
Backgrounder

Think of this brief as a design "mood board".

It's meant to organize some of the reference material we should review to help narrow my design direction.

I've also included examples and links to initiatives that share some common ground or may have potential conflicts depending on the final direction we pursue.

I'd also like to chat about possibilities that you may have in mind that are not apparent here, or options that should immediately be excluded.

Once you've had a chance to peruse this let's schedule a phone call.

Thanks, Ian

Bringing Humanity to Work

I'm going to focus on the 2 key elements: Humanity and Work.

The brand identity (name and logo or logotype) should convey the fusion of these 2 elements. The second definition of humanity below would be the appropriate one (in contrast to all humankind). And while work could refer to the activity, it seems more appropriate to focus on the place of employment.

Hu·man·i·ty /ˈ(h)yōōmanədə/

noun

2. humaneness; benevolence.

"he praised them for their standards of humanity, care, and dignity"

synonyms: compassion, brotherly love, fellow feeling, humaneness,

kindness, kind-heartedness, consideration, understanding,

sympathy, tolerance, goodness, good-heartedness,

gentleness, leniency, mercy, mercifulness, pity, tenderness,

benevolence, charity, generosity, magnanimity

"he praised them for their standards of humanity, care, and dignity"

Work /wɜrk/

noun

1. activity involving mental or physical effort done in order to achieve a purpose or result.

"he was tired after a day's work in the fields"

synonyms: labor, toil, exertion, effort, slog, drudgery, the sweat of one's brow

2. one's place of employment

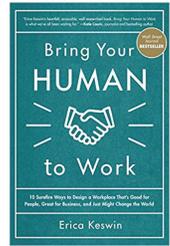
"didn't go to work today"

I've been thinking about and looking for visuals that could convey both of these key concepts. The following pages group many that I've gleaned from the Internet. Before we start crafting custom designs, I'd like to narrow the focus to a few most promising options.

Humanity

Essentially: compassion, kind-heartedness, consideration, sympathy, goodness, good-heartedness, generosity.

The visual elements often utilize the heart icon, and hands.



Work

The activity of work is often conveyed with icons synonymous with industry such as gears. This could also suggest a synchronized team effort, cooperation, integration. Other common icons include brief cases, lunch boxes and clocks. These seem off-target because of their blue collar associations. The clock also seems to convey negative associations — punching the time clock; a treadmill; watching the clock; etc.



Potential Fusions

The fusion of heart, hand, and gears may hold some potential. I like the more abstract nature of the top-left image with the suggestion of hands combined as a pentagram.

Equality

The concept of the round table suggests a peer group without a hierarchy. There is no head of the table when it's round. While most of what I've found is very cliché, it may be worth discussion. Many also suggest a fusion of peer groups and the integration of gears.



Broad Search Results

In researching "humanity" and "humanity at work" I came across several initiatives that we should be aware of to avoid conflict. [Dow Chemical's](#) suggestion of the "Human Element" borrows from the periodic table of the elements. [Mondragon's](#) focus on humanity at work is huge and they have co-operatives around the world. [Good Well](#) is entirely focused on Humanity at Work.



[Workhuman](#) and [One Clear Message](#) are all about creating a more human workplace. [Humanity](#) makes sure the employees are scheduled on time. One Clear Message is also

