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PREVIOUS BRANDING



ORIGINAL LOGO 1998-2017

Visual communication is dependent on the speaker's message being understood by their audience. Design is intertwined with visual communication in a way that art does not have to be. The primary issue with the original logo is one of legibility. Written language is a codified combination of letterforms that bear specific connection to one another through their form and arrangement. In the case of the Hangul and the Roman alphabets, which are consonant-vowel based, reading requires both an understanding of its letterforms and how their arrangement functions. The Roman alphabet reads from left to right, and all letterforms follow the same linear directional pattern. It would not occur to an English reader to read any other way, as it would defy the logic of the language. The same rhetoric applies to the readers of the Hangul alphabet which reads in syllable blocks with combinations of 2, 3, or 4 letters.

G.O.A.'L.'s primary audience is divided between those who read Hangul and those who do not. The original logo falls short of being fully understood by its audience because of the illegibility to Hangul readers. For adoptees who do not read Hangul, the letterforms exist in a visually symbolic form, devoid of the same semiotic meaning associated with the letterforms for those that do read Hangul. When neither part of G.O.A.'L.'s audience can properly understand the logo; it falls into the visually superficial realm of a decorative facade despite its deeper conceptual intention. The idea of being a misfit, or not fitting perfectly within Korean society is a facet of adoptee identity, but this is not communicated effectively by the original logo.

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PREVIOUS BRANDING

Furthermore, there are historic complications to reflect upon through the lens of the post-colonial world of now. The act of taking an Eastern language and breaking it to behave like that of a Western language (in the instance of suggesting a possessive through the arrangement of the letters), intellectually borders on colonial traditions. This doesn't feel progressive, nor in line with G.O.A.'L.'s message or direction.

The other issue is regarding the use and placement of the ㅏ vowel in the original logo. This particular Korean letter has a slang implication of giving the middle finger, a well-known crude American gesture. In addition, the structure of Korean language is such that it is not possible to read a vowel or consonant on its own. They do not create a sound without one another. So the arrangement of the original logo makes it illogical for a Korean reader to actually create the phonetic sound of “골” from the letterforms.



2017 REBRANDING 2017-2019

The 2017 rebranding was the result of a request for a crowd-sourced design. None of the original visual elements were kept, nor color palette nor typography. Being so far removed from the established original branding, it is difficult to still recognize it as the same organization. There are also legibility issues due to the scale relationship between the logo mark and logotype.

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2020 REBRANDING

The rebranded G.O.A.'L. logomark refreshes the original logo to maintain visual connection for the organization with its existing audience. The new logomark utilizes certain aspects from the original logomark to establish continuity; the circle, the blue color, and the phonetic spelling of G.O.A.'L. in Hangul. Circular logos bear a semiotic connection to globalness and the blue has become iconic and recognizable in connection with G.O.A.'L.

The style of the logomark borrows from the visual language of stamps/seals through the rounded quality of the Hangul characters in the logomark and its circular frame. Stamps/seals are an integral part of Korean society throughout history and are still used today. They represent a mark of identity, a declaration, a signature. G.O.A.'L's existence is a declarative mark of adoptee presence in Korea. The meaning of the decision to use the form of the ㅏ vowel in the style of the original dot and line was steeped in history, and a reminder of the meaning behind Hangul. The characters of Hangul were originally designed with a dot and line; the dot representing a human, and the line representing earth.



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2020 REBRANDING

Adoptees have a very specific place in Korean history, and similarly Korea has a place within their own personal histories. The dot and line of the vowel are a reminder that we, as adoptees, have a place in Korea. It is also at the heart of the syllable and the logomark.

The G.O.A.'L. branding goes beyond just the logo however, and different aspects come together to weave in concepts connected to adoptee identity.

A rule of the new branding is that within the logo system, there is never a purely Korean version of the logo. The Hangeul and Latin alphabets must always be used together. This is symbolic of the defining duality in the adoptee identity. The decision to not include a purely Korean version of the logo is reminiscent of the original thinking that adoptees don't always fit within the ideals of being Korean or a part of Korean society.

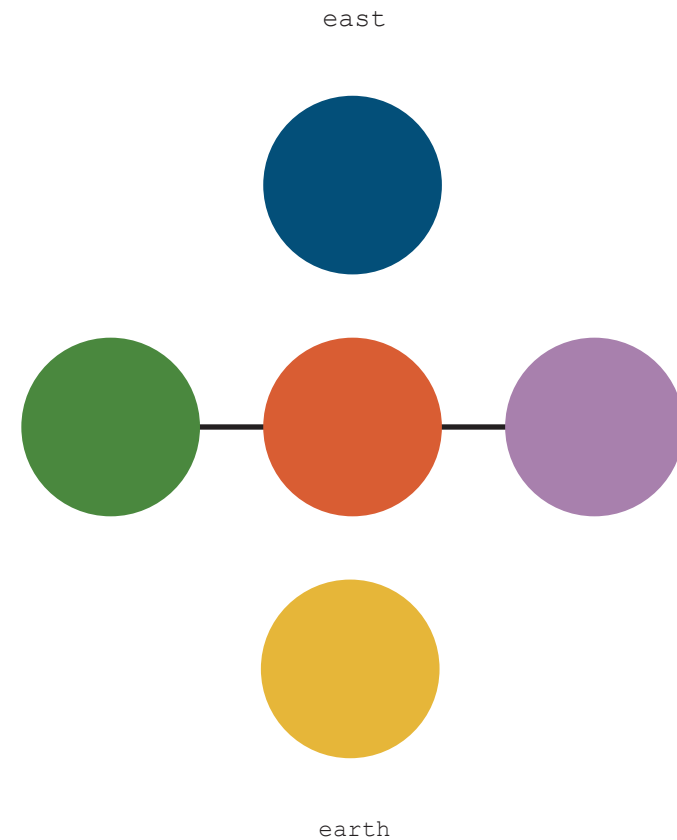


G.O.A.'L. (사) 해외입양인연대
www.goal.or.kr

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COLOR PALETTE + SYSTEM

The G.O.A.'L. blue is maintained to keep a relationship to the original branding. Supporting colors are being added to the official color palette, and they also have a specific system to them. In Korean tradition, Obangsaek (오방색) are the 5 colors in the traditional Korean color spectrum. The G.O.A.'L. identity symbolically also has 5 colors, but doesn't follow the traditional Korean red, yellow, blue, black and white. Yellow is kept for its symbolic meaning of earth, and blue is kept for its relationship to the original branding (it also symbolizes "east" and G.O.A.'L. is based in Korea). Secondary colors are made of combinations of the primary colors and are therefore a blend of two colors. Using this as a metaphor for adoptee identity; a G.O.A.'L. orange, purple and green are being added to the palette.



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COLOR PALETTE + SYSTEM

The colors are designed to be used as a triad, loosely referencing the adoptee triad (birth family, adoptive family, and the adoptee). The adoptee is represented by the secondary color.

The G.O.A.'L. blue must always be used in any designed materials (unless it is black & white). If any secondary colors are used, then they should be used as a triad. Secondary colors should not be mixed together however. The G.O.A.'L. blue is the only color that should be used on its own in any materials.



CMYK 95/45/10/40
RGB 0/80/121
HEX 005079



CMYK 10/77/90/2
RGB 216/93/51
HEX DC4726



CMYK 25/49/0/12
RGB 169/128/173
HEX AA80AD



CMYK 74/25/100/10
RGB 76/137/63
HEX 4B883E



CMYK 100/79/35/22
RGB 230/182/58
HEX E0B458



Color Triad 1



Color Triad 2



Color Triad 3

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TYPEFACES

There are 2 typefaces in the GOA'L branding system: Roboto Slab (ENG) and Noto Sans KR (ENG/KOR)

Roboto Slab should be used for titles, headings, names, or highlighted information. This slab serif typeface was chosen for its contrast to the rounded edges of the logomark and also the angles echo the sharper angles in Hangul.

Noto Sans should be used for all body text in both languages. It was important to select a typeface that was well-designed to be used in typesetting in both Korean and English, and also to ensure continuity in materials that use both languages.

Both typefaces are available through Google Fonts and were also chosen for ease of accessibility and ability to be used as web fonts.

INTRODUCTION

Roboto Slab, 14pt

Global Overseas Adoptees' Link was founded in 1998 by overseas Korean adoptees who returned to Korea. It soon became and remains the only adoptee-led non-profit and NGO in Korea. The following year, twelve adoptees gathered in Seoul for the first ever formal meeting. The year 1999 brought about the first G.O.A.'L conference, which continues on today.

Noto Sans KR Medium, 8pt

Today, hundreds of adoptees visit and live in Korea. As an adoptee-led organization, our mission first and foremost is to serve the Korean adoptee community both here and abroad.

소개

Noto Sans KR Bold, 15pt

(사)해외입양인연대는 1998년 3월 국내에 체류 중이던 해외 입양인들에 의해 최초로 설립되었습니다. 저희 단체는 미국, 프랑스, 덴마크 등 다양한 국가로 입양된 해외 입양인들이 친생 가족을 찾고, 한국을 찾은 이들이 한국 문화와 사회에 적응하며 체류 할 수 있도록 돕고 있습니다. 또한, 국내에서 해외 입양인들을 위한 행사를 운영하며 서로 공동체를 형성하고 의지 할 수 있도록 힘을 다해 왔습니다. 이 외에도 해외입양인들을 돕기 위해 다방면으로 노력하고 있으며, 국내에서 유일하게 입양인 직원들에 의해서 운영되는 기관입니다.

Noto Sans KR Regular, 9pt

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BUSINESS CARDS





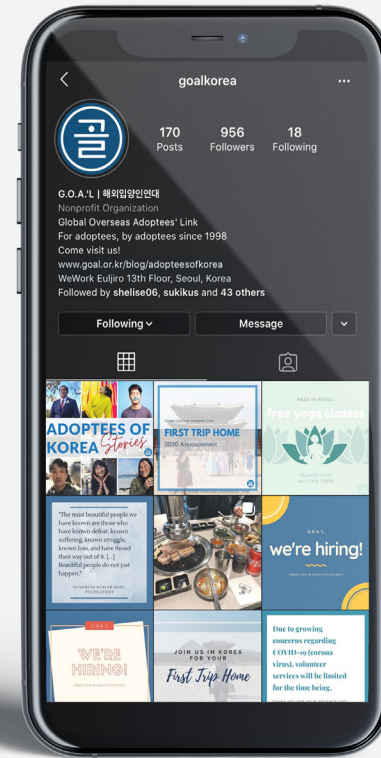
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SIGNAGE



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SOCIAL MEDIA



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PROMOTIONAL MATERIALS

