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OVERVIEW AND HISTORY

The Summit County Society of the Blind was founded in 1913 by individuals who were blind to give support to those who were basically shut-ins. The Society began its primary mission to meet the needs of persons with vision loss.

The Society became incorporated in 1948 as the Akron Blind Center and Workshop and later became the Akron Blind Center, Inc. The Center was established to promote education, outreach, and recreational activities to the blind, as well as to support people who are blind and legally blind in Summit and adjoining counties.

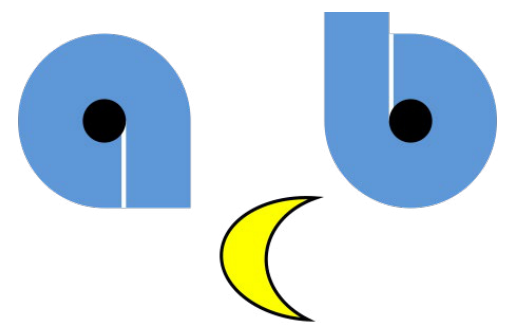
Membership is now over 100 members, and they are seeking to expand their reach and serve more amazing people, all while educating the public about these champions of overcoming adversity. Classes are offered the three middle days each week with a social day each Wednesday.

Mentor programs are offered for younger or recently transitioning sight loss adults. They partner those losing their sight with an "experienced" individual who can offer valuable insights and information, as well as encouragement to help them through a scary and lonely experience.

Within the Akron Blind Center is a small store that offers aids and devices to both members and the public. These items include magnifiers, talking products such as watches, alarm clocks, etc., as well as a wide variety of other items too numerous to mention which help the visually impaired with everyday activities.

The Center is not state or federally funded and operates almost entirely by trusts and donations from individuals and the foundations. They are proud of their members and their continued dedication to the goals of the Center.



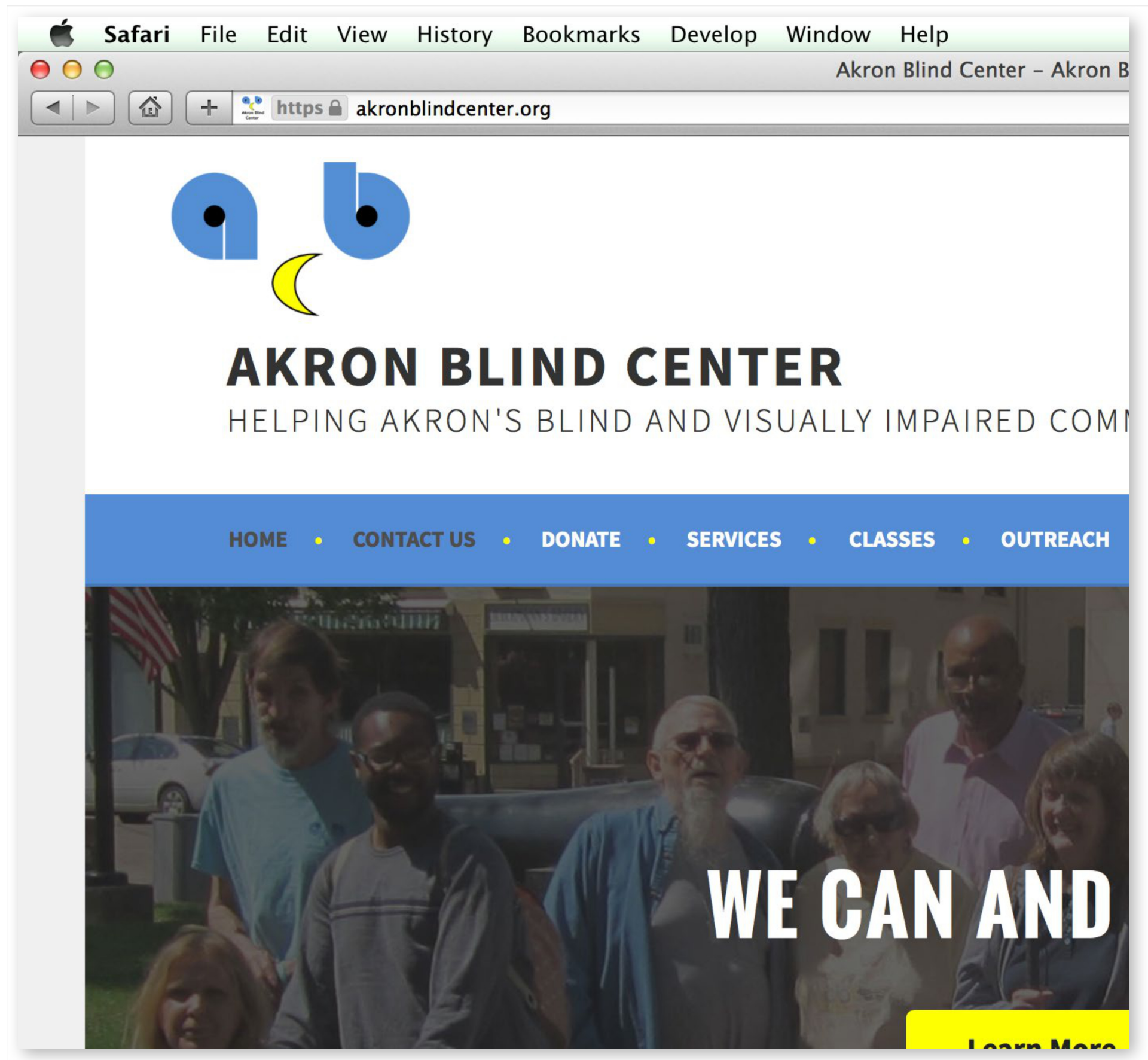


THE CURRENT MARK

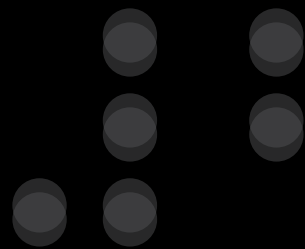
The current Akron Blind Center mark arranges their initials into the shape of an owl's face, with the A and B serving as eyes and the C serving as its beak. The counterforms of the blue A and B are filled in with black, and the beak is yellow and outlined with black to make it stand out on white backgrounds. The font appears to be some variation of Bauhaus.

THE REASON FOR CHANGE

The current mark has low readability and fails to accurately represent who the company serves, as owls have excellent eyesight. The logo lacks any sense of containment and unity. The colors have no meaning associated with them, and thus are completely pointless. Likewise, failure to use this logo has resulted in lack of branding for the company as a whole.



LOGO
DEVELOPMENT



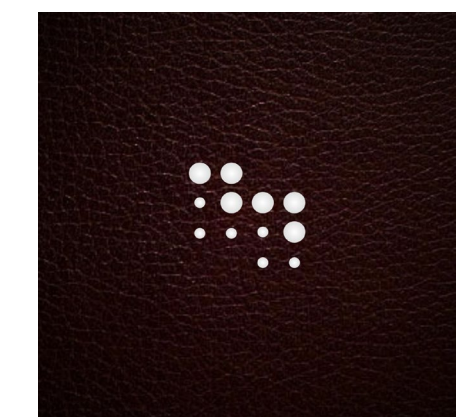
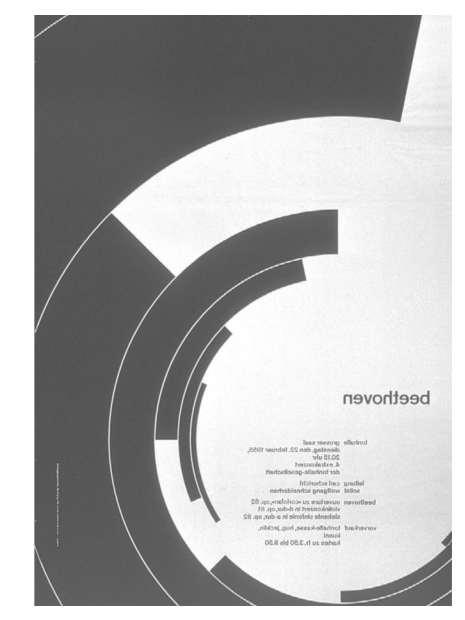
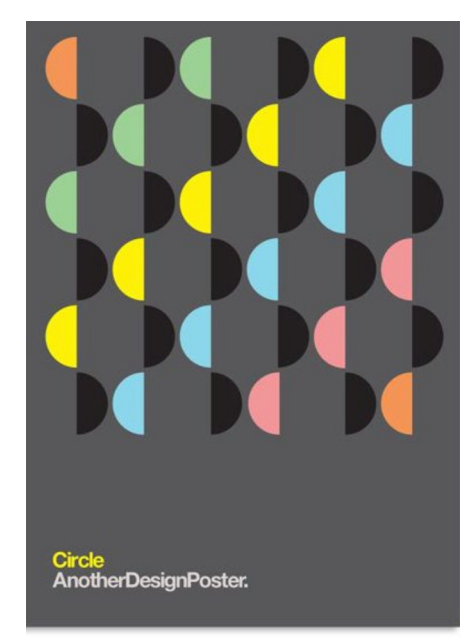
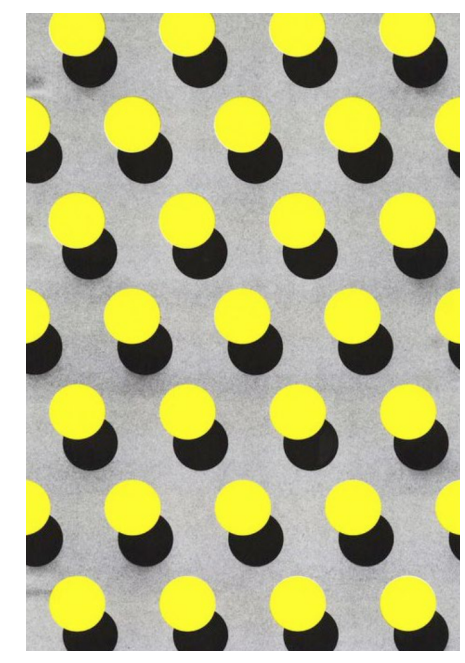
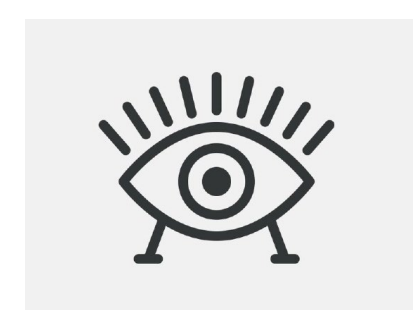
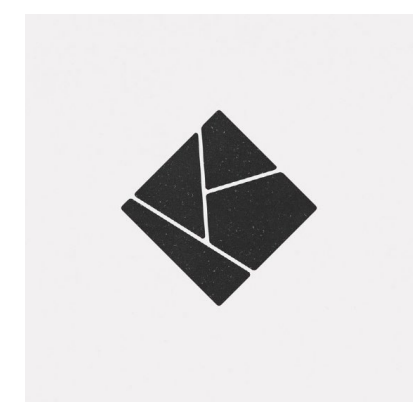


COMPETITION AND MOODBOARD

COMPETITION



MOODBOARD



45 Vintage Halftones

DOTS

LINES

PATTERNS

EASY COMBINE

EASY RECOLOR

TEXTURE YOUR FONT

ABC

Thanks for watching



THUMBNAIL SKETCHES



AKRON
BLIND
CENTER

Akron
Blind
center

AKRON
BLIND
CENTER

Akron
Blind
Center

Akron:
• city
• blimps

Blind:
• eyes
• seeing
• eye tests
• Braille dots

20/200
Akron
Blind
Center

Akron
Blind
Center

Akron
Blind
Center

• • • •
• AKRON
Blind
Center

Akron
Blind
Center

Look/feel:
• tyrognic
• clefts
• warts
• formal

• blank
• cane
• sunglasses
• 20/20
• 20/200
• seeing eye
dogs

A B
D B
A B
A B
C
C
C E

Akron
Blind
Center

AKRON
BLIND
CENTER

AKRON
BLIND
CENTER

AKRON
Blind
Center

• echolocation

A Akron
Blind
Center

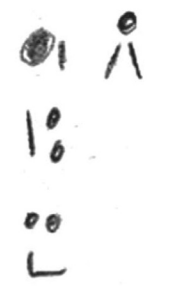
Akron Blind
Center

AKRON
BLIND
CENTER

AKRON
BLIND
CENTER

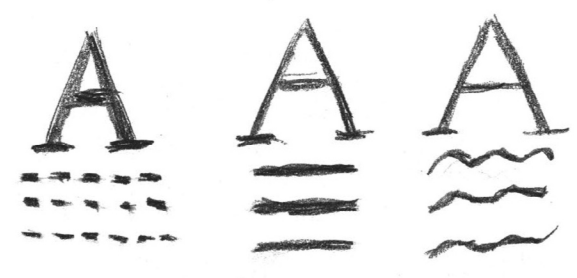
AKRON, BLIND
CENTER

AKRON
BLIND
CENTER

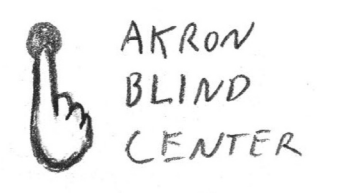


ROUGHS

AKRON
BLIND
CENTER



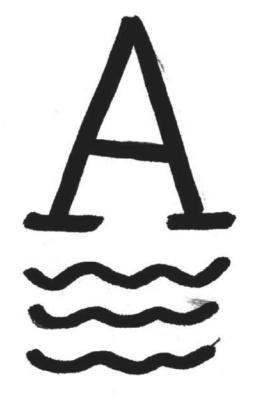
AKRON
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AKRON BLIND
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AKRON
BLIND
CENTER

AKRON BLIND CENTER





VECTORS + ONE COLOR VERSIONS



- AKRON
- BLIND
- CENTER





FINAL MARK

Bold [**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10]

Medium [A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10]

Book [A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 10]

The new mark uses the braille dots for each of the letters of the Akron Blind Center's initials. This helps showcase one of the many things the Center does: help to teach braille to those loosing their sight.

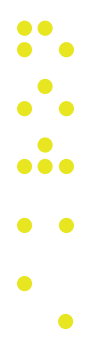
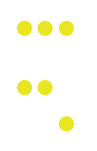
The Futura family was used as a typeface as it matches the geometric style of the dots in the logo, and looks both elegant yet professional and modern.

Yellow was used for these dots to represent light, while a low-contrast gray was used to draw emphasis to the dots as their services focus on the visually impaired. The mark can be used on both black and white.

• AKRON
•• BLIND
••• CENTER



C=0 M=0 Y=0 K=0 C=0 M=0 Y=0 K=100 C=0 M=0 Y=0 K=70 C=13 M=0 Y=97 K=0



STYLE GUIDELINES

AVOID THE FOLLOWING

STACKING TYPE HORIZONTALLY

• AKRON : BLIND •• CENTER

ROTATING TYPE

• AKRON
• BLIND
•• CENTER

The mark can be used at any size larger than 1" (72 pixels). The mark should have a large exclusion zone to emphasize the white space around it. Do not rotate the mark or stack it horizontally. The braille dots should always be higher contrast or a different color than the typography, as they're meant to represent the visual aid the Akron Blind Center provides to those who have difficulty seeing normally.

Using the braille dots as a design element is allowed as long as the full logo is still present somewhere on the design.

REDUCING BELOW 1"

• AKRON
: BLIND
•• CENTER

STRETCHING HORIZONTALLY/VERTICALLY

• AKRON
: BLIND
•• CENTER

MAKE BRAILLE SAME COLOR/HUE AS TYPOGRAPHY

• AKRON
: BLIND
•• CENTER

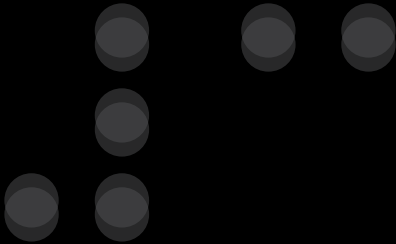
The exclusion zone around the mark is based off of the width of the two vertical braille dots.

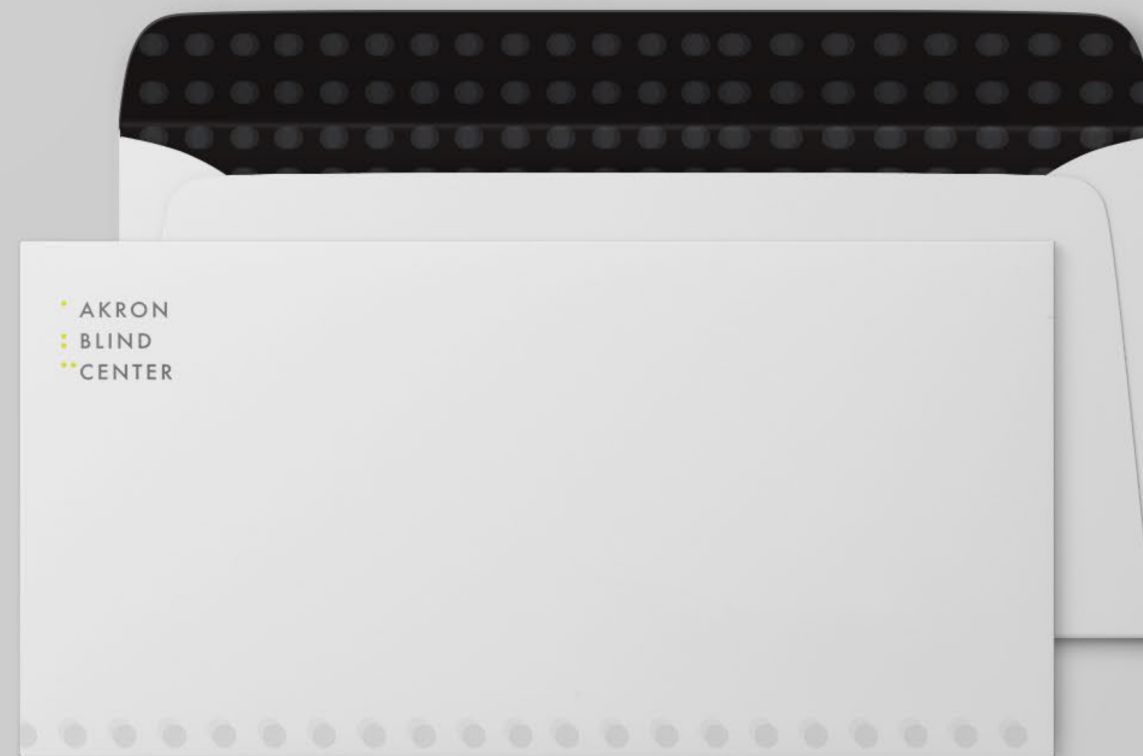


No typography or images should intrude into this area.



APPLICATIONS







STATIONARY DETAIL



AKRON BLIND CENTER

VOLUNTEER FORM

PERSONAL INFO
 Name: _____
 Present Address: _____
 Phone Number: _____
 Do you have a valid driver's license? Yes No

VOLUNTEER INFO
 Please list your volunteer experience:

Agency	Title	Hours Available (AM + PM)	SUN	MON	TUES	WED	THURS	FRI	SAT

BACKGROUND INFO
 Have you been convicted on a felony and/or misdemeanor? Yes No
 If yes, please explain, and give dates of conviction, type of conviction, and jurisdiction where convicted.
 Let us know why you're interested in volunteer opportunities at the Akron Blind Center.



SIGNAGE



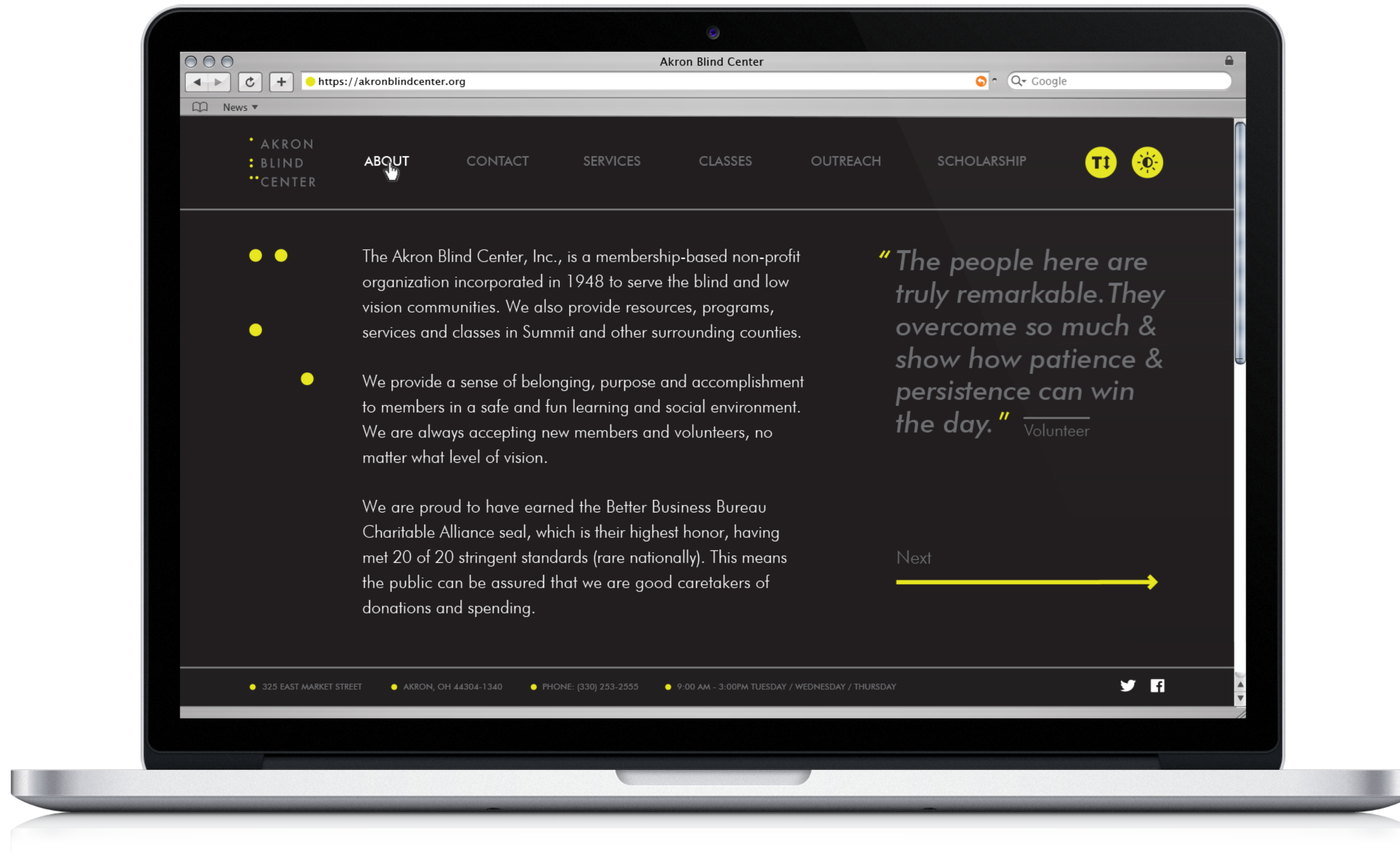


WEBSITE - SPLASH





WEBSITE - ABOUT



Akron Blind Center

https://akronblindcenter.org

News

AKRON
BLIND
CENTER

ABOUT CONTACT SERVICES CLASSES OUTREACH SCHOLARSHIP

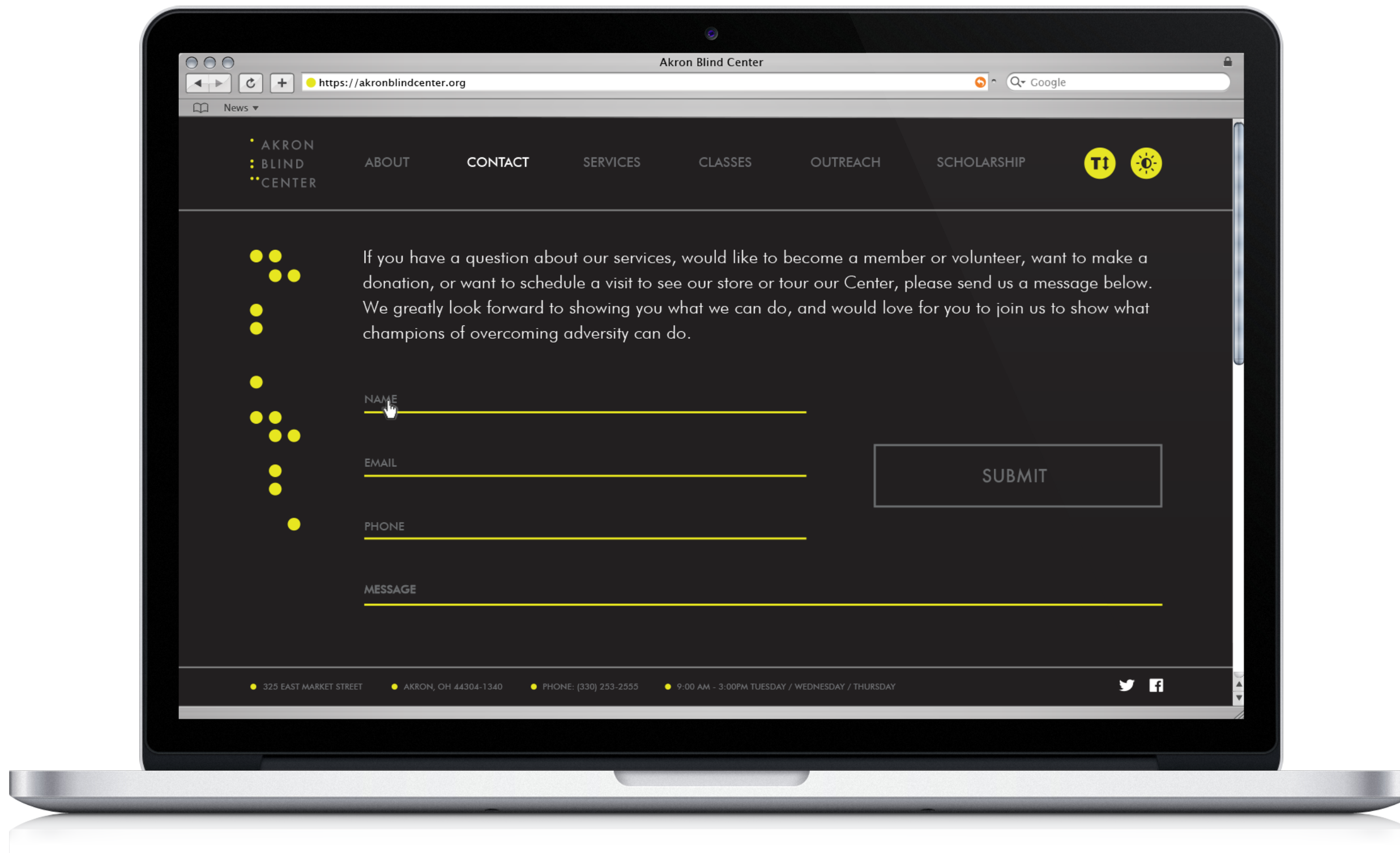
- • The Akron Blind Center, Inc., is a membership-based non-profit organization incorporated in 1948 to serve the blind and low vision communities. We also provide resources, programs, services and classes in Summit and other surrounding counties.
- We provide a sense of belonging, purpose and accomplishment to members in a safe and fun learning and social environment. We are always accepting new members and volunteers, no matter what level of vision.

We are proud to have earned the Better Business Bureau Charitable Alliance seal, which is their highest honor, having met 20 of 20 stringent standards (rare nationally). This means the public can be assured that we are good caretakers of donations and spending.

"The people here are truly remarkable. They overcome so much & show how patience & persistence can win the day." Volunteer

Next

325 EAST MARKET STREET AKRON, OH 44304-1340 PHONE: (330) 253-2555 9:00 AM - 3:00PM TUESDAY / WEDNESDAY / THURSDAY



AKRON
BLIND
CENTER

ABOUT

CONTACT

SERVICES

CLASSES

OUTREACH

SCHOLARSHIP



If you have a question about our services, would like to become a member or volunteer, want to make a donation, or want to schedule a visit to see our store or tour our Center, please send us a message below. We greatly look forward to showing you what we can do, and would love for you to join us to show what champions of overcoming adversity can do.

NAME

EMAIL

PHONE

MESSAGE

SUBMIT

325 EAST MARKET STREET AKRON, OH 44304-1340 PHONE: (330) 253-2555 9:00 AM - 3:00PM TUESDAY / WEDNESDAY / THURSDAY



ain "a s...
 a prohibition. Rather,
 structure, recently by a
 adopted recently by a
 at the United Nations.
 they principles of the United
 ment on principles for
 e is that no state should allow
 that intentionally damages in-
 frastructure or otherwise in-
 the use and operation of critical in-
 frastructure." The goal of the United Na-
 tions is to have Chinese leaders em-
 brace the principles of conduct in a
 bilateral agreement with Washington.
 But it seems unlikely that any deal
 coming out of the talks would directly
 address the most urgent problems with
 cyberattacks of Chinese origin, accord-
 ing to officials who spoke on the condi-
 tion of anonymity.

More of those attacks have focused on
 espionage and theft of intellectual prop-
 erty. The rules under discussion would
 have done nothing to stop the theft of 22
 million personnel security files from the
 Office of Personnel Management, which
 the director of national intelligence,
 James R. Clapper Jr., recently told Con-
 gress did not constitute an "attack" be-
 cause it was intelligence collection
 something the United States does, too.
 CHINA, PAGE 5

John Kerry with his German counterpart,
 Frank-Walter Steinmeier, on Sunday.
 PHOTOS BY AP/WIDEWORLD

REFUGEES, PAGE 3

NYT.COM
 Dinner is ...
 page and analysis of
 on's biggest night at the 67th
 time Emmy Awards in Los
 Angeles. nytimes.com/tv

founder, 13, and his 'C.E.O.' mom
 the founder of the bow-tie line Mo's
 Bows is a charismatic salesman who
 has an intuitive eye for fashion. He's
 also 13. nytimes.com/business

Minnesota's mascot turns heads
 Golden Gopher wows crowds with his
 unusual head spin move. The mascot's
 inventor, Ross Bernstein, said, "You
 had to be able to skate and be a
 complete idiot, and I qualified on both
 counts." nytimes.com/collegefootball

Science behind 'they all look alike'
 Was the arrest of James Blake a case of
 racism, or a product of a real cognitive
 issue that makes it hard for people of
 one race to distinguish between those
 of another? nytimes.com/region

Defending her record as boss
 As she seeks the Republican nomination,
 Carly Fiorina has prepared to counter
 accusations that she mismanaged
 Hewlett-Packard and callously laid off
 workers. nytimes.com/politics

WHITE CANE WALK

AKRON
BLIND
CENTER

Experience blindness by being
 blindfolded and be led by the blind
 while using a white cane. Join us for
 refreshments, raffles, and more!

akronblindcenterwhitecanewalk.com • Canal Park Stadium, 300 S. Main St. • 10/7/18 at 9 AM



BRaille CHART

BRaille CHART

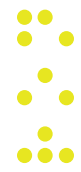
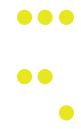
Each braille cell is comprised of six dots, arranged in a 2x3 formation. It includes symbols for foreign languages, numbers, punctuation marks, and anything else that can be written.

Every 10 letters repeats the previous pattern of dots and adds one more. W is the exception, as there was no W in the French alphabet when the creator of braille, Louis Braille, came up with the system.

There are also two major types of braille: contracted and uncontracted. Uncontracted braille is shorter, and thus more often used.

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z		

• AKRON
 : BLIND
 •• CENTER



COUPON





POSTER



akronblindcenterwhitecanewalk.com

Canal Park Stadium, 300 S. Main St.

October 7th, 2018 at 9 AM

WHITE CANE WALK

AKRON
BLIND
CENTER

