



G.O.A'L. (사)해외입양인연대
Global Overseas Adoptees' Link

BRAND STORY

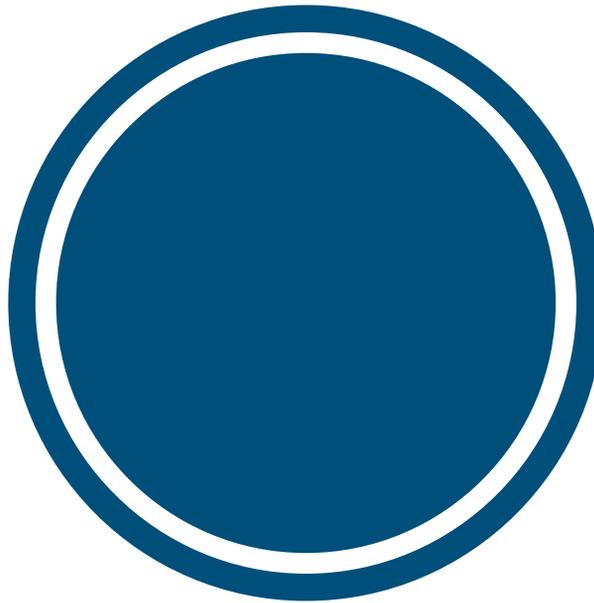
BRANDING AND DESIGN BY AMY FORTUNATO · 김선혜

LOGOMARK

CONCEPT & MEANING

G.O.A.'L. BLUE

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. Blue has become iconic and recognizable in connection with G.O.A.'L.



CIRCLE WITH A FRAME

The round shape symbolizes the global aspect of the organization.

The style of the logomark is inspired by the visual language of stamps/seals through the rounded quality of the Hangul characters in the logomark and its circular frame.

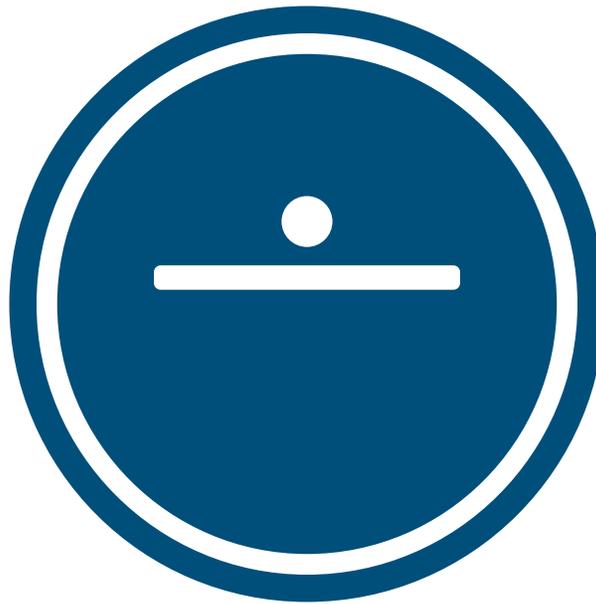
Stamps/seals are an important part of Korean society throughout history and are still used today. They represent a mark of identity, a declaration, a signature. G.O.A.'L.'s existence is a declarative mark of an adoptee presence in Korea.

LOGOMARK

CONCEPT & MEANING

HANGUL VOWEL ㅏ

The characters of Hangeul were originally designed with a dot and line; the dot representing a human, and the line representing earth. Using the ㅏ vowel in the style of the original dot and line is a reminder of the meaning behind Hangeul as well a tie to historical origins.



DOT + LINE PLACEMENT

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.

LOGOMARK

CONCEPT & MEANING

HANGUL TYPEFACE

The rounded quality of the Hangul letters also evoke a visual style of Korean stamps/seals.



SYLLABLE BLOCK

The Hangul spells G.O.A.'L. in its Korean phonetic sound (골) which can be read by a Korean-reading audience.

CONCEPT & MEANING

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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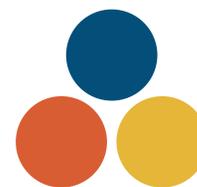
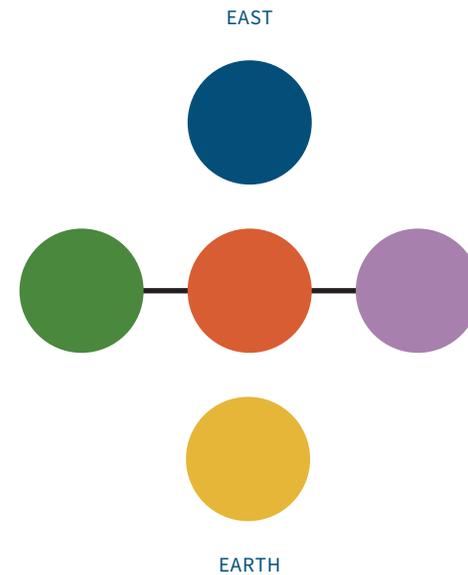
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COLOR PALETTE + SYSTEM

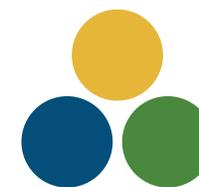
The G.O.A.'L. blue is maintained to keep a relationship to the original branding. Supporting colors are being added to the official color palette with a specific system of their own.

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; G.O.A.'L. orange, purple and green are included.

The color palette is designed to be used as different triads, loosely referencing the adoptee triad (birth family, adoptive family, and the adoptee). This also ties into the notion that not all adoptees are the same, in terms of where we grew up, how we think, or what we believe. The adoptee is represented by the secondary color, because what we all do have in common, is that we are a combination of two places.



COLOR TRIAD 1



COLOR TRIAD 2



COLOR TRIAD 3

STATIONERY

