

STRATEGY BRIEF

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PROJECT: Identity for The Common Good Forum

What is The Common Good?



The Common Good presents public policy conversations, forums, and meetings around the calendar year with many of the nation's top thought leaders, innovators and trendsetters in politics, business and culture.

The Common Good is a nonpartisan, not-for-profit organization dedicated to recreating the public square through reasonable discourse and a free exchange of ideas. This open dialog helps to create the environment for good policy and the common ground to implement it. TCG strives to bridge the growing divisions that threaten our nation and to help promote the informed participation of every citizen so essential for a thriving democracy.

What is the Common Good Forum?

The Common Good Forum brings together today's thought leaders, business innovators, policy makers, and cultural trendsetters for nonpartisan discussion of the great issues of the day. The Forum is a tightly programmed combination of individual talks and panels that respects the limited time of busy professionals and business people. The Forum endeavors to be more practical and actionable than TED, which may offer talks across a range of topics of variable current relevance. It caters to the "movers and shakers" who use information to gain competitive advantage.

What do we want to communicate?

Modern
Businesslike
Clean and crisp
Timeless not trendy

Givens & restrictions

Mark is for "The Common Good Forum"
Not necessary to lockup with TCG logo -- will be used separately
Work in all sizes, color or B&W

[OTHER CONFERENCE LOGO EXAMPLES NEXT PAGE]

