

GCCA New Logo Creative Brief

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About the Greater Chicago Cichlid Association

The Greater Chicago Cichlid Association (GCCA) is a not-for-profit, educational organization dedicated to the care and breeding in captivity of cichlids. Cichlids are a group of approximately 3000 species of tropical fish found in Africa, Central American and South America.

GCCA was incorporated in 1971. Our 200 members are extreme tropical fish hobbyists who own—on average—twelve fish tanks. Some members have over 200 fish tanks. GCCA raises money through events like auctions and swap meets and provides programming such as expert speakers for its members. GCCA's website is at <http://www.gcca.net>.

Project Summary – New Logo Design

Logo History

GCCA's "shield" logo dates to approximately 1972.

The round fish in the upper left is a Discus, a South American cichlid.

The fish on the upper right is a Frontosa, a fish from Lake Tanganyika in Africa.

Below the fish is a representation of the Chicago skyline. The far-right building is the John Hancock Center and at the far-left is the Willis Tower (formerly Sears Tower).

The original logo was hand drawn. It was later converted to a vector logo using Adobe Illustrator.



Alternative Logo

The shield logo above does not render well on the web, so an alternative, simplified text logo was created (below)

The font is Syntax. This logo is sometimes represented in color as Trumatch 36-A5.

Greater Chicago
CICHLID ASSOCIATION

<input type="radio"/> R: 0	<input type="radio"/> C: 100%
<input type="radio"/> G: 66	<input type="radio"/> M: 84%
<input type="radio"/> B: 130	<input type="radio"/> Y: 22%
<input type="radio"/> # 004282	<input type="radio"/> K: 6%

Project Deliverables

The following are project deliverables:

Item	Format
Horizontal, 1-color logo	Adobe Illustrator vector only
Horizontal, 2-color logo	Adobe Illustrator vector only
Horizontal, Full-color logo	Adobe Illustrator vector only
Vertical, 1-color logo	Adobe Illustrator vector only
Vertical, 2-color logo	Adobe Illustrator vector only
Vertical, Full-color logo	Adobe Illustrator vector only

Requirements

Delivery Format

Logos must be supplied in Adobe Illustrator format, vector only. No placed bitmaps. The goal is to have infinitely scalable logos that may be used both at small low-res web sizes and in large banners.

Fonts

Please use only fonts available in Adobe TypeKit, a font service included in Adobe's Creative Cloud offering. Please choose fonts that are offered in both web and desktop versions. That will allow us to match the font in web pages using genuine type.

Rights

Upon successful completion of the project, you agree that GCCA owns all rights to the work in perpetuity.

Tone

- Fun and cool
- Can tell the organization is related to tropical fish
- Representative, rather than highly detailed

Fishy Issues

Cichlids come in a great variety of shapes, colors and sizes. Our members have their favorites and the overall body shape can tip off cichlid hobbyists to the species. Cichlid hobbyists often divide up along Old World (African) cichlids versus New World (Central & South American) cichlids.

For that reason, it would be acceptable to use a different fish for the horizontal versus vertical logos which would allow us to represent both camps.



008-New World- Archocentrus_honduran_redpoint-M.jpg



009-New World- Herichthys cyanoguttatus.jpg



010-New World- Cichlasoma_festae-M.jpg



011-New World- Symphysodon discus.jpg



012-New World- *Nandopsis_salvini*-F1.jpg



013-New World- *Herichtys_bartoni*_F.jpg



014-New World- *Amphilophus citrinellus*.jpg



015-Old World- *Altolamprologus calvus*.jpg



016-Old World- Aulonocara_stuartgranti_chilumbu.jpg



017-Old World- Cyphotilapia frontosa.jpg



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018-Old World- Labidochromis Orange-Yellow Ruware.jpg



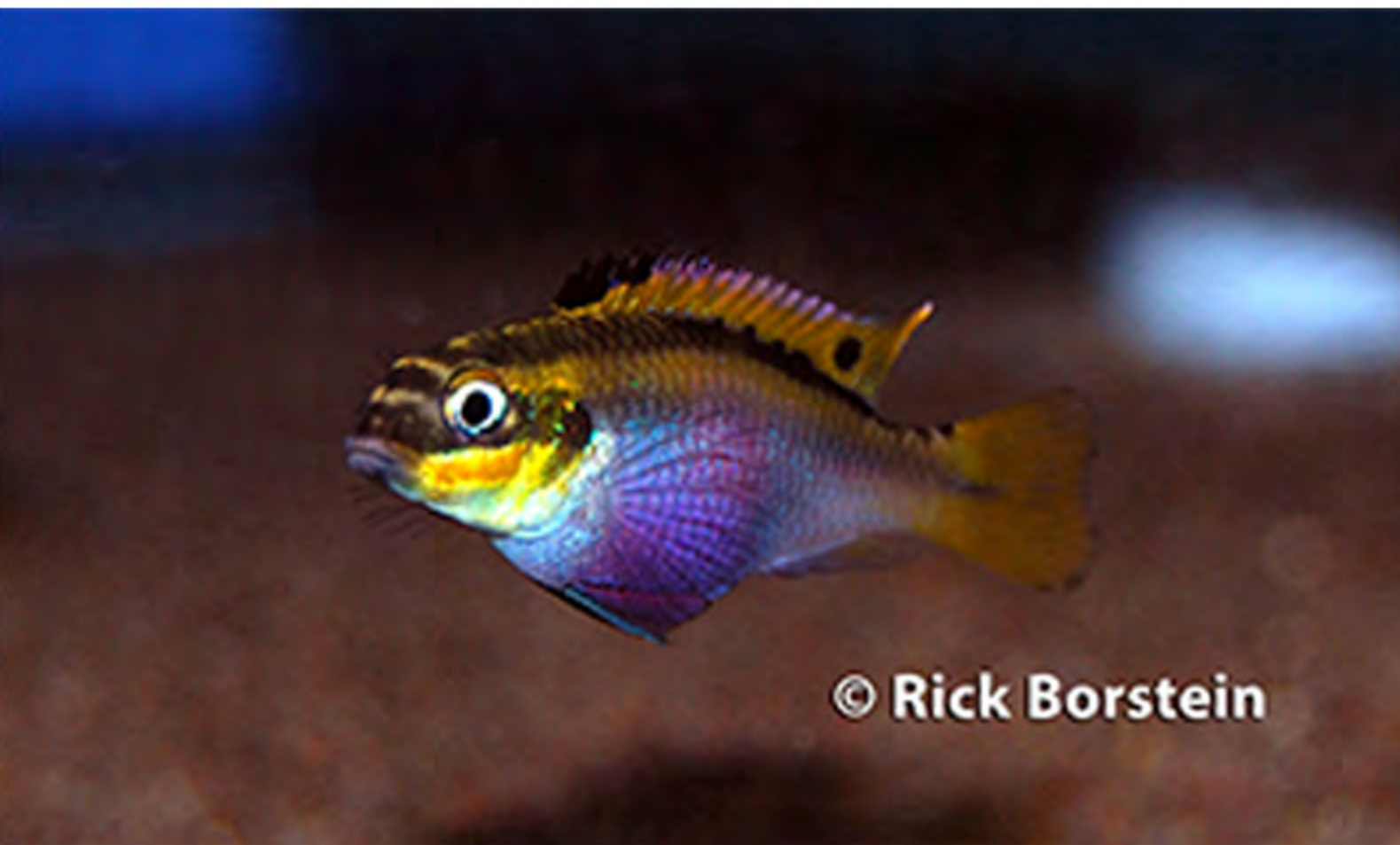
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019-Old World- Metriaclima_phaeos-M.jpg



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020-Old World- Neolamprologus_olivaceus-3.jpg



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021-Old World- Pelvicachromis_taeniatus-F2.jpg