

TOMKAT CENTER FOR SUSTAINABLE ENERGY

CORPORATE IDENTITY

POINT OF VIEW

OPTIONONE



TOMKAT
CENTER
FOR SUSTAINABLE ENERGY



TOMKAT
CENTER
FOR SUSTAINABLE ENERGY



bm_POV T-shirt



OPTION TWO



TOMKAT

C E N T E R





TOMKAT
C E N T E R



TOMKAT
C E N T E R



OPTIONTHREE

TOMKAT



Center for Sustainable Energy





TOMKAT 
Center for Sustainable Energy

TOMKAT 
Center for Sustainable Energy



OPTIONFOUR



TOMKAT
CENTER

FOR SUSTAINABLE ENERGY



dc_15 POV

Bold streaks of color spreading out in multiple directions show how TomKat is working to transform and distribute sustainable energy in all areas of the world. Each strip also speaks to the various contributions of ideas and thoughts from different individuals and departments. Together, they form a solid picture.

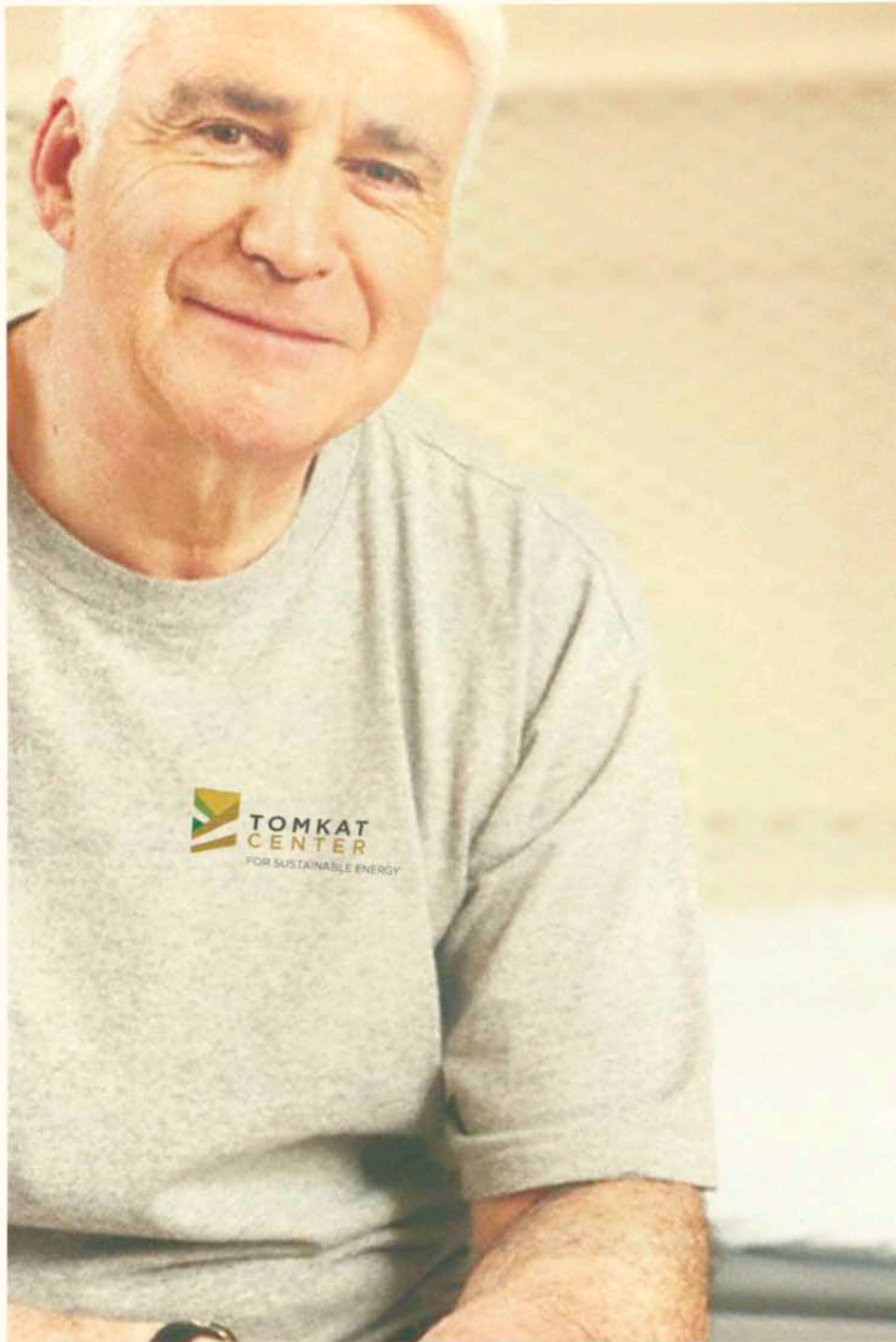


TOMKAT
CENTER

FOR SUSTAINABLE ENERGY



TOMKAT
CENTER
FOR SUSTAINABLE ENERGY





OPTION FIVE



Tom**Kat**Center
for sustainable energy



TomKatCenter
for sustainable energy

Bug represents collaboration, interdiscipline



Tom**Kat**Center
for sustainable energy



TomKatCenter
for sustainable energy



Tom**Kat**Center
for sustainable energy



Tom**Kat**Center
for sustainable energy





LOGO EXPLORATION



Tom**Kat**Center
for sustainable energy



TomKatCenter
for sustainable energy



TomKat center for sustainable energy

TomKat
center for sustainable energy



TomKat
center for sustainable energy

Tom**Kat**Center | FOR
SUSTAINABLE
ENERGY

Tom**Kat**Center | FOR
SUSTAINABLE
ENERGY

TomKat

CENTER
for sustainable energy





TomKat

center for sustainable energy



TomKat
center for sustainable energy

JM_05 Bug represents collaboration and connection, with the different shades of blue indicating different disciplines.



Tom**Kat**Center
for sustainable energy



TomKatCenter
for sustainable energy



TOMKAT
CENTER FOR
SUSTAINABLE
ENERGY

TOMKAT
CENTER FOR
SUSTAINABLE
ENERGY

TomKatCenter

FOR SUSTAINABLE ENERGY



TomKatCenter

FOR SUSTAINABLE ENERGY



TomKatCenter
FOR SUSTAINABLE ENERGY



TomKatCenter
FOR SUSTAINABLE ENERGY





TOMKAT



Center for Sustainable Energy

TOMKAT 
Center for Sustainable Energy





TOMKAT
CENTER

FOR SUSTAINABLE ENERGY



dc_01

The symbol represents the collaborative efforts of TomKat's researchers, students, and faculties. The intersecting core of the mark illustrates the exchange of knowledge and information across multiple disciplines to arrive at a holistic solution that seeks to address the world's energy systems from every angle and direction.



TOMKAT
CENTER

FOR SUSTAINABLE ENERGY



dc_02

The symbol represents the collaborative efforts of TomKat's researchers, students, and faculties. The intersecting core of the mark illustrates the exchange of knowledge and information across multiple disciplines to arrive at a holistic solution that seeks to address the world's energy systems from every angle and direction.



dc_03

The symbol illustrates a collaborative effort between TomKat researchers as well as the local, national, and global community. The connection between the four pieces connotes a circular movement, referencing TomKat's mission to enable sustainable energy means.



TOMKAT CENTER

FOR SUSTAINABLE ENERGY



dc_04

The symbol illustrates a collaborative effort between TomKat researchers as well as the local, national, and global community. The connection between the four pieces connotes a circular movement, referencing TomKat's mission to enable sustainable energy means.



TOMKAT
CENTER

FOR SUSTAINABLE ENERGY



dc_05

An abstract infinity symbol is embedded in the mark to convey a sustainable energy system. These interlocking three-quarter arcs illustrate the sourcing, reusing, and recycling of energy from input to output.



TOMKAT

CENTER FOR
SUSTAINABLE ENERGY



TOMKAT
CENTER FOR
SUSTAINABLE ENERGY

dc_06

TomKat is solving the world's energy problems by leveraging the expertise of disparate disciplines and fields at Standard University as denoted by the four quadrants of the symbol. Together, they are working to achieve sustainable energy solutions for the world.





TOMKAT
CENTER
FOR SUSTAINABLE ENERGY



TOMKAT
CENTER
FOR SUSTAINABLE ENERGY

dc_08

The repeating shapes nestled within each other in this mark represents TomKat's mission to transform and change the way we view energy systems with impacts extending outward from the local to global community.



TOMKAT
CENTER

FOR SUSTAINABLE ENERGY



TOMKAT
CENTER
FOR SUSTAINABLE ENERGY

dc_09

The interlocking pattern of this symbol illustrates a strong collaborative effort between Stanford researchers, students, and faculties to create a sustainable link between communities. TomKat's research seeks to power the world's energy system. The lines also reference energy connections and circuits.



dc_10
The interlocking pattern of this symbol illustrates a strong collaborative effort between Stanford researchers, students, and faculties to create a sustainable link between communities. TomKat's research seeks to power the world's energy system. The lines also reference energy connections and circuits.





TOMKAT
CENTER
FOR SUSTAINABLE ENERGY



TOMKAT
CENTER
FOR SUSTAINABLE ENERGY

dc_12

The fluidity of the symbol communicates the flow and exchange of research, information, and ideas to create sustainable energy systems.







TOMKAT CENTER

FOR SUSTAINABLE ENERGY



TOMKAT
CENTER

FOR SUSTAINABLE ENERGY

dc_15

Bold streaks of color spreading out in multiple directions show how TomKat is working to transform and distribute sustainable energy in all areas of the world. Each strip also speaks to the various contributions of ideas and thoughts from different individuals and departments. Together, they form a solid picture.



dc_16
Bold streaks of color spreading out in multiple directions show how TomKat is working to transform and distribute sustainable energy in all areas of the world. Each strip also speaks to the various contributions of ideas and thoughts from different individuals and departments. Together, they form a solid picture.



**TOMKAT
CENTER**
— FOR —
SUSTAINABLE ENERGY



**TOMKAT
CENTER**
— FOR —
SUSTAINABLE ENERGY

dc_17

Bold streaks of color spreading out in multiple directions show how TomKat is working to transform and distribute sustainable energy in all areas of the world. Each strip also speaks to the various contributions of ideas and thoughts from different individuals and departments. Together, they form a solid picture.



TOMKAT CENTER
FOR SUSTAINABLE ENERGY



dc_18
Bold streaks of color spreading out in multiple directions show how TomKat is working to transform and distribute sustainable energy in all areas of the world. Each strip also speaks to the various contributions of ideas and thoughts from different individuals and departments. Together, they form a solid picture.



TOMKAT



TOMKAT CENTER
FOR SUSTAINABLE ENERGY



dc_19

Bold streaks of color spreading out in multiple directions show how TomKat is working to transform and distribute sustainable energy in all areas of the world. Each strip also speaks to the various contributions of ideas and thoughts from different individuals and departments. Together, they form a solid picture.





TOMKAT
CENTER
FOR SUSTAINABLE ENERGY



TOMKAT
CENTER
FOR SUSTAINABLE ENERGY





TOMKAT
CENTER FOR SUSTAINABLE
ENERGY





TOMKAT CENTER

For Sustainable Energy







**TOMKAT
CENTER**
FOR SUSTAINABLE ENERGY





TOMKAT
CENTER
FOR SUSTAINABLE ENERGY









TOMKAT
C E N T E R



kw_01 This circle is made of two styles of strokes. The brush stroke represents nature and the human thought process needed to solve sustainable energy problems. The hard edged stroke represents technology and science. Both coming together symbolizes the convergence of all in the TomKat Center.



TOM
KAT
CENTER FOR
SUSTAINABLE
ENERGY



TOM
KAT
CENTER FOR
SUSTAINABLE
ENERGY



T O M K A T

C E N T E R



T O M K A T
C E N T E R

kw_02 This elegant, clean type treatment represents the clarity and sophistication the TomKat Center brings to solving global sustainable energy challenges. The typography is tracked out - spaced widely - to symbolize the breadth of disciplines which will be engaged.



T O M K A T
C E N T E R






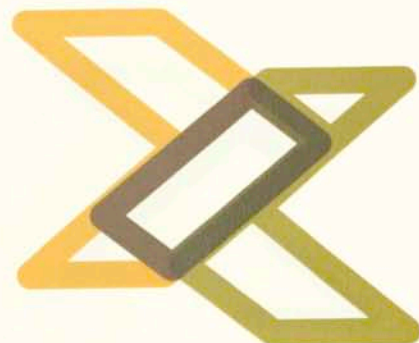
TOMKAT

CENTER FOR
SUSTAINABLE
ENERGY

CENTER FOR SUSTAINABLE ENERGY



TOMKAT
CENTER FOR
SUSTAINABLE
ENERGY



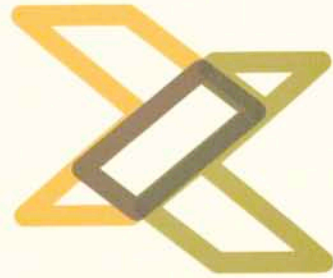
TOMKAT

CENTER FOR SUSTAINABLE ENERGY



TOMKAT

CENTER FOR SUSTAINABLE ENERGY



TOMKAT

center for sustainable energy



TOMKAT

center for sustainable energy



TomKat
CENTER FOR SUSTAINABLE ENERGY



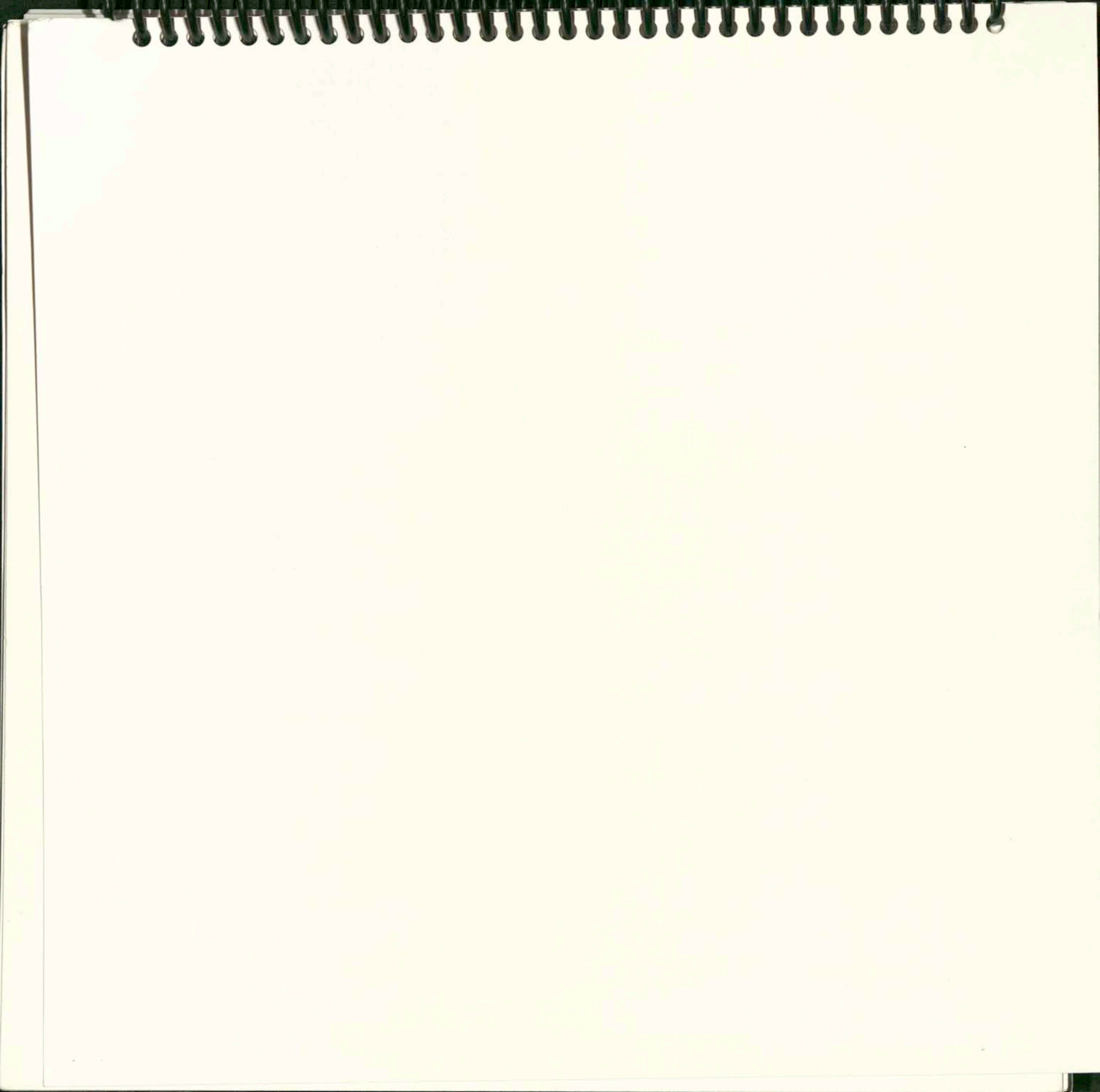


CENTER FOR SUSTAINABLE ENERGY





kw_08 This logo symbolizes energy and light both of which the TomKat Center brings to the issues of sustainable energy.



eleven**eighty**five**design**