Logo progression

The logo had progressed from an oval containing a condensed map of the United States with the initials of the organization (NSELA). Establishing the Red White and Blue color palette.

The 60th logo, maintained the geographical elements and modified the color palette to a less bright blue and deeper red.
Color Palette

The color palette established by the 60th logo.
Logos

This Iteration is the based upon the 60th logo, keeping the design elements, and removing "60" and keeping geographic element of holding circle. Changed fonts to more modern look and feel.

(Light and dark applications)
Logos

This iteration is based upon the 60th logo, keeping the design elements, and removing “60” and moving geographic element outside of holding circle. Changed fonts to more modern look and feel

(Light and dark applications)
Maintained geographic element, stacked logo with a focus on the initials (NSELA). The Copy is set lowercase to be more modern and accessible.

(Light and dark applications)
Maintained geographic element, stacked logo. “Atomic Bond” element adds science branding while also evoking pins on a map, different locations in the untied states.

(Light and dark applications)
Logos

Maintained geographic element, stacked logo. “Genetic” element adds science branding.

(Light and dark applications)
Logos

Stylized geographic element, horizontal logo.

(Light and dark applications)
Logos

Stylized geographic element, Stacked logo.

(Light and dark applications)
Logos

Stylized geographic element, Stacked logo.

(Light and dark applications)
Logos

Stylized geographic element, horizontal logo.

(Light and dark applications)
Logos

Stylized geographic element, with movement to suggest atoms, space, STEM. Stacked logo.

(Light and dark applications)
Logos

Stylized geographic element, with movement to suggest atoms, space, STEM. Stacked logo.

(Light and dark applications)
Logos

Stylized geographic element, with movement to suggest atoms, space, STEM. Stacked logo. Color variation. (Light and dark applications)
Logos


(Light and dark applications)
Logos

US geographic map as a conversation point.
Stacked logo.

(Light and dark applications)
Logos

US geographic map as circuitry, evoking STEM.
Stacked logo.

(Light and dark applications)