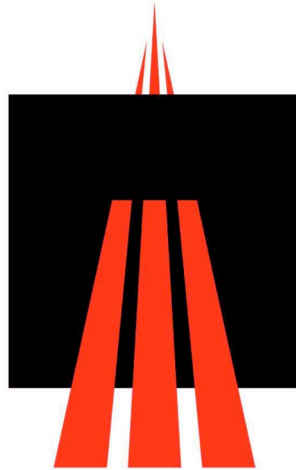


What is SDA's Logo?

Ever wonder what our three-pronged logo means? It is simple, really.



Back in 1995, when we were finally changing our name from the Society of Architectural Administrators to the Society for Design Administration, the executive committee wanted to develop a new logo and identity package for the society. James Clark Design of Seattle was hired (Robbie Ralkowski and Terry Bollender, both members of the Executive Committee at the time, were from Seattle and were assigned the task of working with the designer).

Considerable time was spent discussing the Society and its members. It was explained that SDA represents many sizes and types of architectural, engineering, landscape design, lighting design, interiors and other related design firms. It was also explained that SDA represents individuals holding many different positions within those firms – office managers, bookkeepers, receptionists, business managers, human resource managers, marketing coordinators, marketing managers, administrative assistants, controllers, etc. In spite of those differences however, members hold three things in common. First, we are all working toward the same end (i.e. the finished project). Second, we hold a strong sense of respect and passion for the design profession and the built environment. Third, no matter the size or nature of our firms, the members of SDA are often considered the glue or mortar that hold their firms together and keeps them running smoothly. SDA members are indispensable to their firms.

We talked about the goals and benefits of the SDA: continuing education, professionalism, and networking, networking, networking. We wanted the graphic designer to consider all the above, along with additional conditions. The image had to be simple enough to reproduce well in black and white. The image had to be simple enough to reproduce well at a small scale. And the image had to carry us forward into the next century.

“This design represents the membership: architects, engineers, other designers and those who service them. Inside these different types of firms, the administrator must manage multiple tasks, multiple projects and apply many different skill sets to achieve their job. It is from this wide base of activities that the three tower points come from and

narrow to a point showing the focus and precision that is needed.”

The color combination of red on black was selected for three reasons. First, red and black are equally strong. The strength of the three points (the disciplines) does not override the strength of the base (the administrator) or vice versa. Second, red and black are considered classic and are not trendy. Finally, the red image adds an element of consistency from our prior SAA graphic, also red and black.

The new logo was unveiled at the National Leadership Conference in Dallas on January 11, 1995.