname DESIGNER

Name Surname SEO

Name Surname PROGRAMMER

Name Surname MANAGER

ORGANIZATIONS ON PRISM

NETWORK SAFETY ICON CLEAN WATER GLOBE ICON

Healthcare organic healthcare SAVE WATER SAVE EARTH

CONTACT

STREET NAME 1234 CITY NAME, COUNTRY

T: +10 1234 5678 F: +10 2345 6789

name.surname@office.com office@companyname.com

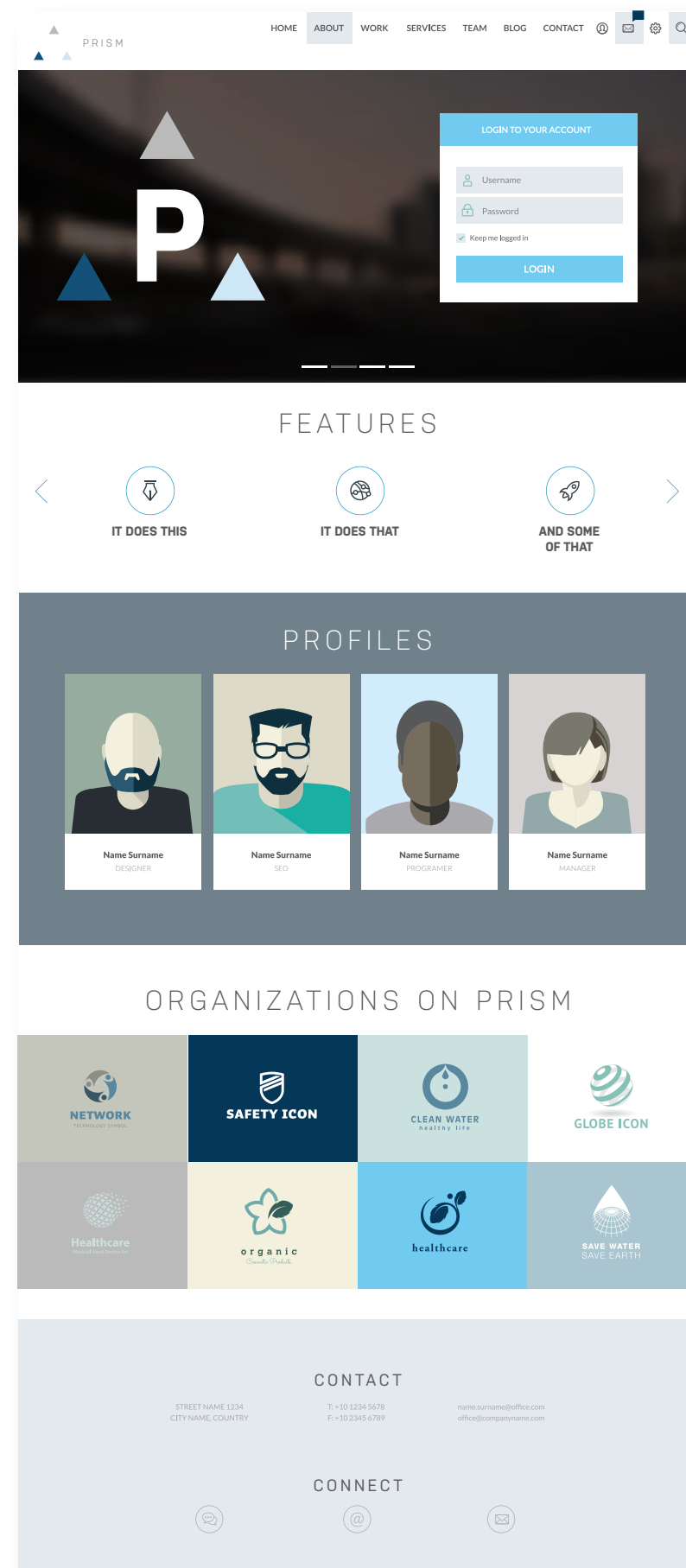
CONNECT



NATIONAL REGISTRY LOGO FINALS - APPLICATION AND COLOR WAY STUDY V4



NATIONAL REGISTRY LOGO FINALS - APPLICATION AND COLOR WAY STUDY V5



CONTINUED COLOR STUDY OF FINALS V1



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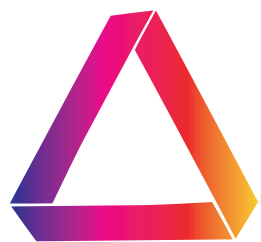
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CONTINUED COLOR STUDY OF FINALS V2





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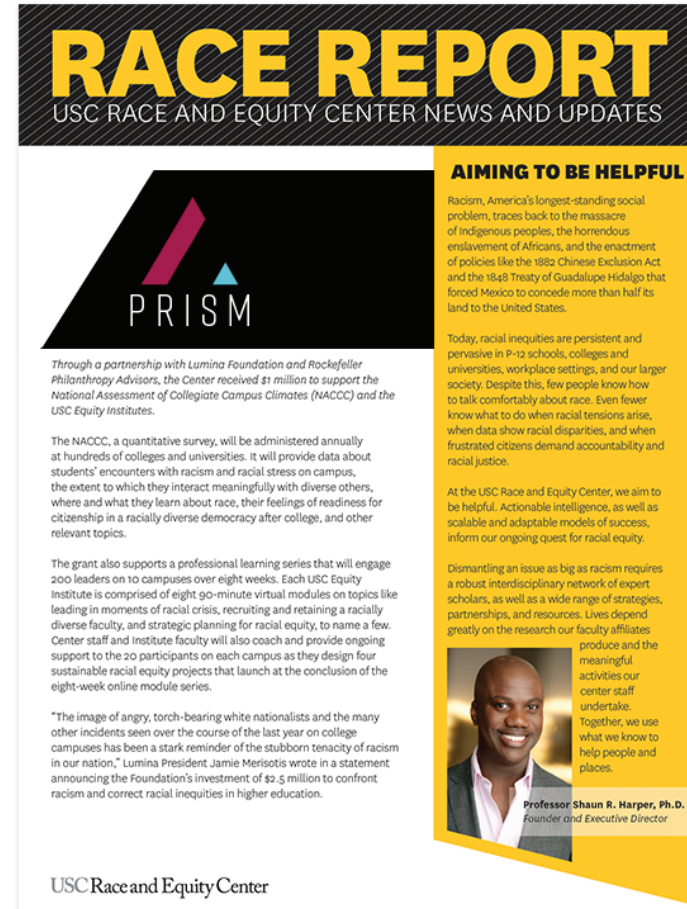
CONTINUED APPLICATION STUDY OF FINAL OPTION



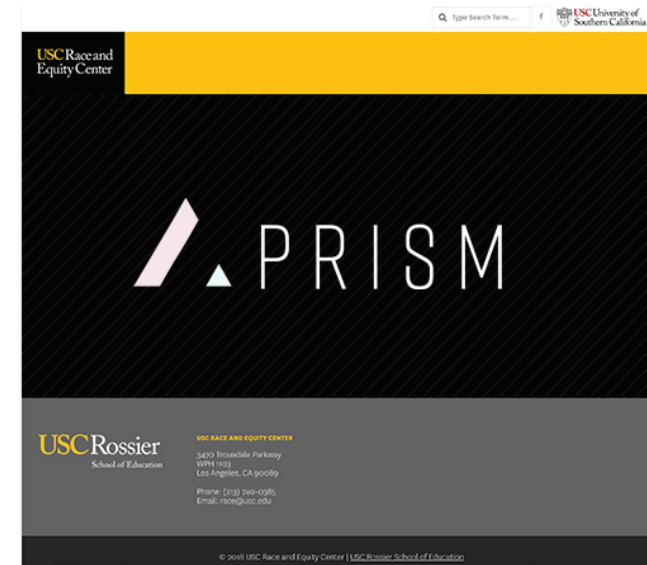
App screens



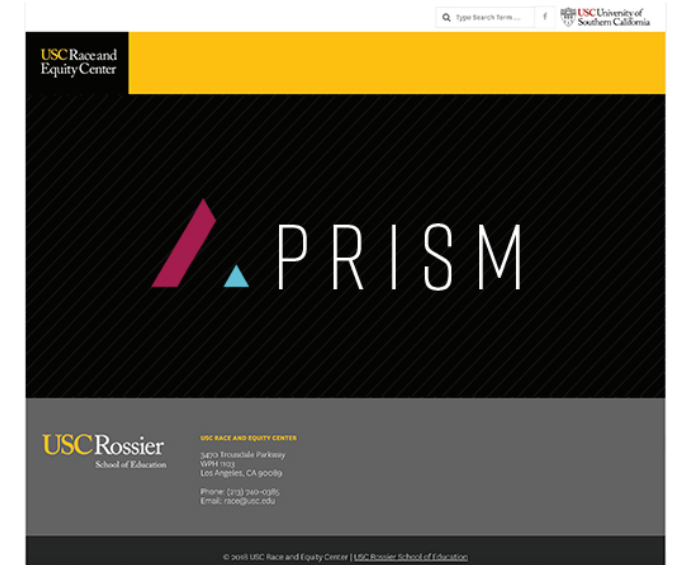
Existing marketing pieces



Existing site aesthetic - BW



Existing site aesthetic - color



Web application on dark clean site



App icon from app store





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